



**THE WORLD WANTS MORE!**

**THE LEARNING NEWSLETTER**



## THE EDITORIAL

### THE WORLD WANTS MORE OLIVE OIL!

Many “so called” Olive Oil experts seem to be passionately involved in the definition of more and more restricting regulations for this fascinating product category, with the apparent agreement among their elite circles that only award-winning Olive Oils should have the right to exist. Like if in the car industry, only e.g.: Ferrari and Lamborghini would be worth considering – “the hell with all the rest of pathetic, cheap cars”. They couldn’t be more detached from what real, ordinary farmers, industry workers, retailers and consumers worldwide want and need – i.e.: more and more quantities of genuine, sustainable, affordable Olive Oil!

These are the 4 key words for the long-term development of Olive Oil as a key food with outstanding health and dietary benefits:

**“MORE QUANTITIES”:** even the most basic (genuine) Olive Oil is a, if not the, superior fat for human consumption; by substituting most other fats with any (genuine) Olive Oil, there are clear health and dietary benefits for the consumers; there should be a clear drive to make the product available to vast masses of non-rich consumers, who would derive the highest health benefits by improving their diet.

**“GENUINE”:** the regulators and the industry standards worldwide should focus primarily in guaranteeing that products sold as Olive Oil are genuine, authentic, and contain only 100% Olive Oil. This is fundamental to have the consumer trust in the Category as a whole. Once absolute genuinity is established, it will be up to different producers and different consumers to offer/chose the right (for them not for the experts) balance between quality and price – as it is for almost any other product category in food and non-food.

**“SUSTAINABLE”:** producing more quantities long term can only be based on a sustainable farming, industrial and distribution platform; important studies by the International Olive Council (IOC) have already proven that Olive Oil production is overall sustainable; here, however, the experts should spend some of their energies to make sure that the entire Olive Oil supply chain develops and can be scaled up in a sustainable way.

**“AFFORDABLE”:** (to produce and to buy): last but not least, Olive Oil should be produced economically but masses of farmers (not just capital intensive boutique estates) and enjoyed by masses of consumers (not just the “elites”); here, definitively, politicians and industry key players worldwide should focus their attention with the aim to sustain and develop an economically sound mass olive oil production.

Of course, very high end, limited production, award winning, very expensive quality Olive Oils can and should be used to promote the Category (and its richness of traditions, variety and origins) and to educate the consumers, very much like the technological marvels of the Ferrari and Lamborghini cars make people dream. But this is a useful tool not the whole end game!



## SUGGESTIONS FOR YOUR SNACK!

Do you find yourself easily reaching for a comforting snack? Stress eating although impulsive, leads to greater waistlines. People tend to consume more fast food when they're sad or bored. All too easy when working from home these days. People who do not experience depression eat diets richer in whole grains, legumes, almonds, fruits and vegetables. (Grases, G., Colom, M.A, Sanchis, P. et al. 2019)

As we all know, the high fat, sodium and sugar refined food diet has been problematic for many healthy conditions, even associated with depression in teenagers. A group aged 14 to 17 were asked about their dietary habits and anxiety. Individuals who ate a Western diet were more likely to be obese and experience depression, whereas more nutritious diets that had berries, fruits, seafood and whole grains were consumed by those at average weight. The sooner one learns to like a healthy diet, the less predisposition later on in life. (Oddy, WH. Allen, KL. Trapp, GSA. et al. 2018)

One of the strongest defenses of our body in enhancing our moods is plant-based foods that are rich in antioxidants. Fiber, which is fuel for healthy bowel bacteria, also supplies these foods. Here are a few suggestions for putting more gut-healty meals on your plate:

**Turn** to whole grains-choose whole grain bread such as pane di segale (rye bread) over wheat, brown rice over white, and pasta over processed whole grain. A traditional winter dish in the Alpine regions this time of year is zuppa Valtellinese, a soup made with whole grain bread, fontina cheese and cabbage.

**Over** cookies, select fruit. To satisfy a sweet tooth, try a fruit of the season for its richer taste and nutrient content. There's plenty of vegetables even to pick from purple artichokes, cavolo nero to the bright orange tangy kumquats.

**For** your salads, soups and sides, add beans and legumes. They're flexible and precious for their fiber, pre-biotic oligosaccharides.

**Try** eating earlier rather than later at night, for a lighter dinner. Easy does not need to be complicated. Often the best foods are with few but quality ingredients. Trying recipes that include fish, lean meat, vegetables and fruit are most nutritious.

### References:

Image: <https://primochef.it/alchechengi-al-cioccolato-fondente/gluten-free/>  
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*in the picture:*  
**Lucrezia Scarampi, Nutritionist**





**CHEF ANDREA ZANIN**  
NEW YORK

## SPAGHETTINI GRATINATI PROSCIUTTO CRUDO SAN DANIELE 24 AGED

### INGREDIENTS

Spaghetтини n3.	100 gr
Prosciutto di San Daniele sliced thinly	100 gr
Butter	30 gr
Flour.	20 gr
Milk	250 gr
Parmigiano Reggiano 20 month aged.	40 gr
Pepper.	Q.B
Fresh Parsley.	Q.B



### PROCEDURE:

In a pot boil the water for the pasta with salt, separately in a casserole fried the butter add the flour and the milk little a little, create a besciamelle and preserve from the fire.

Cut the Prosciutto Crudo di San Daniele in a small strips, boil the pasta and take out al DENTE, Add the warm but not hot besciamelle, add the strips of Prosciutto, and display in a place that can go in the Owen, sprinkle on top with Parmigiano Reggiano and fresh ground pepper.

Gratin the plate in the Owen with functions Broil for 3/5 min ,time can change on different Owen, take out wait a few minute and enjoy!!

## 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 machines 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)

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the section dedicated to your ideas, requests and proposals.

Write to create our newsletter together.

We are waiting for your emails to

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