



How to look for a **GOOD QUALITY EXTRA VIRGIN OLIVE OIL**

With an endless choice of oils at your local supermarket or food store, how do you know what is the best quality Extra Virgin Olive Oil (EVOO) and essentially the healthiest oil for you? EVOO is the highest grade of Olive Oil and the fresh juice of the olive with a wide range of well-evidenced health benefits.

WHAT YOU SHOULD LOOK FOR ON YOUR EXTRA VIRGIN OLIVE OIL BOTTLE LABEL:

The label should state
"EXTRA VIRGIN"

As a result of its high quality and minimal processing, EVOO is high in natural phenols, vitamin E and phytosterols from the olive fruit ^{1,2,3}

The label should include a
**BEST BEFORE DATE
AND HARVEST DATE**

The fresher the EVOO, the higher the phenol content. You should always look for the harvest date to make sure you are getting the fresh season EVOO.

The bottle should be a
**DARK COLOUR
AND GLASS**

Good quality EVOO doesn't last forever and the degradation of oil will happen more quickly when exposed to light and oxygen. If EVOO is stored in a dark coloured bottle away from heat and light, it will stay fresher for longer.



Showing the total **PHENOL CONTENT**

Some EVOOs will state on the Nutrition Information Panel the total phenol content. The activity and actions of these phenolic compounds contribute to the health benefits of EVOO.

Choose an oil that is
CERTIFIED



Olive oil is one of the topmost adulterated food products worldwide and the food product most vulnerable to food fraud. Standards exist nationally and internationally to prevent EVOO adulteration, and to guarantee the quality.^{4,5}

1. Standards Australia. Australian Standard: Olive oils and olive pomace oils. As 5264-2011. Standards Australia Limited 2011. At: <https://infostore.saiglobal.com/store/Details.aspx?ProductID=1478754>
2. Boskou D. Olive Oil – Minor constituents and health. Boca Raton, FL: CRC Press; 2009
3. Servili M, Esposto S, Fabiani R, et al. Phenolic compounds in olive oil: antioxidant, health and organoleptic activities according to their chemical structure. Inflammopharmacology 2009; 17: 76-84.
4. Moore J, Spink J, Lipp M. Development and Application of a Database of Food Ingredient Fraud and Economically Motivated Adulteration from 1980 to 2010. J Food Sci. 2012. doi: 10.1111/j.1750-3841.2012.02657.
5. De Lange E. Draft Report on the food crisis fraud in the food chain and the control thereof (2013/2091 (INI)). Committee on the Environment, Public Health and Food Safety. European Parliament. 2013.



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