

News from Olive World

Greeks Still World's Top Olive Oil Guzzlers

Greece still leads the world in per capita olive oil consumption, with each person consuming nearly 18kg yearly, according to figures from the European Commission.

In a table of per capita olive oil consumption in the European Union for 2011/12, Greece is at the top with 17.9kg, followed by Spain with 12.6kg, Italy 10.9kg, Cyprus 7.5kg and Portugal 7.4kg.

And the just over half a million people who live in Luxembourg, one of the world's financial capitals, lapped up an average of 2.7kg of olive oil each, to slip in next, ahead of the French and Maltese, who averaged 1.7kg per person.

Source : <http://www.oliveoiltimes.com/olive-oil-basics/greeks-leading-olive-oil-guzzlers/35304>

Exhibitions

Oil Asia - 11th China (Beijing) International Edible Oil & Olive Oil Industry Expo, 2013

November 25th-27th, 2013, China International Exhibition Center, Beijing

Project Manager: Smith Song
Beijing Haiminghuibo Conference Exhibition Co., Ltd
Add: Room 1801, Building 5, Jinhaiguoji Center,

Guangqu Road No.21, Chaoyang District, Beijing, P.R.China.
Tel: +86-10-59572664
Mobile: +86-15712956058
Fax: +86-10-58850889
Skype: cowboymith
Email&MSN: songxq123@hotmail.com
Website: www.oilfair.cn

(Information regarding trade enquiries and exhibitions are based on information received by IOA. The Association does not guarantee factual accuracy or endorse individual parties.)



Welcome to the healthy delicious world of Borges



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Edited, Printed and Published by Secretary, Indian Olive Association
PHD House, 4/2, Siri Institutional Area, August Kranti Marg, New Delhi-110016(India)
Phone: 91-11-26863801 to 04, 49545454 (extn.-114); Fax: 91-11-26855450, 49545451
E-mail: indolive@indolive.org Website: www.indolive.org



Indian Olive Association

From the President's Desk



Dear Members,

Despite a price increase of more than 40% in the last year in producer countries, Olive Oil and Olive Pomace Oil imports to India registered a historical high growth of 66% over the previous fiscal. India imported 11,916.76 Metric Tonnes (MT) in the year ending March 2013 as compared to 7163.08 MT in March 2012 producing a never-before-seen increase of 66.36%.

Friends, I had the opportunity to address attendees of the first New York International Olive Oil Competition in April and emphasized the urgent need to promote the adoption of olive oil in India.

In March, I participated in BIOL 2013 in Andria, Puglia, Italy to award the 18th International Prize For The Best Organic Extra Virgin Olive Oil In The World along with 24 other jurors from around the world. I participated in a conference on Organic Olive Oil As A Factor of Integrated Local Development and spoke on the Indian market, its requirements and its growth.

The Vice President of the Association and I met Mr. Enad Al Fayes, Chairman of the Jordan Olive Association, during his visit to India on 26th March 2013. He spoke about the olive oil sector in Jordan and sought our views on the potential of exporting olive oil from Jordan to India.

V N Dalmia

750 ml allowed at IOA Suggestion

The Association had submitted a representation to the Ministry of Consumer Affairs, Food and Public Distribution for inclusion of 750 ml and 1.5 Ltr. bottles under Legal Metrology (Packed Commodities) Amendments Rules, 2012.

Vide notification dated 6th June, 2013, of Ministry of

Consumer Affairs, Food and Public Distribution (Department of Consumer Affairs), with regard to the Legal Metrology (Packed Commodities) Amendment Rules, 2013, 175 g, 300 g, 750 g, 175 ml, 300 ml and 750 ml pack sizes for Edible Oils, Vanaspati, Ghee, Butter Oil have been inserted in the list of standard pack sizes, accepting one of our suggestions.

Growth in Olive Oil imports in 2012-13

Olive Oil and Olive Pomace Oil imports to India registered an enormous increase in the fiscal year 2012-13, reaching a historical high of 66% growth over the previous fiscal. India imported 11,916.76 Metric Tonnes (MT) in the year ending March 2013 as compared to 7163.08 MT in March 2012 producing a never-before-seen increase of 66.36%. The previous high was 49% in the year ending March 2011. The year ending March 2012 had seen a growth rate of 42%. 66% growth places India in the top spot with the No.1 ranking in the world for olive oil import growth.

Data for the last six months of the last fiscal (October, 2012 March, 2013) on comparative import growth rates shows India outstripping Japan placed at No.2 with 29% import growth, China at No.3 with 17% and Brazil at No.4 with 16%.

The 66% growth rate comes despite a price increase of more than 40% in the last year in producer countries. Prices remain on historical highs even today despite the expectation of a reasonable drop this year.



IOA President part of the international jury for the XVIII International Biol Prize, in Andria, Italy from 12 to 16 March 2013



On 13-14 March 2013, the President participated in BIOL 2013 in Andria, Puglia, Italy to award the 18th International Prize For The Best Organic Extra Virgin Olive Oil In The World along with 24 other jurors from

around the world. He tasted 48 different oils over the 2 days and graded each with an evaluation sheet for extent of olive fruity; fruits and flowers; grassy, vegetables and spicy notes; harmony and persistence. Under each of the group headings there were several sub-items each of which had to be graded under Olfactory and Gustatory.

In the evening of March 14, Mr. Dalmia participated in a conference on Organic Olive Oil As A Factor of Integrated Local Development, where he spoke on the Indian market, its requirements and its growth. He also elaborated upon the health situation in India and how olive oil address the health needs of the Indian population.

Meeting with Chairman of Jordan Olive Association



Mr. Enad Al Fayes, Chairman of Jordan Olive Association during his visit to New Delhi called on the Indian Olive Association on 26th March 2013 to apprise IOA about the olive oil sector in Jordan. Pictured above (L to R): Mr. V N Dalmia, President, IOA; Mr. Enad Al Fayes, Chairman of Jordan Olive Association; Ms. Shabnam Pareek, Secretary, IOA; Mr. Rajneesh Bhasin, Vice President, IOA.

V N Dalmia addresses first New York International Olive Oil Competition



Mr. V N Dalmia, while addressing the attendees of the first New York International Olive Oil Competition (NYIOOC) in April, emphasized the urgent need to promote the adoption of olive oil in India. Mr. Dalmia's presentation included an overview of the health problems afflicting India and the use of olive oil in Indian cooking. Above (L to R): Curtis Cord, President NYIOOC & Publisher, Olive Oil Times greets VN Dalmia.

News from Olive World

Mediterranean Diet Shown to Ward off Heart Attack and Stroke

About 30 percent of heart attacks, strokes and deaths from heart disease can be prevented in people at high risk if they switch to a Mediterranean diet rich in olive oil, nuts, beans, fish, fruits and vegetables, and even drink wine with meals, a large and rigorous new study has found.

The findings, published on The New England Journal of Medicine's website, were based on the first major clinical trial to measure the diet's effect on heart risks. The magnitude of the

diet's benefits startled experts. The study ended early, after almost five years, because the results were so clear it was considered unethical to continue.

The diet helped those following it even though they did not lose weight and most of them were already taking statins, or blood pressure or diabetes drugs to lower their heart disease risk.

Scientists randomly assigned 7,447 people in Spain who were overweight, were smokers, or had diabetes or other risk factors for heart disease to follow the Mediterranean diet or a low-fat one.

In the end, they decided to randomly assign subjects at high risk of heart disease to three groups. One would be given a low-fat diet and counseled on how to follow it. The other two groups would be counseled to follow a Mediterranean diet.

One group assigned to a Mediterranean diet was given extra-virgin olive oil each week and was instructed to use at least 4 four tablespoons a day. The other group got a combination of walnuts, almonds and hazelnuts and was instructed to eat about an ounce of the mix each day. An ounce of walnuts, for example, is about a quarter cup a generous handful. The mainstays of the diet consisted of at least three servings a day of fruits and at least two servings of vegetables. Participants were to eat fish at least three times a week and legumes, which include beans, peas and lentils, at least three times a week. They were to eat white meat instead of red, and, for those accustomed to drinking, to have at least seven glasses of wine a week with meals.

Source: http://www.nytimes.com/2013/02/26/health/mediterranean-diet-can-cut-heart-disease-study-finds.html?nl=todaysheadlines&emc=edit_th_20130226&r=2&

Olive oil could hold key to beating Alzheimer's

Scientists in America have found that oleocanthal - a compound which gives olive oil its peppery "bite" - helps to destroy the toxic proteins that are thought to cause Alzheimer's disease. The researchers believe that the naturally-occurring antioxidant could become a key ingredient in powerful new drugs to fight dementia.

They also suggested that a Mediterranean diet could help people cut their risk of developing Alzheimer's. They noted that rates of the disease and other forms of dementia are far lower in Mediterranean countries, where extra-virgin olive oil is a staple part of the diet. High consumption of oleocanthal is believed to help "shuttle out" destructive molecules of the protein amyloid beta from the brain.

The sticky protein forms harmful "plaques" which kill off nerve cells and eventually stop one part of the brain talking to the other, causing devastating symptoms such as memory loss and confusion.

Amyloid beta is thought to build up in the brain for at least a decade before the first outward signs of dementia are seen.

Finding ways of preventing it from forming plaques is seen as the key to wiping out Alzheimer's.

"Extra virgin olive oil derived oleocanthal associated with the consumption of Mediterranean diet has the potential to reduce the risk of Alzheimer's or related neurodegenerative dementias," the paper quoted Dr

Amal Kaddoumi, of the University of Louisiana as saying.

Findings of the potential of olive oil are published in ACS Chemical Neuroscience, the journal of the American Chemical Society, also apply to humans.

Source: <http://www.dnaindia.com/health/1815483/report-olive-oil-could-hold-key-to-beating-alzheimer-s>

Tunisia: olive oil production to reach 220 to 240 thousand tons in 2013

The production of olive oil could reach this year between 220 and 240 thousand tons, said Agriculture Minister Mohamed Ben Salem. This production was estimated at 182,000 tons during the past season (2011-2012).

The minister also said that 87 thousand tons of olive oil were exported during the first quarter of 2013. Exports generated revenues of about 425 million dinars.

In 2012, the country exported 50,000 tons of olive oil over the same period (first quarter), generating revenues of nearly 181 million dinars.

Source : http://www.africanmanager.com/site_eng/detail_article.php?art_id=19998

Spanish Olive Oil Gets €8 Million for New Promotional Campaigns

The European Commission in Brussels have allocated €8 million to the promotion of Spanish olive oil throughout the European Union and other markets around the world.

Two programs proposed by the Interprofesional del Aceite de Oliva Español and one by the Interprofesional de la Aceituna de Mesa are being awarded financial support. All three of the projects will be carried out over a three year period.

The Interprofesional del Aceite de Oliva Español will focus its promotion of Spanish olive oil on two differing markets, one of which will involve campaigns in India and Southeast Asia and will cost nearly €5 million over the three-year period with the EU providing almost €2.5 million of this total.

The second project will take place with a €6 million campaign aimed at the Spanish market. The Interaceituna campaign will have a more European based approach, with a focus on Spanish, French and UK markets, of which half of the budget will be funded by the EU.

Source: <http://www.oliveoiltimes.com/olive-oil-business/spanish-olive-oil-gets-8-million-euros-for-promotion/34417>