

THE TRUTH ABOUT OLIVE OIL

THE GOOD, THE BAD & THE UGLY - WHY WE SHOULD BE BUYING AUSTRALIAN EXTRA VIRGIN OLIVE OIL

THE GOOD

Australian Extra Virgin Olive Oil is the fresh, healthy juice squeezed directly from the olive fruit. It's a fresher, healthier, tastier olive oil and is backed by a third-party certification programme overseen by the Australian Olive Association. Australian Extra Virgin Olive Oil is a world class, award winning oil.



AUSTRALIAN OLIVE OIL IS SOME OF THE BEST IN THE WORLD DUE TO OUR IDEAL GROWING CONDITIONS, FARMING PRACTICES AND HARVESTING TECHNIQUES.

90% OF AUSTRALIAN OLIVE OIL IS EXTRA VIRGIN OLIVE OIL & THEREFORE THE BEST AVAILABLE.^[1]

THE BAD

47% OF IMPORTED OLIVE OILS ARE REFINED, MANY USING CHEMICALS.^[2]



70% of all Olive Oil consumed in Australia is imported.^[3]



90% of imported brands have failed Australian standards.^[4]

ALMOST HALF OF ALL IMPORTED OLIVE OILS ARE REFINED, MANY USING CHEMICALS, TO REMOVE UNDESIRABLE COMPOUNDS SUCH AS UNPLEASANT FLAVOURS AND ODOURS.

Refined Olive Oil blends labelled as pure or olive oil make up 33%^[5] of the Australian retail market and sell for a similar price to Extra Virgin Olive Oil.

THE UGLY

The European Union has declared Olive Oil is the number one product most at risk of food fraud.^[6] It is easy to substitute lower grade olive oils or other vegetable oils into Extra Virgin Olive Oils.

WHY CONSUME EXTRA VIRGIN OLIVE OIL?



People raised on diets that include Extra Virgin Olive Oil daily have lower rates of most chronic diseases, such as heart disease, cancer, arthritis and type two diabetes. Extra Virgin Olive Oil has been shown to decrease a number of risk factors for chronic diseases.^[7]

The health benefits of Extra Virgin Olive Oil include:

- ✓ Free of cholesterol & salt
- ✓ Contains antioxidants which protect cells against ageing
- ✓ Can help lower levels of blood cholesterol
- ✓ Can help lower blood pressure
- ✓ Can help minimise the risk of cancer & heart disease
- ✓ Can help prevent diabetes
- ✓ Extra Virgin Olive Oil is rich in vitamin A & E

3 EASY STEPS FOR CHOOSING THE HEALTHIEST & TASTIEST OLIVE OIL

1 EXTRA VIRGIN

Extra Virgin Olive Oil is the natural juice extracted from fresh, high quality olives. It is the tastiest & healthiest grade of olive oil.

2 FRESH HARVEST

Extra Virgin Olive Oil is best consumed within 12 months of harvest. Fresher Extra Virgin Olive Oil tastes better and is healthier for you, so look for harvest date printed on the label. In Australia harvest takes place between April & June each year.

3 AUSTRALIAN GROWN

Our world-class, locally grown Extra Virgin Olive Oils are fresher because they reach these shelves quicker. Look out for show medals and third party certification seals of approval to indicate superior quality.



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A MESSAGE FROM THE



AUSTRALIAN OLIVE ASSOCIATION

WWW.AUSTRALIANOLIVES.COM.AU

[1] Australian Olive Association 2013
[2] ABS Trade Statistics 2013
[3] ABS Trade Statistics 2013, Aztec Scantrack 2013
[4] Australian Olive Association 2013
[5] ABS Trade Statistics 2013, Aztec Scantrack 2013
[6] European Parliament Report 8th of October 2013
[7] Dr Mary Flynn PhD, RD, LDN, Associate Professor of Medicine, Clinical, Brown University, USA