

Now that the 20% of the batch has been extracted for oil, the sediment is separated into two ways: seeds and animal feed. The animal feed is compressed by machines into a chocolate bar format. And with beautiful labeling, the cows can moo their way to the store, select and chomp on their brand of choice. These are vegetarian cows.

The rest of the sediment is the seed. The seed of the olives is a very big business due to the fact that every olive has one seed. The reason I am telling you this is, that after so many years in business, I have come to realize that some people believe that the stuffed Manzanilla Olives are naturally seedless.



So now we have tons of seeds. What becomes of them? Many moons ago, people tried to sell the seeds by the pound and I believe the potential buyer questioned what the hell am I going to do with all these seeds.

Eventually, someone found the answer to the seed question and created a product called Pirina.

Apparently, upon checking the internet to find out where the name came from, with no success, I came to the conclusion that maybe it is the name of the man who invented the product.

Does this make any sense? Of course it does! Mr. Pirina! Maybe he was a Spanish guy because somewhere I read about Senor Pirina.

Senor Pirina invented Pirina and I discovered at a very young age (approximately 2 years of age, Bio, page 8) what Pirina was all about when I stepped on it and severely burned the bottom of my feet.

In a few words, it is the powder formed from the crushed seed and is used for heating. It creates enormous heat without flame.

It has commonly been used within those areas as a source of energy to create heating for machinery, pistons, steam generators, etc. where the olive tree production is cultivated due to the fact that at these locations it is an efficient energy source similar to the by-product "bagasse" created from the sugar cane husk in Brazil, Colombia and the Caribbean (Bio, page 131.)

The substance remaining from the initial pressings, and in parallel with the production of pirina (with the addition of solvents and more processing and modern technology), another product is produced and classified as Olive-pomace oil. You may never have heard these words before, but now that you have read it here, you will notice it everywhere.



So let me give you a brief summary of the category.

These classifications are suitable for human consumption but may not be described simply as olive oil, but as Olive-pomace oil, which is often used for certain kinds of cooking in restaurants.

Olive-pomace oil is refined production oil possibly blended with some extra virgin oil. Pomace oil has no characteristic, no olive oil taste and is odourless.

Most vegetable oils that we use for ordinary cooking purposes (corn oil, soya, sunflower, canola, cottonseed, etc.) are extracted using industrial solvents. We do not often question the processes for any of them, but when it comes to olive pomace oil, there is a concern about the use of such processes which is basically the same thing.

Another product produced from the olive is lampante oil. It is not suitable as food or in any food preparation process. It is strictly for use in oil-burning lamps only.

I believe I have covered all the possible processes from the olive fruit.

As I was going through the internet, and specifically in Wikipedia, the sentence below captured my attention:

Olive oil has more uses than just consuming; it also works as a natural and safe lubricant.

For example, lubricating the machinery that is used within the kitchen (grinders, blenders, cookware, etc.) This was very much of a surprise to me, due to my background as an Aircraft Engineer (Bio, page 15) and through my experience in all my machinery, packaging and production facilities, I would never recommend to anyone the use of Olive oil for lubrication of any motors, either grinders, blenders, or whatever.

When I was a Chief Engineer, I would not have recommended anyone to use olive oil as a lubricant for aircraft parts because the plane would end up somewhere in the highlands of Timbuktu or in Malaguya (The Lima Bean Booklet). Only lubricants specifically designed for lubricating motors should be used on machinery.

I strongly suggest that Wikipedia remove this statement.

Now is the right time to have another break because the next subject will be olives.

Therefore, I will not tell you within your break to simply open a jar of olives and try some of them because it will be difficult, or maybe impossible.

Let me tell you a little story. I am going as far back as 1978 at which time

I hired an accountant for our firm. He happened to be Chinese. During our lunch breaks, we all sat in the cafeteria and had lunch together. Being Greek, I always had olives in my lunch bag, either one kind or another.

Each day I would offer the accountant some olives.

For years and years, he always politely refused. However, one day, five years later, he apparently made a life changing decision.

With trembling hands, he finally touched one olive. It took quite a few minutes for him to lift his shaking hands from the plate to his mouth, and then, similar to a slow motion movie, or a scene from the Twilight Zone, it finally touched his mouth.

Envision me awaiting the results! He placed the olive in his mouth, moved it from left to right, then, right to left and back again, until he finally took his first bite. All the while, I am waiting, almost not breathing, for an opinion.

Well, that was then. Now, thirty years later, my jar of olives always seems to be empty.

Of course, this seems like a comedy. However, it has taught me a very valuable lesson, it will take a long time to persuade a person of a different nationality who has never seen or tried an olive before to

plunge headfirst and go for it.

Since I had so many other projects on the go regarding production and creation of different ethnic foods.



I left the olive idea on the back burner until one day I was invited to an association dinner to present the academic Goudas awards to the best student. There were more than five hundred people in attendance at a sit down dinner, where olives were part of the menu.

Finally, when the time came to go up on stage, present the award and say a few words with cameras flashing and a film crew recording the event for the news, all I thought about at the time were the olives, and I promised the audience, there and then that in the near future I would bring into this country the best olives available.

I had more applause about the olives than the award presentation.



When I returned to the office, I asked my salespeople to purchase olives of every race, creed, brand and size, stuffed, unstuffed, including dyed olives from Peru, and bring them to the office.

I knew I had a task ahead of me.

Obviously, the information and knowledge I acquired through speaking to olive producers from the Mediterranean countries are so detailed that I could produce an encyclopaedia.

Teaching different nationalities about eating olives was not even in my frame of reference at that time.

My main focus was to bring the BEST OLIVE OF EACH VARIETY and absolutely satisfy the people who knew about olives. Nevertheless, the task to find the right and responsible people was not easy.

Part of the difficulty in the process is the fact that olives have to be DE-BITTERIZED, and that process takes four to five months by using fresh water with salt which has to be changed every week.

And, without using ammonia for quick de-bitterization, which will give the olives a funny taste after biting. Additionally, each variety has to be separated and sorted by size.

There are many different sizes and sizes in between the sizes. In general, the sizes are brilliant, superior, large, extra large, jumbo, giant, and colossus.

Olives also have to be separated by colour: green and black, and several colours in between. Those used in restaurants are either the superior or the large, usually the Kalamata type.



There has been a tendency for olives to get softer as the time goes by. Last year's crop is softer than this year's.

The test is to find the right packer with the proper sterilization equipment with the same procedure as the responsible olive oil producer who does not mix good and bad for the purpose of meeting weight requirements just to capture a cheap price.

The olive selection through the belt rotation moving packaging line, will allow an expert eye to determine and remove the potential soft, discoloured olives.

However, my requirements are a few additional pairs of trained eyes to ensure that my olives really are the best available.

Those few extra eyes are the ones which select the olives that should not be in my container.

In a few words, they are paid for the weight of the rejected olives. This ensures that filling Mr. Goudas olive barrel just for the weight is minimized.

With all my requirements and specifications in place, I have selected seven varieties which are the following: green sliced, cocktail, green jumbo, jumbo crack olives, jumbo kalamata, colossus, and manzanilla.



These olives are available in the 1,500 ml see-through jar so that the consumer is able to view the contents. Shipments of these varieties have already arrived in the Canadian market and the stores that are carrying them have the privilege of hearing the consumer's satisfactory comments.

Within my writing, I have mentioned the word, Kalamata.

This refers to a particular variety of olives which grow only in the provinces of Messinia and Lakonia, in the southern part of Greece.

Sparta is a town within this area, and those of you who love history, you may recall the story of Leonidas and the 300 Spartans!

There is another variety of olives called Thruva. It is black in colour, has a rough skin and a soft mushy texture.

Another common name for this olive is the Moroccan. They appear to be "ugly" looking, however, to people familiar with them, they are the ultimate olive.



On hearing the above, one of my associates contested this statement and added that "the ultimate olive is the one floating in a dry martini!"



This is a common method of serving the Martini in the Western world.

He then stated, how do they serve martinis in Thailand, Sri Lanka and other areas that have no knowledge of the olive?

To them it may seem like a foreign object floating in the glass. I responded, that since I spent 40 years in this multicultural business, I have a solution to this dilemma.

With my vast knowledge, I suggest placing a Rambutan stuffed with pineapple in the martini!



Now you will ask me, What is a Rambutan, just like the man from Sri Lanka would ask, What is an olive? Oh, oh! You should have only paid \$45 for this booklet and the incredible information within. However, I am adding another \$5 for the information I will now reveal to you.

Just like Mr. Pirina developed the pirina, I had a meeting approximately 20 years ago with one of my associates from Bangkok, Thailand and somehow during our discussion he mentioned that he knew an area that had so much Rambutan, that they did not know what to do with it.

And in the same breath he mentioned that Thailand had one of the sweetest pineapple in the world.

Somehow, I thought out loud, why not place a piece of the sweetest pineapple in the world inside of the Rambutan. And, five years later, after many experiments, sterilization, pasteurization, etc., we can now place a Rambutan with pineapple in a martini.

So two hundred years from now, I will still be looking down to see Mr. Rambutan and Mr. Olive racing to the finishing line to determine who will jump into the martini.

I have incorporated photos to illustrate the product. I mentioned before that Olive oil has multiple uses.

Being surrounded by an office full of ladies of various ethnic backgrounds, I was advised by one of them from the far east that in her homeland, olive oil is mostly used as a hair and skin moisturizer, and to preserve hair colour, as opposed to cooking. Another benefit of Olive Oil is by mixing with honey in to a smooth paste and apply it directly on the skin or face. Then cover it with silk or wax paper and put a heated pad on top of it and leave it for 15 minutes. The silk or wax paper works as a membrane that sucks up anything



under the skin and increases circulation.

Once the heated pad and the paper are removed the skin absorbs the oil and honey into the pores of the skin as the skin can breathe again. The Bacteria that lives inside our body or under the skin get absorbed by the honey and acts as an agent to eliminate the toxins from our body. When the mixture leaves our body the bacteria leaves with it. A beautiful smooth clean face or skin is the result of the treatment. That can apply to any type of skin.

In closing,

I would like to mention to you that the photo below was taken in 1955, when I was 13 years old.

I am under the umbrella, and directly underneath me, is my mother, from Smyrna, Asia Minor.

The first lady on the left is my aunt. She lived to age 98. Sitting next to her is my grandmother, who lived to age 106.

Should you take a very close look at the lunch table, even with a magnifying glass, you will note the only items on the table are bread and olives.

So the question is, do I know anything about olives or not?

I have exhausted all the pages that were allowed to create this informative booklet. Hopefully, you have gained some insight into this versatile Olive Tree.

Should you check our website, there is a Recipe Section which includes a variety of recipes, including the Rice Pudding Story.

My recipes are relatively simple and can add an exotic flair to your daily routine.

Over the years, my passion for my work has inspired me to write approximately 40 books.

Some reflect recipes, others offer educational information.

I will be very pleased if you read any of my books found in any location that they are available.

My main objective is to relay information about what it takes to create high quality products from around the world for anyone and everyone to enjoy!

I hope you had as much fun reading this booklet as I had creating it.

I sincerely believe that I have provided you with valuable information for years to come.



Spyros Peter Goudas

