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PRESS RELEASE

Generous Micro Nutrients Discovered in Olive Pomace Oil

New Delhi, August 2013: Blasting myths and contradicting assertions of food writers and nutritionists, a pioneering laboratory study in Italy recently discovered that the humble olive pomace oil actually contains generous quantities of antioxidants in the form of tocopherols (vitamin E). 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.

Virgin olive oil, being the first press and thus raw juice of the fruit contains a host of antioxidants in generous quantities including vitamins A, D, E and K. It was earlier presumed that olive pomace oil did not contain antioxidants as these were lost in the solvent extraction process. Olive pomace oil is procured through solvent extraction of the residue after the first press of olives which produces virgin olive oil. This solvent extracted product is then refined to become refined olive pomace oil. Food critics and nutritionists have long professed olive pomace oil to have no micro-nutrients. While they acknowledged that olive pomace oil, like virgin olive oil, was high in "good" monounsaturated fat, they held that olive pomace oil was devoid of nutrients.

No tests are known to have been conducted on olive pomace oil previously. The necessity to test arose because recent promotions by rice bran oil and other oils professed olive pomace oil to be devoid of micro-nutrients. Due to its adaptability to high-heat Indian cooking, olive pomace oil is the favoured grade in India comprising about 50% of total imports (olive oil is 30% and virgin olive oil is 20%). The Executive Council of the Indian Olive Association thus desired that authoritative tests be conducted on refined olive pomace oil and compared to samples of extra virgin olive oil.

Tests were conducted at Chemiservice S.r.l., Monopoli-Bari, Italy, an International Olive Council-accredited laboratory. One sample of refined olive pomace oil was compared to 9 samples of extra virgin olive oil. The results were astounding as the quantity of tocopherols in olive pomace oil

even outstripped those in the samples of extra virgin olive oil tested. Results were as follows:

	Composition of Tocopherols (mg/kg)		
Product Name	Alfa Tocopherol (mg/kg)	Gamma Tocopherol (mg/kg)	Total (mg/kg)
Extra Virgin Olive Oil (CEQ L01)	207	14	221
Extra Virgin Olive Oil (CEQ L02)	215	12	227
Extra Virgin Olive Oil (CEQ L03)	276	26	302
Extra Virgin Olive Oil (CEQ L04)	168	10	178
Extra Virgin Olive Oil (CEQ L05)	235	17	252
Extra Virgin Olive Oil (CEQ L06)	221	19	240
Extra Virgin Olive Oil (CEQ L07)	193	19	212
Extra Virgin Olive Oil (CEQ L08)	226	14	240
Extra Virgin Olive Oil (CEQ L11)	214	18	232
Total	1955	149	2104
Average	217	17	234
Refined Olive Pomace Oil*	349	21	370

*Sample tested contained no blended virgin olive oil. Olive pomace oil commercially available in retail has a small quantity of virgin olive oil blended with it which increases the quantity of vitamin E in the product.

As can be seen, total tocopherols in olive pomace oil were 370 mg per kg. The original test certificates are attached as Annexure-A (collectively).

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.

This pioneering and never-before-done investigation blows apart the misapprehensions and misperceptions of critics proving them to be completely and factually incorrect.

A note describing the varieties and uses of olive oil for Indian food is attached as Annexure-B.

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