



HEALTH AS A FLAGSHIP



BENEFITS OF EVOO

skin and hair

due to its content of antioxidant substances, including vitamin E, it has a toning effect and therefore, prevents tissue ageing

extra info

eye health

the anti-inflammatory character of some components of EVOO helps protect ocular vessels, reducing the risk of macular degeneration

extra info

oral health

preventing periodontitis and cavities and protecting the gums thanks to its insulating effect against bacteria

extra info

glucose regulation

oleuropein, a compound of the olive pulp is able to regulate blood glucose levels and so prevents the diabetes type 2

extra info

intestinal passage

EVOO has a lubricating effect that favors intestinal evacuation and prevents constipation; also improves the health of the intestinal microflora

extra info

overweight

EVOO reduces the penetration of fat into food compared to other vegetable oils, which reduces intake of calories and prevents overweight. In addition, 80% of its antioxidant substances are preserved after frying

extra info

Extra Virgin Olive Oil (EVOO) is the healthiest plant-derived fat for human consumption ?

DID YOU KNOW THAT...

cognitive impairment

monounsaturated fatty acids, vitamin K and especially oleocanthal, are components of EVOO that prevent memory loss and Alzheimer's symptoms

extra info

anticancer action

hydroxytyrosol, a powerful antioxidant in EVOO, has been used in medical trials against breast cancer

extra info

cardiovascular health

reduces "bad cholesterol" levels thanks to its composition in fatty acids and antioxidant molecules

extra info

digestive function

the diuretic effects of EVOO protect us from gastrointestinal diseases, reducing secretion and avoiding heartburn

extra info

immune response

antioxidants and essential nutrients in EVOO strengthen and keep the immune system active

extra info

bone health

since it stimulates the absorption of calcium by the bones thanks to its content in vitamins D and K, helping to prevent osteoporosis

extra info

THE BEST KNOWN

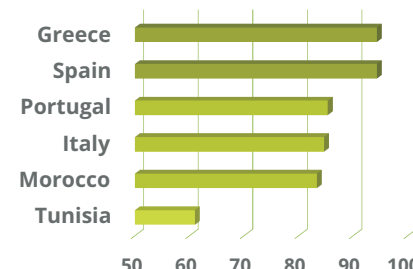
KEEP IN MIND THAT...

when **lampante olive oil** is refined, many of its organoleptic properties (smell, taste) disappear. A large proportion of its components of high biological value also disappear, involving the loss of many of the benefits for the consumer's health.

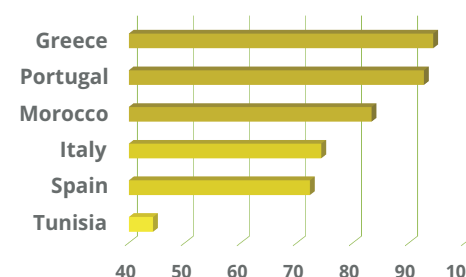
The product sold as "Olive oil" (with no mention to "virgin" in its name) is a blend of refined olive oil (in not defined amount) and virgin olive oil.

THE OPINION OF THE SECTOR

Do you agree that improving sustainability is key for the future survival of olive groves ?



Do you agree that achieving sustainability goals is key for implementing olive grove management strategies ?

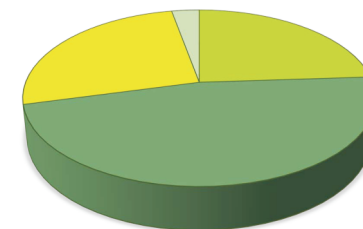


Average percentages of affirmative responses coming from producers, academics, lobbies, public administrations and specialists in the olive grove sector (44 surveys)

Before the COVID-19 pandemic, the European Consumer Organization (BEUC; beuc.eu) conducted a survey to determine the sensitivity of European consumers towards the sustainability of their foods. Here you have the results.

How important is the sustainability of the food in your purchasing decisions ?

- I don't care at all
- I pay little attention
- I pay close attention
- It influences my decisions



European consumers demand healthy and environmentally friendly foods, even more after the pandemic. The olive sector should not only **exploit the health benefits of EVOO** to open new market niches and consolidate the existing ones but also become aware that the **application of sustainable management practices** in the olive grove has a direct effect on the income statement.