



UNITY IS STRENGTH!

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THE EDITORIAL

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The availability and affordability of a balanced diet composed of simple, genuine, quality foods are more and more aspects of a key social issue – since we literally “are what we eat” and the consequences of unhealthy eating, as dramatically shown during the COVID crisis, impact disproportionately the lower income population.

It might seem strange, therefore, that within the powerful discussions between the USA and Europe about large aircraft manufacturer subsidies or taxation of large tech conglomerates, we keep on talking about tariffs of quality foods!

Obviously, the big/powerful industries and the politician in general on both sides of the Atlantic are eager to fight their battles but, at the same time, want to deflect the economic damages onto other sectors (industries or consumers) that have much less representation and lobbying power.

But then, even AOOA – the Association of Olive Oil Producers of America, which represents about 5% of the olive oil consumed in the USA – supports tariffs on EU olive oils (i.e.: higher prices for a quality product for US consumers) to gather a competitive advantage instead of supporting the diffusion of olive oil consumption in the USA – currently only reaching just above 40% of the American families.

It does not make sense.

But there is a “perverse” logic, a reason for all this: everywhere, the producers of high-quality foods are almost by definition numerous small operators that do not have the resources to make their point and communicate the healthiness of their product. They do not represent strong economic powers and/or many votes. Pity that their products could be socially important, but who cares?

It might be difficult and lengthy, but this situation must change. And the starting point can also be linked to create some strength through unity within the high-quality food producer’s industry.

It is important to create economic synergies among non-competing companies to increase representation and to strengthen their business in order to weather even the tariffs storms. I started dreaming of such projects more than 5 years ago, maybe the time is right for some actors to start moving.

in the picture:

Marco de Ceglie Ceo America Filippa Berio and project coordinator





Nutrition ties into health once again with the pandemic

Nutrition ties into health once again with the pandemic uncovering the need to make food frameworks that aid weight management, that make those choices more convenient, easy to find and economical. Cooking with fresh, simple and seasonal ingredients the Italian way, can be as effortless as a fun summer picnic. Consider a bean salad, for instance, highlighting a vegetarian protein packed dish with corn, eggplant, peppers, and zucchini. Seasonal vegetables this time of year are lettuces, radishes, arugula, cucumber, beets, bell peppers, carrots, zucchini, garlic. To find your local farmer's market, go to: <https://www.localharvest.org/farmers-markets/>

The British Medical Journal recently published a piece for a call to action on the parts of governments worldwide for the need to step in and create healthier standards for processed foods, limit their consumption and essentially ban the encouragement of over-eating behaviors that is causing so much mortality around the world. To drive the point home, the co-morbidity conditions that worsen the covid-19 infection are avoidable such as excessive weight gain (read more at <https://www.medscape.com/answers/123702-11443/what-comorbidities-are-associated-with-obesity>)

As a bonus, a sound eating routine may give you more clear skin, and even forestall skin malignancies like melanoma or carcinoma. Water-rich and antioxidants-packed foods (think melons, cucumber, zucchini, cauliflower, tomatoes) are the pillars of a summer diet for healthy skin. For example, eating late after dinner may make individuals increasingly defenseless against burn from the sun and longer-term impacts, increasing skin aging and skin malignant growth since eating at unusual occasions upsets the natural circadian clock of the skin, including lowering a skin enzyme that ensures against the sun's hurtful bright radiation according to Dr. Joseph S. Takahashi, Chairman of Neuroscience at UT Southwestern Medical Center's Peter O'Donnell Jr. Mind Institute. (Wang et al 2017)

References:

Tan M, He FJ, MacGregor GA. Obesity and COVID-19: the role of the food industry. BMJ. 2020;369:m2237.

Wang, H., van Spyk E., Liu, Q., et al. Time-restricted feeding shifts the skin circadian clock and alters UVB-induced DNA damage. Cell Rep. 2017. 20:1061-1072.

*in the picture:
Lucrezia Scarampi, Nutritionist*





CHEF ANDREA ZANIN
NEW YORK

INSALATA NIZZA

INGREDIENTS

- Lettuce or Invidia belga salad
- Tuna albacore in olive oil ,or yellow pine
- Hard eggs
- Anchovies
- Berry cappers or cappers
- Lemon
- Extra verging olive oil Filippo Berio
- Sour cream
- Apple Vinegar
- Garlic
- Fresh time
- Fresh marjoram
- Pepper
- Maldonado salt



Procedure

Cut and Prepare the Invidia salad reserve in cold water, boiling the eggs, drain the tuna.

For the dressing, olive oil, apple vinegar, sour cream ,anchovies, cappers, lemon juice, blend all the ingredient with a mixer create the structure like a sauce, adjust salt and pepper.

Plated

In a long plate dispose same fresh rucola on the bottom, add the Invidia salad, add tuna, eggs in quarter, and the first round of dressing Nizza add the berry cappers ,fresh marjoram fresh time

Same more tuna Maldonado salt ,ground pepper, Nizza dressing, add same extravergine Olive oil

Enjoy this fresh protein energetic Salad

Chef Andrea Zanin

LA PASTA DEL MAESTRO

The Taste of Tradition

The idea of la Pasta del Maestro was born combining the typical agriculture and the ancient Apulian traditions, from the desire to make one of the most appreciated product in the entire world using only Gluten Free ours, 100% Made in Italy. The meeting between Maria Teresa Sassano with Carlo Fusco, the Master of Pasta, has allowed to give life to a gluten free artisan product: La Pasta del Maestro. A bronze-drawn pasta dried at low temperature, with an inimitable flavor:

Carlo Fusco the Master of Pasta

He started his career when he was only 12 years old, working in one of the first pasta factories, using automated machineries for pasta production. In 1956 he moved to France, where he started to teach the art of making traditional pasta. In 1970 he returned to Italy where he collaborated with various pasta factories until the meeting with Sassano family, with which he started a new project:

"to teach to new generations how to make traditional gluten-free pasta, bronze drawn and dried at low Temperatures".

Our Pasta

We only use certied-flours, naturally gluten-free, with the highest quality, also from organic crops with the aim of producing a artisan product with an excellent taste. We personally and carefully select and collect all the raw materials, certifying all the stages of the production of our pasta, in order to get a 100% made in Italy product.

We produce our pasta close to the sea ... and is on the sea that we welcome our customers. We carry out the whole production cycle in Manfredonia, the heart of Gargano, in Puglia. From grinding to dough, from the drawing to the drying up until the creation and realization of all our recipes, which you can taste with us by the sea in our summer home, an amazing structure overlooking the gulf.

Bronze Drawn - As usual, the wire bronze drawing gives pasta a lot of qualitative benefits. The bronze allows our pasta to acquire a larger surface porosity.

Slow Drying - Long drying times, from 24 to 36 hours, allow not to affect organileptic qualities and nutriyional properties of raw materials: mineral, vitamins, falvors and aromas.

All the fours we use are naturally gluten free, and without any additives. Our working process allows us to avoid thickeners and emulsifiers.

Meal after meal, day after day, our body maintains balance and health based on what we assume in our diet, its nutritional value and its genuineness. la Pasta del Maestro was born from a particular care of our eating behaviors, which allowed us to create the perfect mix, the real winning recipe: a complete, natural tasty and digestible range of products.





North American Olive Oil Association

NAOOA filed expansive comments maintaining that olive oil tariffs were unjustified and contrary to sound public policy in that they would disproportionately harm U.S. businesses and their employees as well as consumers in a number of ways.

The imposition of tariffs on the olive oil sector has not worked, and has only hurt the interests of the United States and American consumers. The onset of the pandemic has made this all the more apparent. The existing olive oil tariffs from Annex I are piling-on to the economic hardships faced both by American businesses in the food and beverage sector trying to stay afloat and by consumers looking to make ends meet and put healthy meals on the table during the pandemic. Moreover, it is clear that the existing duties on olive oil, and any additional duties, are not likely to achieve USTR's objectives, as the strongest and most influential olive oil sector in the EU has tried and failed to help USTR achieve its stated objectives. For these reasons, USTR should remove olive oils from the tariff list entirely, and drop any consideration of additional olive oil tariffs.

*Joseph R. Profaci
Executive Director
North American Olive Oil Assn.*

BRAINSTORMING

the section dedicated to your ideas, requests and proposals.

Write to create our newsletter together.

We are waiting for your emails to thegreenfitpr@gmail.com

The rate of obesity in adolescents increased by 33% from 2000 to 2016 and by approximately 30% in adults.

According to a report from the Centers for Disease Control, 39.8% of adults and 20.6% of adolescents in the United States are obese!

The Green Fit is a Learning Format created by GP Communications North America Inc. and produced by Filippo Berio

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Display



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