



THE ORIGIN OF QUALITY AND THE QUALITY OF ORIGINS

Let's make some clarity

THE LEARNING NEWSLETTER



THE EDITORIAL

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Where does Quality originate? This is an important question especially when we talk about food. Consumers (all of us!), rightly, want to know about the products they buy and eat, in order to drive their choices and judge if the quality/price offered ratio meets their needs.

However, there is unclarity about the meaning of Quality and its origin (partly due to the superficiality of the general discussion around this topic, partly because some have a clear interest in “mudding the waters”), and this is not helping Consumers.

Let’s make some clarity.

There is a first, very important, “level of Quality” that is normally regulated by specific Countries Legislation/Regulations. This concept/definition of Quality establishes a Minimum Level of Quality that guarantees that a product is genuine and healthy to eat; it guarantees that the products meets the standards of its category and that its marketing claims are corrects. The more the Country norms are strict and enforced, the more the consumer is protected and can reliably buy products that meet a minimum legal level of quality.

The existence of these Regulations and their enforcement at national level is key for Consumer’s buying confidence; for example, regarding Olive Oil in the USA, the NAOOA has been pushing for more than 20 years the FDA to adopt a Standard of Identity for the category – considering that the lack of a SOI has contributed significantly to the confusion generate by fake news about the quality of imported oils. Hopefully, the FDA will approve and adopt soon the latest NAOOA proposal.

However, with the exclusion of some very specific quality/origin certifications regulated by ad hoc local quality consortiums (DOP/IGP in Italian or POD/PGI in English), Country of Origin or Geographical indication of Origin never even attempt to indicate/define/regulate Higher Levels of Quality above and beyond the minimum threshold that guarantees that a product is genuine and legit and meets the legal standards of its category.

In fact, once we adventure into the area of “High(er) Quality”, we get into the “individuality” of quality both from the producing and the consumers side! Countries can/should regulate quality standards but individuals (people and companies) have the option and might have the capabilities to make higher quality products. And, although several high-quality parameters can be objective and measurable, others like flavor/taste are highly subjective and impacted by individual consumer preferences (even if the “ever-present experts” will tend to say that if consumers do not appreciate their definition of higher quality, than the consumers do not understand or are not educated!).

Only some people (and companies) have the expertise and choose to make High Quality products, trying to commercialize them at a price that covers the specific costs of the higher quality and remunerate the effort. Producers names/Brand names should be the only guarantor in this area – hence the importance of Brand reputation and track record, and the consumers should be the only judges if a product is really liked and worth the (higher) price. It might well be that in a certain Country there is a strong tradition of some high quality food products that are appreciated around the world – I like to think for example that this is the case with Italy and its so many delicious foods – but it is not the Country, there are some/many Italians that are making the higher quality that defines these products, a critical distinction.

In my opinion, the distinction between regulated quality and “individual” higher quality is quite clear. However, this distinction, unfortunately, does not make our search for higher quality products any easier – once products meet the legal standard of their category in a Country, its only up to us consumers to search, test and asses the quality/price ratio of the products that we want to consider of higher quality. Appropriate Brand communication should help, but with very few exceptions there is no panacea, no seal or origin that can simplify that job for us. And, by the way, these are called Open Market Dynamics!

in the picture:

Marco de Ceglie Ceo America Filippo Berio and project coordinator



Right in time for the spirit of Halloween

With many individuals itching for a chance to get away safely for a few days, considering the pandemic and lack of international travel can nonetheless bring Italy to your home through food! An underrated food though nutrient rich, beans such as java bean were already known in 3000 BC. Being widely consumed for millennia in the Mediterranean area (and therefore long before the spread of the bean - coming from America - in the 16th century), we can say that broad beans have been a staple of Mediterranean cuisine for centuries. Right in time for the spirit of Halloween, the Greeks held superstitions about souls being hidden inside the seeds or pods and would include them as offerings to the dead. In ancient Greece, moreover, it was believed that Ceres had donated the seeds of all legumes to the cities of Arcadia (considered a wild place in the Peloponnese peninsula). Even in ancient Rome, beans featured in feasts. During the feasts dedicated to the goddess Flora, goddess of nature, the Romans would throw them in the crowd as a sign of good omen much like rice at a celebration.

Today, fava beans in Italy are an enduring character in southern cuisine such as Sicily, Puglia and Roma. Rich in iron, copper, selenium and vitamin C, beans are indicated to combat anemia and the weakness associated with it. In addition, they are an ally of good mood: they contain an amino acid, levodopa, a precursor of dopamine, the neurotransmitter of energy and thought as a happy one, so they have a stimulating power on the nervous system. They are a great help if you are low in spirits.

Now beans are also a good source of fiber, protein and carbohydrate. Health experts are concerned about the popularity of fad diets low in carbohydrates. If you dramatically reduce the dietary macronutrients (i.e. carbohydrates), which as a major source of dietary fiber, the implications are not always good. A major study published in JAMA found that diets that were too high (70% or more) or too poor (below 40%) in carbohydrates increased the risk of all-cause mortality. The researchers noted that with a carbohydrate intake of 50-55% of calories, which is close to the US Dietary Recommendations, the lowest mortality was seen. As with any diet, a well balanced meal rich in nutrients is key to enhance and preserve health such as fresh fruits and vegetables, lean meats and fish, healthy fats and nuts seeds legumes. Consider having treat foods like snack bars, dairy substitutes, breakfast cereals, canned soups and refined enriched items less often or sparingly for a more nutrient-dense overall diet.

References:

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in the picture:

Lucrezia Scarampi, Nutritionist





CHEF ANDREA ZANIN
NEW YORK

SCALLOPS SAUTÉ WITH EGGPLANT PURE AND CRISPY SPECK

Ingredients

Scallops big size 12

8 slice of speck

2 Eggplant

Balsamic vinegar di Modena

Fresh time

Butter

Fresh oregano

Garlic

Extra verging olive oil Filippo Berio

Salt ,pepper



Procedure :

Preheated Owen at 380, in a pan dispose the two eggplant with salt pepper extra verging olive oil, fresh time, garlic cook for 45 min until became black and soft, cover with aluminum foil and repose for 20 min.

After open the eggplant and use all the pulp and the cooking juice, put in a blender with extra virgin olive oil, salt pepper, same leaves of fresh oregano, create a pure and reserve room temperature

Prepare the scallops with salt pepper, few drops of Balsamic vinegar di Modena, wrap with speck.

In a hot pan proceed to cook, at half time cooking add same butter and fresh time complete the cooking until caramel color.

Plate with a spoon of eggplant pure, scallops and decor with same fresh chives or fresh time, finish with few drops of Balsamic vinegar di Modena and extra verging olive oil.

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 Files Standard of Identity Petition with the U.S. Food and Drug Administration

NEPTUNE, NJ – May 26, 2020 – The North American Olive Oil Association (NAOOA), whose members represent the majority of olive oil sold in the United States, today filed a standard of identity petition (“Industry Petition”) with the U.S. Food and Drug Administration (FDA). Such a standard would eliminate confusion among consumers and promote fair dealing in the industry.

“Olive oil is recognized as the healthiest cooking oil by a wide majority of Americans, but less than half of households use it,” said NAOOA Executive Director Joseph R. Profaci. “According to consumer research we recently conducted, confusion over olive oil labels and terminology are leading causes. We’ve filed our Industry Petition to help address these concerns.”

As part of its petition-development process, the NAOOA asked 1,500 U.S. consumers about their perceptions of olive oil, and the findings demonstrate significant confusion. For example, 60 percent of those surveyed were not sure of the meanings of “virgin” and “refined” cooking oil, despite there being significant differences in the two. (Virgin oil is extracted mechanically without the use of heat or solvents.) Only one-third of consumers believe the term “extra” when applied to “virgin olive oil” is anything more than marketing. (It is a specific grade of olive oil that has to meet strict parameters.) Nearly one in three people do not believe or are not sure that olive oil comes from olives. (It does!)

Additionally, despite peer-reviewed research conducted by scientists from the U.S. Food and Drug Administration (FDA) showing a low prevalence of adulterated olive oil in our country’s retail stores, many Americans are concerned that their olive oil might not be the real deal.

“Paving the way for more consumption of heart-healthy olive oil in America would be to our mutual benefit. The scientific consulting firm Exponent found that just a 20 percent increase in adherence to a Mediterranean-style diet, of which olive oil is the cornerstone, would save our country \$20 billion in healthcare costs,” said Profaci. “The way we remove longstanding barriers to people consuming this wholesome, delicious food is through a standard of identity.”

The NAOOA has been advocating for a standard of identity since the organization was founded, first filing a petition with FDA in 1990 and again in 2012. It initiated a process to develop the latest petition two years ago and sought a range of voices from regulators and scientific experts to consumers and industry players (domestic, international, large and small alike).

With the benefit of consumer research, the Industry Petition takes concrete steps to bring clarity to olive oil labels and restricts the use of potentially misleading terms like “pure” and “extra light.” It also focuses on assuring olive oil authenticity by using the latest scientifically backed standards and methodologies.

naooa.wildapricot.org

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

 thegreenfitpr@gmail.com



Display



Crafted in Italy.
Enjoyed worldwide.



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