

Did you know?

They were told to follow one of three diets: a Mediterranean diet supplemented with five tablespoons of extra virgin olive oil a day, a Mediterranean diet supplemented with 30 grams of nuts a day, or a low fat diet. A total of 334 of the people initially involved completed the study and were given cognitive tests at the start and end of the trial, which lasted an average of four years.

The group following a low-fat diet were found to have had a significant decrease in memory and cognitive function. Those supplementing a Mediterranean diet with nuts had a significant improvement in their memory, while the group that added extra virgin olive oil to their diet had significantly better cognitive function.

There were 37 cases of participants developing mild cognitive impairment during the study, but the researchers did not find that the different diets had had a significant impact on these diagnoses.

Source: <http://www.independent.co.uk/life-style/health-and-families/health-news/mediterranean-diets-are-better-for-your-brain--providing-you-eat-extra-virgin-olive-oil-and-nuts-with-it-study-suggests-10243725.html>

**A compound in peanuts, olive oil may help fight cancer**

A chemical compound present in pomegranate, peanut, avocado, olive oil and almond could have the potential to fight cancer without causing severe side effects in patients.

Biological experiments and computer simulations has identified potential molecular mechanism through which the compound beta-sitosterol works inside cancer cells and prevents them from dividing uncontrollably.

"Beta-sitosterol has long been known for its health benefits and potential clinical utility against several diseases, including diabetes, asthma and atherosclerosis," said Manu Lopus, Principal Investigator, Experimental Cancer Therapeutics and Chemical Biology Laboratory, University of Mumbai's Department of Atomic Energy Centre for Excellence in Basic Sciences.

"This compound has also been proposed as a potential anti-cancer drug because of its ability to kill different types of tumour cells. However, the molecular mechanisms with which beta-sitosterol destroy tumour cells are poorly understood," said Lopus.

The four-member team is now working on evaluating the anti-tumour efficacy and potential side effects of the compound against different types of cancers.

"The findings are promising since the compound is derived from a natural product, which means less toxic effects," said Dr Milind Vaidya, faculty, Advanced Centre for Treatment Research and Education in Cancer, Navi Mumbai. "Some that show promising results at the lab level may not stand the test of scrutiny. But if it undergoes all clinical trials successfully, the implications will be good for cancer treatment."

Laboratory experiments played out the interactions of beta-sitosterol with its major cellular target – a protein called tubulin. In cells, tubulin builds arrays of thread-like polymer called microtubules which capture chromosomes and segregate them during cell division. "When the cell divides, microtubules ensure that the chromosomes of the parent cell are equally distributed to the resulting daughter cells. Since cancer is a disease of uncontrolled cell division, microtubule-targeting drugs have been emerging as an attractive option for the treatment of a variety of tumours," said Lopus.

According to researchers, experiments indicated that beta-sitosterol has a strong affinity to target tubulin. "Computer simulations showed that the compound binds at a novel site on tubulin. At present, no other drug is known to do that," said Tejashree Mahaddalkar, first-author.

Source: <http://www.hindustantimes.com/wellness/a-compound-in-peanuts-olive-oil-may-help-fight-cancer/article1-1346072.aspx>

**Effective Oil to Treat Ear Infections**

An ear infection also called as acute otitis media is a painful condition that occurs more in children than adults. To relief the patient from pain and infection, doctors quickly prescribe antibiotics. But, antibiotics might not be the best choice, as they have many side effects especially for children. Ear infections most often resolve by themselves and can be effectively treated by some home remedies. The symptoms of ear infection are Ear ache, diminished hearing, drainage of fluids from the ear, difficulty in sleeping, loss of balance and loss of appetite.

One of the effective home remedies to treat ear infection is the use of olive oil. Olive Oil is a natural medicine against ear infections. It helps to clear the obstruction by softening the wax. Ear infection can also be caused by wax in the ear that catches fungal or bacterial growth. Warm the oil slightly. Pour a few drops into the affected ear. When the wax has softened, gently remove it from the outer ear with cotton swabs.

Source: <http://www.boldsky.com/health/wellness/2015/effective-oils-to-treat-ear-infections-071407.html>

Recipe Section

**Grilled cauliflower paillards with orange-olive pistou**

Ingredients:

- 1/4 cup (50 ml) extra-virgin olive oil
- Juice of 1 lemon
- 2 oranges (14 ounces/435 g), peeled, segmented and coarsely chopped
- 1/2 cup (90 g) green olives (such as Manzanilla or Picholine), pitted and coarsely chopped
- 1/4 cup (40 g) golden raisins
- 2 garlic cloves, finely chopped
- 2 tablespoons coarsely chopped Italian flat-leaf parsley
- Kosher or sea salt and freshly ground black pepper
- 1 large head (21/2 pounds/1.25 kg) cauliflower, part of core and green leaves removed
- Olive oil
- Kosher or sea salt

Directions:

- Prepare an indirect medium-hot fire in your grill.
- For the Orange-Olive Pistou, stir the olive oil, lemon juice, orange segments, olives, raisins, garlic and parsley together in a bowl. Season with salt and pepper and set aside.
- Cut the cauliflower from top to bottom into 1-inch-thick (2.5 cm) slices and place on a baking sheet.
- Brush the cauliflower with olive oil and salt to taste. Place the cauliflower slices over the hot fire and grill for 2 minutes per side to get good grill marks, and then move to the indirect or no-heat side of the grill. Close the lid and grill-roast for another 10 minutes, until the cauliflower slices still hold together but are tender when pierced with a fork.
- To serve, shingle or overlap the cauliflower slices on a platter and spoon the Orange-Olive Pistou down the center.

Source: <http://fox4kc.com/2015/05/07/grilled-cauliflower-paillards-with-orange-olive-pistou/>



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Indian Olive Association

From the President's Desk



Subsequent to the increase in the import duty on Crude Oil from 2.5 % to 7.5% and on Refined Edible Oil from 10% to 15% by the Department of Revenue, Ministry of Finance, Government of India, the Indian Olive Association submitted a representation to the concerned departments of the Government of India, urging them to reconsider the decision and roll back the duty hike on olive oil. The Association also approached the embassies of olive oil exporting countries and like-minded organisations for their support.

Mr. Rajneesh Bhasin, President, IOA; Ms. Shabnam Pareek, Secretary, IOA; and Ms. Jasmin Kalra, Borges India met Mr. Amit Lohani, Founder Director, FIFI, on 8th April 2015, to discuss various issues for cooperation, to discuss the problems faced by members for import of table olives and to discuss about cooperation between IOA and FIFI for reciprocal membership.

Mr. Rajneesh Bhasin, President, IOA; Mr. V N Dalmia, Founder President, IOA; Ms. Shabnam Pareek, Secretary, IOA; Mr. Vijay Pandey, Dalmia Continental; Ms. Jasmin Kalra, Borges India and Mr. Uday Chugh, FIFI met Mr. Yudhvir Singh Malik, Chief Executive Officer, FSSAI, on 17th March 2015, to discuss the pending issues before FSSAI. The details are given in the relevant item below.

The Association circulated the comparative data on import of olive oil with Italy and Spain breakups for the periods April-December 2014-15 and April-Dec ember 2013-14. India's imports of table olives for the period April-January 2014-15 were also circulated. Details are given below.

*Rajneesh Bhasin*  
Rajneesh Bhasin

Representations sent and Meetings held with regard to increase in Import Duty on Crude oil and Refined Edible Oil

In the last Newsletter October 2014-March 2015, the Association had reported about the Representations sent and Meetings held with regard to increase in Import Duty on Crude oil and Refined Edible Oil by the Department of Revenue, Ministry of Finance, Government of India, vide Notification No. 34/2014.

In this context, subsequently, the President, Indian Olive Association also met the officials from the Delegation of European Union to India, New Delhi to discuss the issue of olive oil duty increase.

Meeting with FSSAI

Mr. Rajneesh Bhasin, President, IOA; Mr. V N Dalmia, Founder President, IOA; Ms. Shabnam Pareek, Secretary, IOA; Mr. Vijay Pandey, Dalmia Continental; Ms. Jasmin Kalra, Borges India and Mr. Uday Chugh, FIFI met Mr. Yudhvir Singh Malik, Chief Executive Officer, FSSAI, on 17th March 2015, to discuss the following issues pending before FSSAI:

were fully compliant with CODEX standards. A copy of the representation submitted to FSSAI last year was handed over to him.

- The need to have FSSAI standards for presence of benzopyrene in oils was also reemphasized.

Mr. Malik was receptive to the suggestions made and informed that the technical standards committee was being set up which will study the issues.

- Problems faced by Importers of table olives due to difference between FSSAI and CODEX standards. His attention was drawn to the heavy losses suffered by importers at customs even though they



## Olive Oil Import Data

### Olive Oil

As per Department of Commerce, Government of India, total olive oil imports by India during April-December 2014-15 were 9659.25 MT, witnessing a growth rate of around 20% over the same period last year. The shares of Spain and Italy in this period stood at 62.19% and 30.10% respectively. Olive oil imports by India during the same period last year (April-December 2013-14) amounted to 8020.59 MT (with shares of Spain and Italy at 60.25% and 33.16% respectively).

## News from the Industry

### Revenues from olive oil exports reached 1,139 MTD to end April 2015 in Tunisia

Olive oil exports have reached 186 thousand tonnes (including 8.1 thousand tonnes packaged) from November 2014 to the end of April 2015 with a value of 1,139 million Tunisian dinars (MTD) against exports of 26 thousand tonnes (159 MTD) in the same period last year.

According to the data from the Ministry of Agriculture, Water Resources and Fisheries, the olive oil exports, which started in November 2014, are ongoing.

Regarding the general situation of olive groves and its impact on the prospects for production in the 2014-2015 season, the same source said the season was rainy in winter and spring in different production areas and on uneven periods which had a positive impact on the health situation of olive groves and advanced the maturity of trees.

Source: [https://www.zawya.com/story/Revenues\\_from\\_olive\\_oil\\_exports\\_reached\\_1139mTunisian\\_dinars-ZAWYA20150524041539/](https://www.zawya.com/story/Revenues_from_olive_oil_exports_reached_1139mTunisian_dinars-ZAWYA20150524041539/)

### Jordan's olive oil production hits 20% to 22,835 tonnes in 2014

The Department of Statistics (DoS) stated that Jordan's olive oil production increased by 20 per cent in 2014. DoS Report said that olive groves across the Kingdom produced 22,835 tonnes of olive oil during the 2014 harvest season between October 15 and January 23, as compared to 19,078 tonnes in 2013.

The harvest of olive fruits also saw a 20 per cent rise in 2014 when compared with the year before as DoS estimated the volume of olives at 116,969 tonnes, while in 2013 it stood at 97,825 tonnes.

### Table Olives

India's imports of table olives for the period April-January 2014-15, as per Department of Commerce, Government of India, which stood at 1658.33 MT, with table olive imports from Spain amounting to 1518.33 MT. As per Department of Commerce, Government of India, import of table olives for the last financial year April-March 2013-14 were 1197.77 MT, with table olive imports from Spain totalling to 1067.54 MT. The corresponding quantity for the period April-March 2012-2013 was 842.43 MT, registering a growth of 42% in 2013-14.

According to official data, Irbid was the highest olive oil producer in the Kingdom with 7,515 tonnes, followed by Ajloun with 3,247 tonnes, Amman (2,488 tonnes), Balqa (2,022 tonnes) and Jerash (1,996 tonnes). Production in Irbid, 80km north of Amman, went up by 44 per cent in 2014, while in Ajloun, 70km northwest of the capital, it saw a decrease of 15 per cent.

Source: <http://customstoday.com.pk/jordans-olive-oil-production-hits-20-to-22835-tonnes-in-2014/>

### Rajasthan Studies Viability of Olive Leaf Tea

The government of Rajasthan is exploring the possibility of producing tea with the leaves of the olive tree. Clinical tests are being conducted on samples of olive leaves to test the quality of such a tea and its potential to be marketed as a brew rich in anti-oxidants.

Rajasthan began an 'ambitious project to cultivate olives in 2007 with the technical assistance provided by Israeli experts. Olive cultivation was promoted in this desert state in north-west India because it required less water than other crops and produces a high-value product. Today, there are eleven state-owned farms in seven districts of the state. One of the farms in Lunkaransar in the Bikaner district is reported to have produced 8,000 litres of oil.

If initial tests support the viability of producing olive leaf tea, Rajasthan government has further plans to set up an olive tea manufacturing plant. "Olive tea has great health benefits and is considered three percent more beneficial than normal green tea. We have sent olive leaves to some factories for experiments. The factories have prepared some tea samples already. Now further tests are on to assess their health benefits," said Prabhu Lal Saini, Rajasthan's Agriculture Minister.

Olive leaf tea is already a popular drink in some countries of Europe, Japan, Korea and the USA where it

is consumed for its health benefits. Selling olive leaves to tea producers is another way for growers to increase earnings.

Source: <http://www.oliveoiltimes.com/olive-oil-making-and-milling/rajasthan-studies-viability-of-olive-leaf-tea/47566>

### An Olive Oil from Japan Wins Top Award

When the winners were announced at the world's largest olive oil competition in New York in April 2015, the top prize in the Northern Hemisphere delicate monovarietal category was not awarded to a producer from Italy or Spain, as one might have expected. The coveted Best in Class Award went to Toyohiro Takao, the producer of an exquisite Mission olive oil from Japan.

Mr. Toyohiro's brand, Takao Nouen no Olive Hatake, is produced on a small family farm in Shodoshima on Shōdo Island where, in 2008, he planted Mission and Lucca olives from California.

Olives grow well on the island, but it's not always easy. "Japan has rainy season, typhoons, and humidity is extremely high in summer," said Toyohiro. "What I most worry about is when we have high precipitations. During this season, the olive trees are more prone to get sick, injured and even a mature tree can die."

Toyohiro fertilizes with an original blend of manure, oyster shells, olive pomace, and a rice and beans-based compost "which I harvest to facilitate the root's oxygen level, as well as to achieve bacteria, and microbial stability."

Toyohiro said that the majority of Mission olives harvested in Japan are used for table olives but are not suitable for oil extraction. Extracting oil from them is a challenge.

Source: <http://www.oliveoiltimes.com/olive-oil-basics/olive-oil-from-japan-wins-top-award/47518>

### Italian Olive Oil Production Threatened by Bacteria Attack

South Italy produces 80% of the country's olive oil production. A bacterial outbreak is sweeping across one of Italy's most famous olive regions, infecting an estimated one million trees and putting a major part of Europe's olive production at risk.

The bacterium, *Xylella fastidiosa*, is threatening to put many families out of business in the southeastern Salento peninsula of Italy (the 'heel' of the Italian boot'), which produces some of the country's best olive oils. It causes withering by restricting water flow from a tree's roots to its canopy; a tree eventually collapses and dies.

The bacterium has destroyed vineyards in northern California (costing the grape industry \$100 million a year) and infects 200 million citrus trees in Brazil but its presence was only confirmed in Europe for the first time when olive trees began dying rapidly in southern Italy. Italian researchers first notified the European Commission in October 2013 that the pathogen had been detected in the southern parts of the Apulia region in Italy. Some 10% of trees in the area are now thought to be affected.

Production has already dropped at farms across the region, but the bacterium is expected to spread even further. A recent E.U. report said "establishment and spread in the E.U. is very likely" and warned of "major risk to the E.U. territory" if the disease is spread to other olive producing regions.

Italian officials are now trying to quarantine the outbreak by creating a buffer zone across the peninsula. An Italian court suspended the destruction of olive trees but Italy's Agriculture Ministry has appealed the decision. According to the Times, 35,000 trees could soon be uprooted under the Government's plan.

Source: <http://time.com/3856921/italy-olives-plague/>

### Olive oil standardization could boost exports

The Greek economy could enjoy additional revenues of 250 million euros per year from olive oil exports if the commodity were utilized appropriately (i.e. not exported in bulk) and standardized in Greece with its own distinctive identity, according to a report by the National Bank of Greece.

Currently, annual olive oil export revenues amount to 310 million euros, so there is a potential for revenues of more than half a billion euros, while the replacement of bulk olive oil by a standardized product would also bring revenues of 85 million euros to the state from value-added tax alone.

However, just as is the case of other commodities, Greece appears to be missing out on olive oil demand as although global demand has risen more than 100 percent in recent years, the market share of standardized Greek olive oil has dropped from 6 percent in the 1990s to 4 percent in the last five years.

Furthermore, unless something changes, Greece will not only have to compete with Italy and Spain, but also with new international market players such as Tunisia, Portugal, Morocco and Turkey. In Greece, not more than 27 percent of local olive oil is standardized, against 50 percent in Spain and 80 percent in Italy.

Source: [http://www.ekathimerini.com/4dcgi\\_w\\_articles\\_wsite2\\_1\\_13/05/2015\\_550016](http://www.ekathimerini.com/4dcgi_w_articles_wsite2_1_13/05/2015_550016)

## Rajasthan, Israel discuss steps to expand cooperation

Ms. Vasundhara Raje, Chief Minister of Rajasthan met H.E. Mr. Daniel Carmon, Israel's Ambassador to India to discuss about expansion of partnership in olive and dates production and dairy development.

"Rajasthan is quite similar to Israel in climatic conditions and both the partners could play important role in development of agriculture sector," Raje said. Raje also requested the Israeli envoy to provide support in operations and management of olive oil refinery established at Lunkaransar in Bikaner district and provide training to the local staff.

Rajasthan in October 2014 became the first state in India to have an olive oil refinery. The refinery was established at a cost Rs. 3.75 crore.

## Did you know?

### Everything you wanted to know about olives

1. The olive tree, *Olea europaea*, is native to countries in Asia and Africa and along the Mediterranean Sea.
2. Unripe olives are green in colour and as they ripen, they turn black or dark purple.
3. Olives are a fruit, not vegetables as many people believe.
4. Olive oil does not contain cholesterol, salt or carbohydrate.
5. Olives are rich in vitamin E and healthy fats.
6. An olive tree can live up to 600 years.
7. It can take up to 10 years for an olive tree to bear fruit.
8. Globally, people consume approximately 2.25 million tonnes of olive oil each year.
9. Spain, Italy and Greece are the top olive producing nations in the world.
10. Since 1990, consumption of olive oil in the United States has increased significantly. In the last two decades, its consumption has increased from 30 million gallons to nearly 70 million gallons a year.
11. 2,550 olive branches were used at the 2004 Olympics Games when the tradition of crowning Olympians with an olive wreath was reintroduced.

Olives, whether eaten whole or as olive oil, offer exceptional health properties. Olives contain an abundance of antioxidants, protective disease fighting compounds found in plants. Few other foods with high fat content offer such a wide range of antioxidant nutrients. All these elements combine to reduce excessive inflammation and keep the body healthy. They also work to neutralise the damaging effects of free radicals on the body's cells, which can

In 2007, the then Bharatiya Janata Party government headed by Raje had commenced the olive cultivation in the state and presently olive plantation is being carried out on around 182 hectares on government owned farms across the state.

The Chief Minister sought from Israel to provide 'Table Purpose Variety' of olive saplings, so that its production could also start in Rajasthan. "Israel can also support Rajasthan in dates production," the Chief Minister said.

Source: [http://www.business-standard.com/article/news-ians/rajasthan-israel-discuss-steps-to-expand-cooperation-115051501606\\_1.html](http://www.business-standard.com/article/news-ians/rajasthan-israel-discuss-steps-to-expand-cooperation-115051501606_1.html)

contribute to disease and ill health. Despite being high in fat, olive oil is a better choice compared to other oils for your heart. The majority of fat found in olives is monounsaturated fatty acid and oleic acid, both healthy forms of fat. These elements suppress the production of unhealthy cholesterol which has been shown to play a role in the development of cardiovascular disease.

Source: <http://thepeninsulaqatar.com/plus/community-plus/337170/everything-you-wanted-to-know-about-olives>

### Mediterranean diets are better for your brain – providing you eat extra virgin olive oil and nuts with it, study suggests

A Mediterranean diet supplemented with extra virgin olive oil and nuts has been found to potentially improve the memory and of older adults, a new clinical study suggests.

"This small study found that a Mediterranean diet, which is low in animal foods like meat and butter and high in vegetables, legumes and wholegrains, when supplemented with olive oil or nuts, is associated with improved cognitive function," said Samantha Heller, a nutritionist at New York University's Centre for Musculoskeletal Care and Sports Performance.

Doctors led by Emilio Ros at the lipid clinic, endocrinology and nutrition service at Hospital Clinic, Barcelona, randomly assigned 447 older adults who were around 67 years old, typically overweight but not obese, and at risk of cardiovascular disease. Many had high blood pressure or high cholesterol.

