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EUROPE



10 *Things*
you should know about the European olive oils

N°1

It takes *a lot of olives* to produce *one litre* of olive oil

true! For both, olives and fruit, 1 kg does not equal 1 litre of fruit juice. Depending on the **varieties of olives used**, it takes an average of **6 to 8 kg of olives** to produce **1 litre of olive oil**.



N°2



All *Pdco* olive oils are made from the same *variety* of olive

not true! There are more than 1,000 to 2,000 varieties of olive trees in the world. Most **varieties** are **endemic**, they are only found in a **specific region**, big or small. For **each PDO**, the **specifications** state the variety or **varieties authorized** within the framework of the designation. The choice is established according to the history of the **designation area** and the **dominant varieties** and their **characteristics**.

N°3

olive oil is a *fragile* product

true! Although **not perishable**, olive oil is a **fragile product**. It must be **carefully bottled and preserved**. The **ideal container will protect** it from **light** (in a closet or opaque container) and **air** (well-closed container).

A **stable temperature** throughout storage (between 15 and 20°C / 59 to 68°F) will also ensure its sustainability. It is possible that **olive oil solidifies below 15°C (59°F)** and white stripes appear. It is a **natural phenomenon** without any impact on its quality or taste. Simply put it at room temperature for a few minutes and it will return to its normal appearance.

N°4

olive oil should certainly *not be heated*

not true! Olive oil can be used for **cooking** and even **frying**. Its **smoking point** is one of the highest of all vegetable oils, at **210°C (410°F)**. **Heating olive oil is therefore not at all harmful to your health**.

On the other hand, the rise in temperature causes olive oil to lose some of its taste qualities (it loses its flavors), it is therefore advisable to use **PDO olive oils for cold dishes, short cooking** (e.g. fried eggs), foods that absorb flavours (e.g. fried potatoes) or add them at **the end of your cooking** to benefit from all their flavours. Use extra virgin or virgin olive oil "for daily use" (classic oil) for **cooking**.



N°5

The term "*virgin*" (*vierge*) means that *the extraction of the oil* was done without chemicals and that allowed the preservation all the properties of the raw material

true! **Virgin olive oil** is an oil that is **extracted** by using only **mechanical** (pressure for example) or **physical** (difference in density between the components) methods. **All taste and nutritional qualities** are thus **preserved**.

N°6

olive oil is like *wine*, the longer you keep it, the better it becomes

not true! Unlike **wine**, **olive oil does not improve over time!** To **preserve** all its **characteristic flavours** of, it is advised to **consume it** within the time indicated on the bottle and within **3 to 6 months after opening**. It is recommended to keep olive oil in a cupboard in a well-clogged bottle.

N°7

olive oil may have *different tastes*

true! **Olive oil** is one of the few vegetable oils that is not refined (a process that removes colour, smell, and taste) for consumption, it is "**virgin**", that is, a **pure fruit juice**. Depending on the variety or **varieties** from which it originated, but also the **region**, the **climate... the oil will not taste the same**. There are **delicate tasting** (goût subtil) oils, extracted from ripe olives which are freshly crushed and pressed. **Intense taste** (goût intense) ones extracted from fresh olives, harvested when fully ripe. And the last family, called "**traditional taste**" (goût à l'ancienne) from olives stored and ripened between harvest and extraction.



N°8



In *Europe*, all *olive oils* are *Pelo*

not true! **European olive oil production** accounts for **80%** of the world's production. About **5%** of this production is recognized as a **PDO**.

Of more than 110 European PDO olive oils, 8 are French: huile d'olive de Nyons PDO, huile d'olive de la Vallée des Baux-de-Provence PDO, huile d'olive d'Aix-en-Provence PDO, huile d'olive de Haute-Provence PDO, huile d'olive de Nice PDO, huile d'olive de Corse - Oliu di Corsica PDO, huile d'olive de Nîmes PDO and huile d'olive de Provence PDO.

N°9



If I buy a *Pelo* olive oil, I'm *guaranteed* that this oil is an *unique product*

true! The **Protected Designation of Origin** guarantees a **link** between a **product** and its **region** (geographic area, climate, geology, know-how...). Each PDO is a **typical, unique product**, due to its **origin** and other specifics linked to it (variety, production, and processing conditions, etc.). The **PDO** label **protects** the name of a **region**, a specific **location** or, exceptionally, a **country** and refers to a **product** whose **production, transformation and development** take place in a **specific geographical area** with **recognized and acknowledged know-how**.

N°10

Olive oil contains *less fat* than other oils

not true! All vegetable oils are **99.9% fat**. They are **therefore equally "fat"** and have the **same caloric intake**: about **900 kcal / 100 ml**. On the other hand, their composition in fatty acids (saturated, monounsaturated, and polyunsaturated) as well as minor compounds (phenol, vitamins, omega...) is different depending on the raw material from which the oil is derived.

- Olive oil is composed mostly of:
- **saturated fatty acid** (12%)
 - **monounsaturated fatty acid** (75%)
 - **polyunsaturated fatty acid** (7,5%)
 - **vitamin K**
 - **vitamin E**.





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