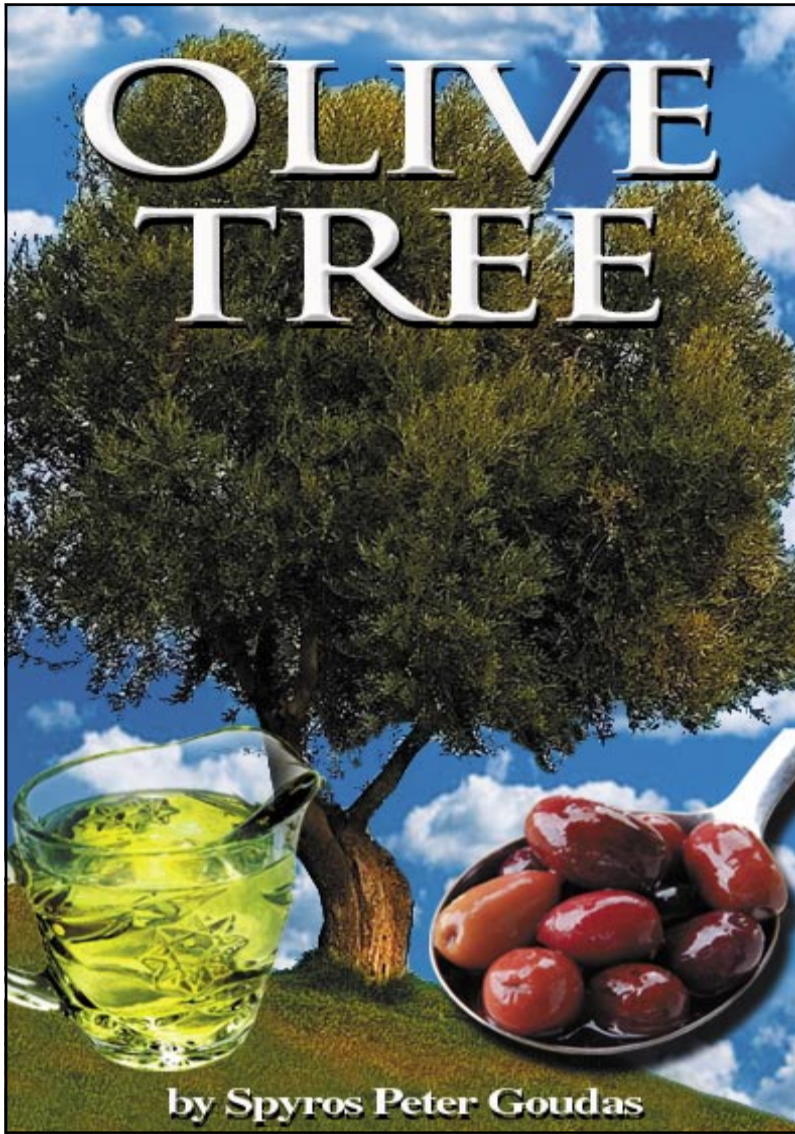


# OLIVE TREE



## Olive Tree Booklet

Dear Friends:

I would like to reveal some important information about Olives and Olive Oil.

Naturally, there are facts recorded about the Olive tree everywhere, even in the Bible.

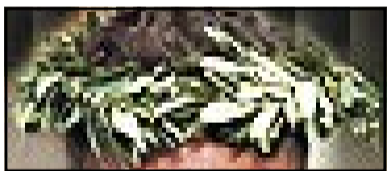
We all know (at least I hope you do) the story of Noah, the flood and the dove returning with an olive branch in its mouth.

Additionally, from the beginning of time the word Olive has been synonymous with Greece, the Mediterranean region, Turkey, Lebanon, Syria, Jordan, Morocco, Israel, Malta, Spain, Portugal, Italy, Northern Africa, etc.

It is prevalent in Greek Mythology. The goddess, Athena, gave the Olive tree to Greece as a gift.

A wreath made from the olive branch was worn by brides and used as a symbol of victory for Olympic winners.

Many of us remember the olive



branch with fear because, as children in the old days, we mentally visualize teachers using the thin, long, olive branch as a whip. (I recall this well, since I was not "an angel" during my childhood.)

Of course, this method of punishment was used some years ago. However, today neither parents nor teachers are permitted to physically punish children. Things have changed so drastically that in the near future it has been rumoured that kids will do the whipping.

By now you should be aware that this booklet will be in a comedy format.

Life is tough as it is, and I have come to realize that no one is interested in reading serious books any more. Today, consumers are only interested in whether Olive Oil is better cold pressed or hot pressed, or should it be dark green or light green in colour.

They may ask a friend who does not know, or a store manager who has no idea either, but tries to give an intelligent answer based on what he heard from someone. Maybe it is correct or maybe it is not. On the other hand, your brand of choice for quite some time may suddenly have a recall from the Canadian Food Inspection Agency (CFIA), or the Food and Drug Administration (FDA) in the United States.

Many people believe that Olive Oil is good for health and people who use it live for umpteen years, (over 100) because they heard that Joe Vilero from Italy who lived to be 107 years old and claimed that his use of Olive Oil every day was a major factor in prolonging his life. Or, that Maria Kudakakis from the Greek mountains lived to 103 years old on a steady diet of Olive Oil.

Of course, she was able to live to that age. Who wouldn't, living on top of the mountain, with fresh air, real spring water, pure mountain goats' milk, honey and fresh garden food!

Not even a whiff of propane or gasoline fumes.

Who would not want to go there, away from the city traffic, insurance claims, taxes, with no thoughts about words like recession, inflation, unemployment, mortgage foreclosures, garbage strikes, blah, blah, blah. Whoa!

However, with the recall of your favourite brand, you realize that you will not live to 107 like Joe Vilero. And suddenly you begin to believe that you will live 10 years less because for the last 10 years you have been using a defective brand.

You may have also heard that some doctor somewhere mentioned that Olive Oil increased the man's ability because George Papadokilakos had 11 children and he claimed that he drinks a small capful of Olive Oil every night before he goes to bed.

If you were to ask a Greek, Italian, Spanish, Syrian or Jordanian individual, they each have a relative back home that is producing homemade Olive Oil on a small scale and insists that their Olive Oil is the best. Upon requesting a bottle from them, they will tell you that they only received a bottle or two which is for their own personal use.

There are even companies claiming that their Olive Oil received the "CHOGLANI Award" for bottle presentation design. (A word of caution: choglani is a bad word in Greek and we do not suggest you use it on a daily basis, unless absolutely necessary.) Others claim that their company was recognized in 1974 for having at least one perfect olive tree on the farm.

There are many claims to having received ridiculous awards presented imprinted on labels with no connection whatsoever to the quality of the oil within the bottle or can. Olive Oil is a huge business and it has always been, and will continue to be the subject of quick money makers who invent a brand which sound olive oilero, olivanturo, oliva or, olivato, etc., hoping that there would

always be someone out there willing to pay for a bottle of questionable oil (who knows what kind) and attest to the claims on the bottle.

So how could you really determine what is really good Olive Oil? Or, who is going to point me in the right direction where I can purchase with confidence?

It is a known fact that Olive Oil is the oldest of all the oil species.

[Let us do the educational program on this subject.](#)

Olive trees are prevalent in the Mediterranean areas; some of these trees are over a thousand years old.

In certain areas, they are archaeologically protected, and are said to be over two thousand years old. There are many varieties of Olive trees, each producing a different species. However, for the production of oil, the requirements are the small, green fruit.

And no part of the fruit goes to waste.

So, if you think that on your visit to the Mediterranean, or the Greek Islands, that after you have had a swim in the beautiful, clear, crystal waters, you simply climb the tree, pick an olive, bite it and eat it, you are in for a big surprise.

It is bitter as the mauby bark from Trinidad, the Karela (bitter melon) and/or the lupini.



Once you spit it out, you will continue to spit for at least forty-seven minutes and twenty-seven seconds.

And that bitterness will be locked in your memory for years to come! So the question is, how can a bitter fruit like this be able to have so many positives: long life, virility, smooth complexion, bowel regularity, moisturizing hair miracles, laundry usages, etc., etc., etc.

I have conversed with many producers of Olive Oil from all Mediterranean areas through my many years in business, more than forty to be exact.

And, in addition to having eaten olives and bread as a kid, I have had the opportunity to compile information from experts in the production of several sectors of this category and to digest this information in such a way that I am able to reveal with accuracy, this knowledge to enable you to make an informed decision about purchasing olives and olive oil.

My general idea is that the first ingredient you need in the production of Olive oil is **LOVE**.

That means the olive oil producer has to have knowledge of his responsibilities and obligations, which is an enormous task, not only to himself, but also to the consumer. Another factor is that olive trees should not be planted on flat land because they do not need constant watering.

Elevation should be above sea level, approximately 150 metres at a slightly sloping grade so that the water does not stay on the roots, even rainwater.

The word love plays a very important role. Let me explain why.

You can pick up olives already on the ground that has been soaked in the water, dirt, and mud and produce Olive Oil out of that.

Or, you go up into the tree like a

reasonable and responsible person, collect the olives, and LOVINGLY create Olive Oil.

**This seems simple enough, but it is not.**

The olive has to be collected individually, ensuring that they are separated into batches, suitable either for eating, or producing Olive oil.

The variety that is designated for oil production are transported to large holding tanks where they are washed, crushed, and transferred into machines which will then extract the oil out of them.

Thousands of tons of olives collected in holding tanks are then transferred to batches into the oil extraction machinery and with the aid of today's technology, powerful spinners and centrifugal force moves the fruit from the center unto the edges.



The extracted liquid penetrates the holes and flows into holding tanks underneath, a process which extracts approximately 20 per cent of the weight.

I will tell what happens to the 80 per cent later.

However, we will stay on the subject.

This oil is then transported into the holding tanks and now, you may start packing olive oil.

At this point, we need a little help from Mother Nature.

We have to slow down for a moment. After a few spins on a merry-go-round, we all feel very dizzy. Well this is exactly what happens to the oil.

At this stage it needs peace and quiet to take its own sweet time, maybe a month or two for all the little bubbles, sediment, foreign objects, dust, etc. to settle down.

During this time, you may play a nice soft violin like Livia (Mr Goudas Bio, Page 171), or I can play my harmonica softly. Hard rock or rap is not suggested.

When all the settling is completed and the sediment removed, then peacefully without pistons, compressors or high speed technology filling equipment, and with a natural gravity flow, the oil seeps into slightly tinted coloured bottles.

Olive Oil does not need sunlight or florescent lighting. However, when packed in cans, the texture, taste and aroma will be protected for a longer period of time.

Olive Oil does not have an expiry date if protected under these conditions.

**When everything runs smoothly from harvesting to packaging; the result will be a very good oil**

The following are the categories Extra-virgin olive oil contains no more than 0.8% acidity. Virgin olive oil has acidity less than 2%. Pure olive oil is a blend of refined and virgin olive oil.

In conclusion of the whole story which I have just mentioned before, the ideal and safest way to select a good quality of Extra Virgin Olive oil is to examine the label on the main paneling which should state:

Acidity 0.1% to 0.8% or the acidity to reflect the category of the oil.

Of course, the acidity could vary from batch to batch.

However, as long as the levels are within the range of 0.1% to 0.8% it is considered to be Extra Virgin Olive Oil.



Any responsible company that has no fear about the quality of their brand of oil should have the acidity percentage listed.



From time to time, you will see a great deal on Olive oil at your local supermarket.

We suggest you pick up that bottle or can and examine it carefully.

You may notice it says, packed in Italy. What does this signify? Did the olives come from the trees of that country? Was the oil extracted from the olive fruit of that country? Or was the olive oil simply imported from another country and packed in that country?

The most accurate measure of an Olive oil is one that bears a declaration on where the olive is grown, where produced and not so important, where it was packed.

Therefore, an accurate label should read, grown, produced and packed in Italy, for example. This at least tells you that the declaration is correct.

Should it only state, packed in Spain, or any other country without any other information, that oil is suspicious.

I would like to assure you that this booklet is not a selling technique to persuade you to purchase Mr. Goudas Olive Oil.

I am simply stating the facts to assist you in making an informed decision.

I am a firm believer that if you are satisfied with the brand of your choice, you should not change it, just because you see an advertised special offering Olive oil at a huge discount.

With respect to the taste, it is quite common to have a slightly different taste depending on the area of production and country of origin. Only experts in the taste, like wine connoisseurs, are able to determine the above with accuracy.

Olive oil is suitable for frying due to the fact that it handles high temperatures.

However, it is wonderful for salads, casseroles and even baking.

I would like to close this subject here, because should I continue, there are so many details I would like to incorporate that you will need a separate section in your library to file this title.

It is an endless subject.

So now, let us see what can go wrong from here to there if the first ingredient is not LOVE.

Picking any olives, either soft or rotten, from the tree, collecting those on the ground that have been soaking in water and mud, transporting in unsanitary trucks, placing in a holding tank not protected from anything such as rats, frogs, grasshoppers, etc., etc.

Does this sound freaky to you? Yes, this can happen. There are unscrupulous people everywhere.

Using a heat process within the centrifugal force machinery and trying to extract more than 20 per cent, or, even mixing the batches with other nuts, and after extraction, packaging too soon without the settlement process being complete.

Now you do not need to be Einstein to figure out which is better, cold or hot pressed.

In addition, you do not have to wait for the store manager to tell you his opinion.

His business should be to stock a variety of Olive Oil brands and allow you the freedom to choose your brand of choice, and not just to promote the brand that is making the most profit.

I mentioned before that there is sediment or residue in the tank that has to be removed.

Well after this has been collected, certain qualified companies convert this residue into a wonderful bar soap which is usually green in colour. An aroma is added to enhance the bar.

This particular type of soap has been in circulation for years and those who are privileged to use it are so confident with its cleaning power and ability that they will not settle for any another commercialized chemical detergent soap.



I would like to remind you I have only given you 20 per cent of the story so far.

Have a little break, dip your piece of bread in a plate of Olive Oil, add a few sprinkles of Oregano, if you like the taste, and be prepared to mentally travel to the Greek mountains, and start getting prepared to live a few years longer, like Joe Vilero and Maria Kudakakis.



Please do not tell this to the government officials because they will increase the retirement age from 65 to 85. (Please smile!)