

News from Olive World

Filippo Berio Launches Largest-Ever Ad Campaign

Filippo Berio Olive Oil has launched the largest national U.S. advertising campaign in its 150-year history.

The imported Italian brand, the leading olive-oil seller in the U.S., will invest approximately \$7 million to \$9 million on a year-long campaign aimed at further increasing its share as the country's olive oil consumption continues to grow.

Thanks in part to awareness of the health benefits of the Mediterranean diet, and olive oil in particular, U.S. consumption has been growing at an annual rate of nearly 6% for the past two decades, putting the U.S. ahead of Greece, and behind only Italy and Spain.

European brands account for nearly 99% of the U.S. market. However, a 2012 report from Rabobank's Food & Agribusiness Research and Advisory Group predicted that U.S. produced olive oil would reach a 5% share of the U.S. market within five years, based on the establishment of stricter U.S. quality labeling standards and increasing consumer education on quality.

The new Filippo Berio campaign, focuses on conveying that the brand continues to be dedicated to producing high-quality, delicious olive oil based on the principles set forth by founder Filippo Berio. Taglined "The First & Last Name in Olive Oil," the creative of the campaign, to run through September, focuses on the brand's history of quality.

Source: <http://www.mediapost.com/publications/article/210500/#axzz2h8KYJU9f>

Spain Expects Stronger Olive Oil Season

After a slump to just under 615,000 this season—down 62 percent on the previous one — Carlos Cabanas, Director General of Production and Agricultural Markets in the Spanish Ministry of Agriculture, Food and the Environment, said that the coming harvest stood to be a more "normal" one and in the realm of 1.2 million tons.

Meanwhile, the regional government of Andalusia doesn't usually release its forecast until late in October but its Minister of Agriculture, Fisheries and Rural Development, Elena Viboras, said this harvest was in line to be a big one.

The Spanish Association of Municipalities of the Olive Tree (AEMO) says the indications reaching it bode for a relatively good year,

with no bumper crop but a medium-high harvest. Drought and late frost cursed the current season but Spain had three bumper years before that, reaching a record of 1.6 million tons in 2011/12.

Source: <http://www.oliveoiltimes.com/olive-oil-business/europe/spain-expects-stronger-olive-oil-season/36401>

EU for better labels for Olive Oils

The EU Commission has finally approved the regulation on the transparency, on labels, for olive oils. This will enable to easily verify the characteristics and origin of the oil. In this way the consumers will be able to understand if the oil is Italian or not. It is an important result that saw Italy as one of the most active promoters of this norm. It is, in fact, necessary that label transparency becomes a fundamental principle for all foods, in order to protect consumers and guarantee honest competitiveness. As for the bottles to be used in restaurants, the Commission ensured that the State Members can set norms at the national level that ensure that bottles cannot be re-filled and that once opened they cannot be re-used.

The new regulation will be applied from the 13th December 2014.

Source: <http://www.teatronaturale.com/article/4526.html>

No problem regarding export of Syrian olive oil

The International Olive Council has agreed not to regard the issue of the high delta-7-stigmastanol value in the Syrian olive oil as a problem anymore, according to Director of the Olive Office in Syria.

This will qualify the product to enter international markets and reflect positively on a large number of workers in the olive oil sector.

Olive oil produced in the Syrian coast only used to suffer from this issue, but as it is no longer a problem, this will help open new export markets in the future for this kind of oil.

Syria was ranked first among the Arab countries and fourth internationally in olive oil production last season, while it came second on the Arab countries' level and fourth on the international level in edible olives production.

Source: <http://www.syriaonline.sy/?f=Details&pageid=8139&catid=30>

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Bill to Create California Olive Oil Commission Clears Senate

The Senate approved Senate Bill 250, a measure to establish a state commission to help coordinate efforts by state olive growers and oil manufacturers to strengthen the competitiveness of California's olive oil industry. The bill now moves to the Governor for his consideration.

"Establishing this commission is a vital first step toward protecting consumers and providing California's olive oil industry a fair playing field where they can grow

and thrive," said Wolk, Chair of the Agriculture Subcommittee on Olive Oil Production and Emerging Products.

The bill would create the Olive Oil Commission of California within the Department of Food and Agriculture to allow the industry to conduct research and establish product grades and standards through the Secretary of Food and Agriculture.

Source: <http://www.oliveoiltimes.com/olive-oil-business/north-america/bill-to-create-california-olive-oil-commission-clears-senate/36172>

Exhibitions

Oil Asia

12th China International Edible Oil Industry Expo, 2014

April 27-29th, 2014, Everbright Convention & Exhibition Center, Shanghai

13th China International Edible Oil Industry Expo, 2014

November 25-27th, 2014, China International Exhibition Center, Beijing

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.)

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Indian Olive Association

From the President's Desk



Dear Members,

I would like to thank the members for once again reposing their confidence and re-electing me as the President and Mr. Rajneesh Bhasin as the Vice-President of the Association at the Annual General Meeting held on 7th October 2013.

As members are aware, in acceptance of IOA's suggestion, The Food Safety and Standards (Food Product Standards and Food Additives) Amendment Regulations, 2013 relating to Olive Oil were notified on 12th July 2013. This is a big achievement for IOA as we initiated this process in 2007 and had been consistently pursuing it. While FSSAI's new standards incorporate many of IOA's suggestions, some items have been left out. We would continue to follow up on the remaining suggestions.

Amongst several other issues taken up by the Association I also sent a representation and subsequently met Dr Anup K Pujari, Director General of Foreign Trade suggesting that India's codes for olive oil should be defined more clearly (details below) so as to allow a clear differentiation amongst the different grades of olive oil.

On behalf of the Association I would like to wish you all a very happy, healthy and prosperous 2014

V N Dalmia

Executive Council for the Year 2013-2014

At the 6th Annual General Meeting of the Indian Olive Association held on 7th October 2013, at PHD House, New Delhi, the following were unanimously elected as President and Vice President:

Mr. V N Dalmia, Dalmia Continental Pvt. Ltd. : President
Mr. Rajneesh Bhasin, Borges India Pvt. Ltd. : Vice President

The following were unanimously elected as members to the Executive Council:

1. Mr. S N Bahadur, Manisha International Pvt. Ltd.
2. Mr. Akshay Modi, Modi Naturals Ltd.
3. Mr. Tarun Malhotra, Cargill India Private Ltd.
4. Mr. Vikas Sharma, FieldFresh Foods Private Ltd.

At the first Executive Council meeting held on 7th October, 2013 the following member was co-opted to the Executive Council:

- Mr. Rahul Upadhyay, Rian Imports & Marketing

Meeting with Olive Oil Business Delegation from Spain



EXTENDA, the Trade Promotion Agency of Andalusia, a region in southern Spain, organised a Food Trade

Mission to India. This Trade Mission included several olive oil companies who were on a visit to India to look for market opportunities for bottled olive oil as well as for the export of olive oil in bulk (extra virgin, refined and pomace olive oil) to be packaged under Indian labels and/or private labels from distribution chains and other Indian manufacturers.

The Association organised a meeting with the delegation on 9th July 2013, at PHD House, New Delhi.



www.indolive.org



www.indolive.org



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New FSSAI Olive Oil Standards

In acceptance of IOA's suggestions, The Food Safety and Standards (Food Product Standards and Food Additives) Amendment Regulations, 2013 relating to Olive Oil were notified on 12th July 2013.

These new standards amend the old standards prevalent for decades in India so as to make product categories and definition consistent with the international ones

IOA had originally taken up with FSSAI the matter of

amending trade standards for olive oil in 2007 and had proposed that Indian standards be amended to conform to IOC standards. Subsequently, FSSAI had accepted to consider amendments based on the standards prevalent in Codex and not those of IOC.

IOA had then proposed to FSSAI to amend the Indian standards based on Codex standards. While FSSAI's new standards incorporate many of IOA's suggestions, some items have been left out.

HS Codes for Olive Oils in Various Countries

There is often a variation in olive oil import data of India which was mainly due to variation between the HS codes of different countries. Also, India's codes are confusing as they do not differentiate between different grades of olive oil. In consequence, there is a mismatch in the grade-wise imports between data published by Spain and Italy and the data

announced by India.

The President of the Association sent a representation and subsequently met Dr. Anup K Pujari, Director General of Foreign Trade suggesting that it should be defined more clearly so as to remove anomalies.

Quantity of Tocopherols (Vitamin E) in Olive Pomace Oil

It was earlier presumed that Olive Pomace Oil did not contain antioxidants as these were lost in the solvent extraction process. To confirm this, some tests were conducted at IOA's behest in Italy on Refined Olive Pomace Oil and compared to samples of Extra Virgin Olive Oil. The results were surprising in as much as the quantity of Tocopherols in Olive Pomace Oil outstripped those in the Extra Virgin Olive Oil tested.

Tests in one sample of refined olive pomace oil found vitamin E present at the astounding level of 370 mg / kg. To understand the enormity of this discovery in context, Safflower (Kardi) Oil's vitamin E content is 310 mg/kg, Palm Oil 145 mg/kg, Groundnut Oil 143 mg/kg, Corn Oil 130 mg/kg, Soyabean 84 mg/kg,

Vanaspati 74 mg/kg.

The results of two samples of extra virgin olive oil picked up randomly from retail shelves were then compared. The results were astounding as the quantity of tocopherols in both samples of olive pomace oil outstripped those in extra virgin olive oil which had an average of 277 mg/kg. The quantity of tocopherols in olive pomace oil is significant because the tocopherols in one serving (14 g) of olive pomace oil are approximately 5.5 mg and the recommended daily intake of vitamin E is 15 mg a day for all adults, including males, females, pregnant and lactating women. The requirements are lower for children and adolescents, varying between 4 mg and 11 mg a day.

Benzopyrene

IOA has represented to Food Safety & Standards Authority of India that Benzopyrene is a polycyclic aromatic hydrocarbon (PAH) which is a genotoxic carcinogen. It is also a marker for the occurrence and effect of carcinogen PAH in food. In order to protect health, maximum levels are necessary for Benzopyrene in any edible oil that is the product of a refining process as well as many other food items.

The European Union has adopted maximum levels for Benzopyrene in their regulation No.208/2005. According to this, the maximum

level of Benzopyrene permitted in oils and fats is 2 parts per billion. Unfortunately, in India there is no standard which regulates the limits of Benzopyrene in edible oil.

Since this matter has not been the subject of any previous review, the level of Benzopyrene in domestically refined oils in India could be excessively high. From a public safety point of view, it was suggested to FSSAI that suitable threshold levels be established.

Representation on Shelf Life of Olive Oil

IOA wrote to the General Manager, Canteen Stores Department, Mumbai on the issue of shelf-life. CSD has a requirement of 85% balance shelf-life for all food products. Olive oil has a shelf-life of 18-24 months. CSD's requirement would mean that olive oil should have a balance shelf-life of 15- 20 months when it reaches their depots. It was pointed out that this is impossible to achieve since olive oil is entirely imported mostly from Europe, especially Spain and Italy. Shipping time from European factories to ports and then at sea is approximately 60 days or 2 months. Customs clearance and inland transportation to different cities is another 30 days or 1 month. Thereafter, it can take upto 4 weeks or 1 month to reach various CSD depots. Therefore, the total time to market from the day of production is 4 months.

Dispatch of stocks to CSD would depend also on POs and demand and hence, it would be realistic to expect that delivery of orders would take place from stocks which might not always be fresh stock. It would be realistic to accept supply from stock that had arrived 3- 6 months prior. Adding up the arrival time and 3 months stock time gives a total of 7 months and hence remaining shelf-life of 11 - 17 months or 60% in the case of 18 months and 70% in the case of 24 months.

In view of the reasons given above, CSD was requested to consider 50% balance shelf-life requirement, to provide for unforeseen contingencies, as a special case for imported olive oil.

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Italian Government to help promote olive cultivation in Pakistan

Pir Mehr Ali Shah Arid Agriculture University Rawalpindi (PMAS-AAUR) and the Italian government will work together for promotion of olive farming in Pakistan, with an aim to first produce enough olive oil for domestic consumption and then for export to the other markets.

It was decided that Italian government would provide technical and financial support while PMAS-AAUR in collaboration with other institutes would spread olive oil plantations across thousands of acres in Pakistan regions of Punjab particularly in Pathwar area. Italian scientists would also provide training to university faculty and they would further train students and local growers to ensure quality farming of olive trees.

The Italian government and PMAS-AAUR would soon enter into a memorandum of understanding for collaboration in the identified areas of cooperation regarding the olive oil production in the area.

Source: <http://www.nation.com.pk/pakistan-news-newspaper-daily-english-online/business/22-May-2013/italian-govt-to-help-promote-olive-cultivation>

6 varieties of Italian olive trees successfully grown in Kashmir

Scientists claimed to have made a significant breakthrough by successfully cultivating six varieties of olive trees in Kashmir.

The Central Institute of Temperate Horticulture (CITH) in Srinagar claimed to have successfully cultivated olive

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trees which can give a huge boost to agriculture in the Kashmir Valley.

"Sixty types of varieties were brought from United States, Egypt and Italy. Six Italian varieties gave good results in Kashmir's temperate climate," Nazir Ahmed, Director of CITH, told Srinagar based KNS news agency.

According to research done by Central Institute of Temperate Horticulture, the prevailing environment, minimum/maximum temperature, soil types, average rainfall and other related growth factors in Kashmir areas are fit for olive cultivation.

The department is now holding awareness and training programs on olive cultivation techniques and production of value added products.

"The potential areas of Kashmir can produce a large quantity of olive oil which may bring Kashmir olive oil imports to zero. There is a vast potential for olive cultivation in Kashmir which can be adopted by new plantation and grafting available wild varieties," he said.

"These olive trees are four years old. We planted them in 2008. The commercial bearing begins after 10-12 years when the tree grows fully and fruit size is also enhanced. The average yield of olives in Spain is about 2.5 tonnes. We can generate a better production after treating our trees scientifically," he told KNS.

Source: <http://www.authintmail.com/article/kashmir/6-varieties-italian-olive-trees-successfully-grown-kashmir>

Cooking oil blends worry Chinese consumers

Cooking oils labeled as peanut, olive or soybean oil in China reportedly contain a significant amount of cheap palm oil. Their producers continue to refuse to reveal the percentages of different oils in their products, claiming that it will reduce their profit margins, reports the Guangzhou-based 21st Century Business Herald.

A bottle of blended peanut oil may contain less than 5% peanut oil, while a bottle labeled as olive oil could contain as little as a drop of pure olive oil. These practices have been widely criticized by Chinese consumers but oil producers claim their products' formulas are commercial secrets and continue to conceal the true amount of blended oils in their products.

Many people are particularly concerned over the amount of palm oil in these blended oils, as palm oil contains a high level of saturated fat, in some cases as high as 50%. A source said that palm oil is of low quality, and will congeal and become a lump of white mass at low temperatures. Ingesting the oil over a long period of time could also result in cardio and cerebral vascular diseases, the source added.

The state-owned China Grain Reserves Corporation — which owns an oil and grain processing business, and is also known as Sinograin — said that the blended cooking oils in the market contain less than 10% of the oil stated on their labels.

Although the palm oil-added blend oils have been losing popularity since 2011, China has not produced a national standard to regulate their production, while their producers refuse to reveal their formulas. There is also lack of a technology to measure the oils within the blended oils accurately.

Source: <http://www.wantchinatimes.com/news-subclass-cnt.aspx?id=20131027000049&cid=1202>

Hojiblanca Group Renamed Dcoop

Spain's giant Hojiblanca Cooperative Group — already the world's biggest producer of extra virgin olive oil — has been renamed Dcoop after its merger with Tierras Altas, a Granada-based group of 15 olive oil mills.

The new name comes just months after Hojiblanca sold the world's biggest olive oil distributor, Deoleo, its Hojiblanca extra virgin olive oil brand and a bottling plant in return for an increased stake in that company and two seats on its board.

Dcoop president José Moreno said that apart from being a production leader in olive oil and table olives, Dcoop's interests will include livestock, grain and wine.

On its new website, Dcoop says it starts life as a cooperative uniting more than 60,000 farmers and ranchers from southern Spain, combined annual production of more than 67,000 tons of table olives, and more than 250,000 tons of virgin olive oil. It says the latter is equivalent to the entire production of Greece and beats that of Tunisia.

Source: <http://www.oliveoiltimes.com/olive-oil-business/europe/hojiblanca-renamed-dcoop/36596>

