

# California Olive Oil News<sup>©</sup>

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## *Der Feinschmecker Olio Munich Germany*

**First Hand Report of the Show**

***Roxanne Dorni - Mas Des Bories***

It was our pleasure to attend the Der Feinschmecker Olio 2005 Exhibition in Munich on June 4th & 5th. My husband (French) & I (American) bought our olive farm in Provence France in May of 2004. We had our first harvest in the fall and winter, in the spring Mas Des Bories finally had some olive oil in bottles, with our newly redesigned labels.



Cornelia & Theo Mainz of The Choserie Reigelesberg Germany Munich Germany at the Olio Exposition

## ***Briefs:***

McEvoy Ranch Extra Virgin Olive Oil, a certified organic product, has earned the official Authentic Food Artisans (AFA) designation from Whole Foods Market, the world's largest natural and organic foods supermarket. McEvoy olive oil is now available at more than 145 Whole Foods Markets in 27 states.

### **Convert diesel pumps to electricity**

Farmers have a new incentive to convert their irrigation pumps to electricity from diesel power. The California Public Utilities Commission has approved a program that offers lower electric rates to farmers who convert their pumps. A California Farm Bureau spokeswoman says the new rates could be a significant help to farmers who make the switch. Air quality regulators have enacted stricter rules governing use of diesel engines for pumps and other equipment *courtesy Food and Farm News*

### **Australia subsidizes olive presses**

Australia's North East olive oil industry received a boost from the Federal Government with \$275,000 for the installation of a cold press processing plant at Rutherglen. The retail value of

The previous owner died just a few weeks before the final sale of the olive farm and the widow claimed that the Customer List was all in her husband's head. We found every competition that was free or low cost to enter our olive oil in. We were extremely motivated seeing as we had not one single customer. Mas Des Bories was pleased to receive in the mail an entry form from Der Feinschmecker out of Hamburg Germany. Even better, there was no cost to enter, yeah!, our type of competition. From the internet we were able to glean that Der Feinschmecker was a Gourmet Dining and Food magazine. We soon found out that they were not just any magazine, in fact they are the largest in Europe having a circulation about 30% bigger than U.S. Bon Appetite or Gourmet magazine. Seeing as how Germany doesn't produce any olive oil we wondered about the competition itself, how competitive would it be, how fair, who would judge? Who enters in this competition anyway?

Just under 600 of the top quality olive oil growers and producers entered the competition. Just looking at the French entries that we knew and recognized, verified for us that this was indeed a Big Time, prestigious competition and we would be contending against the best in the world. We did not attend the judging but were told by Der Feinschmecker that the judging was blind judging with professional judges brought in from Spain, Greece, Italy and a German judge.

Mas Des Bories was pleased to place well in the February 7th competition; it was distinguished as One of the Best Olive Oils in the World, placing in the top ten percent of all the entries. We were ecstatic that after looking for 5 years for the perfect olive farm in Provence with a criterion that the oil must be spectacular, and making a transatlantic move, that Mas Des Bories olive oil was selected as one of the Best in the World. Although we didn't have any customers in February, at least we had validation that we were producing superior oil.

the forecast olive oil production is calculated to be between \$11.4 and \$14.6 million AU. *from the Border Mail*

### **Agriculture Department rescinds label**

The Agriculture Department is taking its round, green "USDA Organic" label off personal care products, cosmetics and fish and pet food. Whether dietary supplements can use the seal is still being debated.

### **Resveratrol fights influenza**

A compound found in grapes and other fruits appears to slow the reproduction of flu viruses in mice. A report in the Journal on Infectious Diseases says the compound, resveratrol, holds promise as a possible weapon against influenza. The report, from the University of Rome, says the substance does not directly attack flu virus, but makes it harder for the virus to reproduce itself. *courtesy Food and Farm News*

### **Iranian Olive Oil**

Executive director of the International Olive Oil Council (IOOC), Habib al-Seid said that despite Iran's negligible share in olive production, efforts are underway in the agriculture sector to turn the country into one of the major world producers.

## ***Mail from the Internet:***

**Jane Asks:** Have logged onto your site at the suggestion from my hairdresser to utilize olive oil to aid in the repair of scalp dermatitis. I'm extremely sensitive to a range of hair care products (most obviously anything chemical, but also including some organic products). I'm just wondering about the ph of olive oil - if it's level is beneficial to both the

The Der Feinschmecker recognition was what made it possible to attract dealers in Germany. It didn't take too long and we had a few stores and finally a good German distributor. Kersten Wetenkamp, the Food and Wine Editor told us that we should attend the Der Feinschmecker Olio Exhibition in Munich, he said it was important for us to attend. He said that the Olio in Munich would be attended by at least 2,000 of the German public and others who are olive oil connoisseurs and buyers. This was their third year hosting the event and the first time in Munich. We would have an opportunity to meet distributors and it was just generally the best Olive Oil Event in Germany and also one of the top in the world.

We debated and debated, after all it had an 800 fee for a table, plus there would be hotel and gas expense. Cornelia Mainze who owns the Chooserie store in Riegelsberg, and was our first customer in Germany, and her husband Theo, came and stayed with us on the olive farm for a visit. Together we struck a deal and decided together to take a table at the Der Feinschmecker Olio in Munich.



125 Tables of Olive Oil Producers

We left Friday about 12:30pm from Salon de Provence France and drove across Switzerland and into Austria. We made a delivery to a new customer in Austria and spent the night there. We left about 8:30 in the morning and arrived at the location in Munich for the Expo about

scalp/skin and the hair itself. My hairdresser tends to think that while it may be beneficial to the scalp, the ph level may be too high for the hair shaft, causing it to dry it out.....?

**Dr. Deane Answers:** Lately, many skin and hair care products are showing up with olive oil or olive extracts.

Human skin and scalp is naturally a salty, oily and slightly acid environment to discourage harmful bacteria and parasites. The acidic conditions of the skin are created by secretions from sweat glands, skin oil, and the breakdown of fatty acids by beneficial bacteria. The proteins in the skin are more tolerant of acid than base. You can squeeze the acetic acid in lemon juice on your hand with no dire effect, an equivalent base such as drain cleaner will make your skin dissolve with a slippery feeling.

pH: refers to the hydrogen ion concentration in a water solution. Olive oil and other oils are not water soluble so their acidity cannot be measured in terms of pH. Their acid content is usually measured in **percent free acidity**. Vegetable oils are weak acids when measured in this way. Better oils have a low acidity while lower quality oils will be more acidic. Extra virgin olive oil must have less than .8% free fatty acid but some have less than .1% Don't get confused, a lower number means less acid as opposed to pH where a lower number means more acid. Refined oils with little flavor sometimes have had their acidity lowered through chemical manipulation. Olive oil should not harm your hair shafts; it has been used on human skin and scalp for thousands of years.

By the way, all organic products, including olive oil and our own bodies, are made completely of chemicals.

10:30am. The impeccable building was on an island in the middle of a river. As soon as we walked in we could see that this was going to be a very classy event. All the tables were skirted, and caterers prowled the floor in their Der Feinschmecker aprons filling up the bread baskets at every table. Der Feinschmecker provided a small live olive tree on every table, they provided the tasting dishes, bottles and bottles of water and bread. All the producers had to bring was oil. Thankfully I had made up some gift baskets which brought a bit of interest to our table. We also bit the bullet and ordered a big vinyl advertising banner which we were able to hang up on the wall behind our table.

Cornelia really wanted to man the table herself, and because we were not German speaking we agreed with her concept. We were worried, would anyone even stop at our table? Would people buy our oil? There were 125 tables of people selling olive oil, would the German olive oil connoisseurs buy Mas des Bories? It was a relief to us when we watched Cornelia from across the room and she was selling customer after customer.



Winners of Top Ten Olive Oils in the World  
Mr. Anagnostakis with his brand of "Terra  
Creta" from Crete selected as #1  
Center in tan suit

**Claudia Asks:** How can I read the archived messages ?

**Olive Oil News:** Go to our [archive page](#) and search or click on one of the issues. There are also "previous issue" and "next issue" buttons in the newsletter header if you want to scroll through the issues.

**Elaine Asks:** I've been reading your web site in preparation for a story I'm writing in CHOW magazine about olive oil. I gather from it that there are 600 species of olives. I've also heard there are thousands of olive varieties. Can you clarify?

**Olive Oil News responds:** Different species imply that they cannot reproduce successfully. All of the olive varieties are the same species so they can pollinate one another. The analogy would be different breeds of dogs. They are all the same species and can interbreed but if two different breeds ( or varieties in the case of olives) come together, the progeny may have a mix of characteristics different from the parents. That's why olives are usually propagated from cuttings, so all the trees created are exact clones of the parent. [Click for a listing of different varieties of olives](#)

**Hartmut Asks:** Which fat content is better for you, that of olive oil or tea oil? Do you have readily available a comparison between olive oil and mustard oil ? Our farmers here (Nepal) are growing and eating mainly mustard oil.

**Dr. Deane responds:** I don't think there is any one "best" oil to use just as there's no best fruit to eat. Your body thrives with a variety of healthy oils. Certainly avoid excessive amounts of the ones we know are harmful; coconut oil, animal fats, trans fats, etc. Each vegetable oil has its own strengths and weakness. Some may have more omega-3 fatty acids

Everything about the event was top shelf very classy. On Saturday Der Feinschmecker awarded their rankings of the Top Ten, and the Best Oils by country. Best Oil of Greece, Best Oil of Italy etc. I'll never forget the look on the man's face who won the number one spot for Best Oil in the World. He was from Crete and his suit was a bit wrinkled, I looked at his hands and saw the hands of a working man. He didn't speak any German or English (the presentations are all in English since it would not make sense to have them in German because there are no German oil producers) but he knew that he won, and when he went up on the podium to collect his award the look on his face was one of humility, surprise and gratitude. I was very happy for him, very happy. I related to him because I know how hard he works, what care he takes during the growing, picking and pressing processes to make your oil the best it can be, to put into the bottle a pure product. His name is Mr. Anagnostakis and his product is Terra Creta.

It was interesting to see that the Italians, Spanish and Greek producers were all very dressed up in suits and ties, and to a man, all the French were in blue jeans and work shirts. The show was great!!! I sampled probably 50 different oils and can really see the difference and taste the quality of the best oils. The best oils are light, complex, fruity with no green bitter olive taste, and have a wonderful wonderful flavor. Full flavored but complex and light. I also learned that all Extra Virgin Olive Oil, is going to have a bit of a pepper taste that stays at the back of your throat. In some oils the pepper is almost unbearable in others it is a surprise you are not expecting because it happens a few seconds after you have enjoyed the complexity of the oil and then swallowed. I met an Italian producer who had her First Place Ribbons from the Los Angeles County Fair proudly displayed on her table.

It is rather remarkable, after you try so many different oils, you really are able to become a connoisseur and I think that is the best experience I took away from the event. The

but require solvent extraction and heavy processing. Some are cheap (which is helpful for filling a deep fryer), but have fewer natural antioxidants.

There have been no serious studies of the health benefits of tea oil and its not an oil you would find readily available and cheaply at most US supermarkets. For those reasons I would favor olive oil over tea oil for everyday use. Flavor is also an issue. If tea oil is the flavor you are desiring for a particular dish, then I would add it to your kitchen shelf. In Asia, tea oil can be heavily refined, leaving a neutral taste.

**A reader asks:** I am looking for information concerning the chemical composition of the olive pit.

**Olive Oil News:** Olive pits are equivalent to a hard wood with cellulose and [lignin](#) predominating, the two most abundant organic materials on Earth.

Some producers make a niche oil using olives which have had the pit removed, claiming that the pit contains bitter or undesirable flavor components. These oils have not been shown to be superior to conventionally produced oils in international taste competitions.

You may hear about "olive pit oil" which is oil recovered from the "pomace" or waste from olive oil pressing. The oil does not actually come from the pit but the residual flesh found with the pit fragments.

High in thermal energy, olive pits are sometimes burned to generate heat to dry out the pomace for more practical disposal. [California Olive Ranch](#) in Oroville California uses such as system to almost eliminate the environmental impact of pomace disposal.

**Robin Asks:** I like to fry my tortillas (for

chance to taste the world's best oils and other oils that are good and the ability to discern. You only get that opportunity at an exposition like the Der Feinschmecker Olio which is attracting the best. In fact olive oil tasting very much like wine tasting. Different oils are produced using different varieties of olives, just like wines use different varieties of grapes, the Chardonnay grape, the pinot noir etc.

There is no cash prize that comes along with the competition, but what you take away is a sense of pride, pride in your work and pride in your olive oil. When an outside organization like Der Feinschmecker comes along and publicly recognizes you and your product it just makes you feel proud.

Go to their [website](#) for more information about [Mas Des Bories](#).

## ***The Passionate Olive - 101 Things to do With Olive Oil*** A book review

Did you really think that salad was the only place you could use olive oil? How about as a furniture restorative, moisturizer for baby's nostrils, magic potion or ingredient in dog food?

Carol Firenze has written a wonderful book, *The Passionate Olive*, which has all these ideas and many more. She starts with an introduction to olive oil lore then takes you on a wonderful journey to a higher plane of olive oil usage. Carol's family came from Liguria where olive oil was the all purpose cure and lubricant.

You will be entertained by stories of her cousin Graziella in Genoa who polishes her slate floors with olive oil and her *nonna* Jenny's recipe for cleaning pewter.



tacos) in olive oil, but I note that the oil becomes "foamy" after a few tortillas. I have fried them at my son's home and do not have that problem.

**Olive Oil News:** According to our oil chemist, you may be making soap. White cornmeal is made by soaking hominy corn in lye. If fried in an oil with high acidity, such as a low quality vegetable or olive oil, soaps and foaming can be formed when the acid and base mix. You could try using yellow cornmeal (which is not treated with lye) or an olive oil with a lower acidity such as a true Extra Virgin olive oil.

The foaming is not harmful unless it is causing a fire hazard. It does not mean the tacos are inedible. Industrial fry operations often use special edible additives which contain silicone and other substances to prevent foaming.

## ***Events***

----- 2005 -----

### **July**

**McEvoy Ranch Organic Extra Virgin Olive Oil Tour Saturday July 16, 30**  
tel 707-778-2307

### **August**

**McEvoy Ranch Organic Extra Virgin Olive Oil Tour Saturday August 13,27** tel 707-778-2307

**Paso Robles Olive Festival - Saturday August 27, 2005** 10am - 5pm  
- Free olive oil and olive product sampling  
- Producers from all over California  
- Head to Head cook-off  
- Olive oil tastings lead by the California Olive Oil Council  
- Gourmet Alley serving great food



### [The Passionate Olive: 101 Things to Do with Olive Oil](#)

In the chapter "Through your house", she describes how to polish brass or unstick zippers with olive oil. The chapter on health covers everything from killing head lice to soothing frostbite. Read beauty tips for strengthening nails and learn how to shave with olive oil.

Chapters on baby care, pet care and olive oil used as charms and potions are peppered with easy to read recipes. Firenze has a contagious enthusiasm which makes you want to start mixing and bottling.

There are of course sections on cooking, with recipes for infusions, sauces and baking. Throw an olive oil tasting party or make party favors and gift baskets.

The book is available at most mass markets book stores or online at [Books](#)

## ***California Olive Oil Council Board Changes***

The COOC Board of Directors announced **Karen Guth** as the new board president. She has been a board member for over five years and the treasurer for four of those years. Proprietor and founder of Willow Creek Olive Ranch (Pasolivo Olive Oil) in Paso Robles, Karen is a businesswoman by education and experience and a mortgage banker by profession.

Karen replaces **Bruce Golino**. During his term, Bruce was instrumental in leading several projects including the USDA standards, truth in labeling and assisting with the culmination of several marketing and grant related projects. Bruce continues as a board member.

- Wine and Beer Tasting for \$1
- Central Coast Carnival & Home Depot Kids Zone
- Open Olive Dish Cooking Contest
- Juried Arts & Crafts Show
- Free Olive oil ice cream (last year's big hit!) [click for more info](#)

**MOPREP (Mission Olive Preservation, Restoration, and Education Project)** will be at the 8/27 Paso Robles Olive Festival providing information about the organization and selling heritage trees, oil, and olive wood implements

### **September**

**The 44th Annual Meeting of the Japan Oil Chemists' Society " Sep. 14-16, 2005** Yokohama, Japan [LINK](#)

**McEvoy Ranch Organic Extra Virgin Olive Oil Tour Saturday Sept 17** tel 707-778-2307

**15th IFOAM World Congress 20-23rd September 2005** Adelaide

**26th World Congress and Exhibition of the International Society for Fat Research - ISF Modern Aspects of Fats and Oils--A Fascinating Source of Knowledge 25-28 September 2005**, Hilton Hotel, Prague, Czech Republic [more](#)

### **October**

**Mission San Jose Chamber of Commerce 5th Annual Olive Festival Saturday, October 1, 2005** 43600 Mission Blvd., Fremont CA contact voice mail 510-873-7701 10 a.m. - 5 p.m.

**McEvoy Ranch Organic Extra Virgin Olive Oil Tour Saturday October 1** tel 707-778-2307

The COOC also announced that **Dick Neilsen**, General Manager at McEvoy Ranch has joined the Board. Dick has been very active in food and agriculture for forty years. In addition to olive oil, Dick has had vast experience with fresh and canned pineapple, cattle feed, packing and distribution as well as trade relations.

**Sue Ellery** of Stella Cadente Olive Oil Company and **Roberto Zecca** have retired from the board. Roberto has also retired from his post as COOC Taste Panel Co-Leader. A driving force in the success of the Taste Panel and instrumental in the panel's recognition from the IOOC in Madrid, Roberto will continue as Chairperson for the Los Angeles County Fair "Olive Oils of the World" competition.

## *Website Changes at The Olive Oil Source:*

[Equipment Sales Mills and Presses, with Mill Calculator Olive Oil Tours](#)

## Olive Oil Bottler



**Table Top 4 spout bottler capable of 400 bottles per hour for 500ml sized bottles.  
Made in USA**

\$1,750.00 each

Ask about the automatic SPARGE option to top

**8th Annual Cañada College Arts & Olive Festival Sunday, October 2nd 2005** for information call: Julie Mooney [olivefest@smccd.net](mailto:olivefest@smccd.net), 650-306-3428 or go to [www.olivefest.org](http://www.olivefest.org)

**4th annual Cape Olive Fair October 1, 2** South Africa, A delightful combination of olive oil, olives, wine, Mediterranean food, and festivity, await visitors to SA's largest gathering of olive producers at the 4th annual Cape Olive Fair. This Old World food market will take place at Bishops College. Dedicated to the delights of the olive fruit and fresh produce, the venue is in keeping with the tradition of hosting the event within the Cape Town area, in settings offering Old World ambience and pleasant outdoors surroundings.

**China International Olive Oil and Edible Oil Exhibition October 10, 2005** in China International Exhibition Center of Beijing Ms. Zhu Xiubin Tel: +8610 67104602 Fax: 010-51162961 67104603  
E-mail: [zhuhong0011@126.com](mailto:zhuhong0011@126.com) or [eea\\_expo@yahoo.com](mailto:eea_expo@yahoo.com) Website: [www.eea-expo.com](http://www.eea-expo.com)

**Australian Olive Expo October 26th & 27th, 2005** Canberra  
[www.australianoliveexpo.com](http://www.australianoliveexpo.com)

## November

**Eurolipids International Trade Fair for Fats & Oils and related Technologies, 2-4 November 2005**, Frankfurt, Germany: Companies, producers and suppliers of: Vegetable and Animal Oils and Fats, Processing Machinery – technology and techniques, Fat and Oil Derivatives for the Food industry, Feedstuff industry, Oleo Chemistry

**Olive Oil Class at Cakebread Cellars November 5.** Help harvest the 2005



each bottle of oil with nitrogen before capping for an additional \$300.

Also comes in [2 spout](#), [6 spout versions](#), [Bottler catalog](#)

Please call 415-461-6267 or [email](#)

crop. Marvin Martin, olive oil expert and consultant will provide the tools to harvest. Our resident Chefs will then teach you how to brine and cure as well as cook with olive oil.

**EIMA 2005 November 12-16**  
Bologna, [Link](#)

**California Farm Conference**  
**November 13-15, 2005** Marriott Hotel  
Ventura, CA The California Farm Conference serves to protect, support, and increase the economic viability of the state's small-scale farmers

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