



**BACK TO BASICS!**

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**THE LEARNING NEWSLETTER**



## THE EDITORIAL

### OLIVE OIL IS MORE BREAD THAN CROISSANT!

I have been passionate about Olive Oil my entire life and I have been involved professionally in this fascinating category in Europe and in the USA for more than 25 years. A long time ago, I served for several years as a Vice President of ASSITOL (the Italian Olive Oil Industry Association) and, more recently, I have had the honor of serving as a member of the Executive Committee of the NAOOA (North America Olive Oil Association). I like being involved operationally in the Olive Oil business, but I also consider the active participation in the Industry Associations almost as a duty, for the opportunity to give my contribution for the greater good of the category.

It is with this spirit that, a few weeks ago in view of the upcoming election for the new Executive Committee, I re-proposed my candidature for a position in the NAOOA governing body. I intended once again to have the possibility to help, to give my contribution as one of the members, without any particular ambition for a more “political” role; this is me, I hoped that the voting members of the Association would have appreciated my past involvement, but I did not campaign for votes, I didn’t networked, called around or send mails. I like to do things, not so much the “political” exposure.

Frankly, last week after the elections, I was quite surprised to find out that I have been elected as the Chairman of the Executive Committee! Sort of “be careful what you do not wish for”.

Of course, on one side, I felt very pleased with this unexpected result – I am the first Italian to sit on this chair – a result which tells me that many members of the Association must value my participation and my experience.

However, this made me also pose and reflect on the higher responsibility that comes with the position; one thing is to help with the governing of the Association, on thing is to drive it! And the role of the NAOOA in the USA and Internationally is even more strategic and important given the current very particular stage of the Olive Oil category.

As I see it, the Olive Oil world is more and more divided internally between two conflicting views of what Olive Oil is and should be:

- for one part, the traditional and historical part, Olive Oil is a product “made available” by many (farmers, millers, bottlers, traders, distributors etc.) to be enjoyed, possibly, by everybody; the mission here is to give the choice to as many people as possible around the world to improve their diet by using every day the “heartiest” fat possible; and, consistently, once the genuinity and authenticity of the product is guaranteed, the objective is to have large quantities at competitive prices to help with the substitution of cheaper, less healthy, mass consumed fat alternatives. Last but not least, for this camp, the agricultural side of Olive Oil also provides the living for hundreds of thousands of farmers and their families, often in not so much develop rural areas of many Countries. A social role on the supply side and on the consumption side.

- For the other part, a much newer but influential part, Olive Oil is a product of the “elites” for the “elites”; it should be produced in boutique / capital intensive orchards, in smaller quantities tied to extremely high quality parameters (well beyond the guarantee of genuinity and authenticity); the objective being a niche availability at high prices that result in high profits for few producers and a product only affordable to the affluent few.

This dichotomy exists in many other markets – in Wine for example, where you have the many \$10/20 bottles available on shelf alongside the \$300+ specialties – and it is actually very good for the consumers to have a wide range of quality/price offers to choose from; the problem in the Olive Oil case is that there is an attempt to make the Olive Oil equivalent of “the \$10/20 Wine bottles” illegal through too restricting and not scientifically base quality standards.

This is the key issue for the NAOOA: support the introduction in the USA of an FDA approved Standard of Identity for Olive Oil the makes a quality product produced by masses of farmers to be available to the masses of consumers. And doing this by stimulating Europe (with the support of the International Oil Council) in taking the decisive lead in the CODEX discussion about Olive Oil.

When the French dignitaries alerted Queen Maria Antoinette that the population had run out of bread, the Queen responded suggesting that people could eat croissants! We know what happened next in that occasion – let’s hope that the modern elites are less detached from real people lives. Olive Oil must remain “bread”.

*in the picture:*

**Marco de Ceglie** *Ceo America Filippa Berio and project coordinator*



## SUSTAINABILITY AND GREEN APPROACH!

Recently, Ambassador Armando Varrichio spoke about sustainability and a green approach as key to longevity in the economic and lifestyle approach to design at the Design Day 2020, highlighting the innovation and style of Italian artists, designers, engineers, architects. Italian Food culture is successful around the world for its convenience and great taste, not to mention that there's usually a very ancient story behind every Italian ingredient. What must we do to sustainably conserve and grow the Mediterranean diet, to tackle the move towards high-energy dense, processed food? It is interesting that those foods with lower recommended levels of consumption are often those with a greater effect on the environment. The Italian way of life in food lends itself well to a sustainable future since the most nutrition items in the Mediterranean diet often also have a lower environmental impact.

This year if you planned to cut back on calories for the holiday season, here's some extra incentive: a recent study shows that reducing your caloric intake can slow down cellular aging, decrease inflammation, reduce your risk of age-related diseases, and encourage a longer life overall. Suddenly, skipping the midnight snack seems to be completely worth it. It has so far been largely unknown how a lower intake of calories affects the human body at the cellular level.

For this new study, rats were compared to another group of rats eating a regular diet, eating a strict diet of 30 percent less calories than average. These diets were fed to both groups of rats from the age of 18 months to 27 months old. In human years, that time period will approximately reflect anyone from the age of 50 to 70 years adopting a strict low-calorie diet. Not only did this approach tell us the effect of calorie restriction on these types of cells, but it also provided the most comprehensive and comprehensive study of what happens during aging at a single cell level," says co-corresponding author Guang-Hui Liu, a professor at the Chinese Academy of Sciences.

Inflammation, immunity, and lipid metabolism were related to many of the cells that appeared to be particularly affected by diet. Extraordinarily, many of the detrimental changes that occurred on the standard diet in the rats as they grew older did not appear on a stricter diet in the rats. Their cells looked much younger even by the time the dieting rats hit old age (27 months old). In particular, 57% of the age-related changes found in rats that usually eat were absent from dieting rats.

### References:

Ma, S., Sun, S., Geng, L., et al., 2020. Caloric Restriction Reprograms The Single-Cell Transcriptional Landscape of *Rattus norvegicus* Aging. *Cell*, 180 (e1022) (2020), pp. 984-1001

*in the picture:*  
**Lucrezia Scarampi, Nutritionist**





**CHEF ANDREA ZANIN**  
NEW YORK

## BUFFALO CAPRESE SALAD

### Ingredients:

Red Tomato on the vine  
Green tomato ,Buffalo  
Salt Maldon  
Ground pepper,  
Evo Berio  
Balsamic vinegar Berio glacé  
Fresh Basil  
Crostini's bread



### Procedure:

take the buffalo mozzarella outside of the fridge at least 2 our before eat ,this will guarantee the flavor of the product.

Slice the red tomato, slice the green tomato, display both in to the plate, dressing with Evo Berio, Maldon salt pepper, put in the center the Buffalo Mozzarella and decorate with fresh leaf of basil and bread crostini.

## 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](http://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](mailto:thegreenfitpr@gmail.com)

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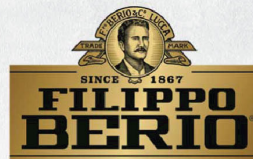
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