

NYC Olive Oil Coop Newsletter #002

To my Olive Oil Connoisseur friends:

The NYC Olive Oil Coop presents its' 2nd EVOO newsletter. We had a fantastic response to the first newsletter, so thanks again to all that took the time to send in well wishes and excellent suggestions. As many of you now know, the EVOO Coop has sold out it's first 1000 liters in just 4 weeks. Thanks again to all that have come up with some superb ideas and referrals to promote the EVOO. Since there was a very strong interest to expand the Coop program, (by folks who have limited storage space) I've ordered the remaining 200 liters from my family's private reserve in Calabria, Italy. If all goes well, it should arrive by March 5-7, 2005.

If you missed out getting your EVOO order the first time around, please contact me ASAP. It was too time consuming dispensing 24 liters (live & learn ☺) so this time we're offering a 10 liter can membership.

Please continue to let us know what else interests you for future newsletters. If you wish to contribute some of your ideas, recipes and expertise, please feel free to contact us. (Please forward this newsletter to your friends and family).

This month's newsletter is co-sponsored by The Beninati's 'Summer House' – A Vacation Rental Property at the Jersey Shore on Long Beach Island. www.NewJerseySummerHouse.com My wife and I spent some very special times at this beautiful beach house, so please check out their photo gallery website and contact Steve & Sondra if you and your friends would like to rent out their 4 bedroom home this summer.

If you wish to co-sponsor the next newsletter, please contact me.

Cheers,

micheal CASTALDO
www.NewYorkCityOliveOilCoop.com/

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1- The Olive Oil Timeline

6000 B.C.	The olive tree is first cultivated in Syria.
3000 B.C.	Traders from the Middle East bring the tree and knowledge of its cultivation to Asia Minor, Cyprus, Greece and North Africa.
2000 B.C.	Ancient Israelites set aside olive oil as a tithe to God, and use the oil for lighting consecrated lamps in the temples and in preparing anointing oil.
1700 B.C.	The olive tree is introduced to Egypt by traders from the Middle East. Tutankhamen wears a garland of olive branches as a mark of honor.
1500 B.C.	Olive oil becomes a major commodity in the trade of Crete.
1000 B.C.	For the Greeks, olives and olive oil are not only important foods but also symbols of holiness, courage and life.
400 B.C.	The Greeks are major exporters of olive oil to western Mediterranean countries including Italy, France and Spain.
100 A.D.	Romans are expert producers of cured olives and olive oil, developing several different types of oil for cooking.
325 A.D.	Constantine the Great establishes the Byzantine Empire, and the religious, culinary and economic importance of olive oil flourishes.
1300 A.D.	Olive oil is a food staple among the cultures throughout the Mediterranean world.
1503 A.D.	Spanish explorers bring olive tree plants to the Americas.
1600 A.D.	Olive trees are grown in Peru, the West Indies, Chile, Argentina and Mexico.
1785 A.D.	Franciscan missionaries bring the olive tree to Alta California, Mexico (present-day California, United States).
1920 A.D.	European immigrants to the U.S. incorporate olive oil in American cooking.
2005 A.D.	The New York City Olive Oil Coop is launched with 1000 liters of EVOO imported from a former Greek colony in southern Italy --- Calabria.

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2- Factoid #2 – EVOO Great For Preventing Cancer

Breast Cancer

A study published in The Archives of Internal Medicine (Archives of Internal Medicine 1998; 158: 41-45) found that women with a higher consumption of monounsaturated fat had a reduced incidence of developing breast cancer. The study, conducted at the Karolinska Institute in Stockholm, Sweden, followed 61,471 women and found that those with the highest proportion of fat intake from monounsaturated fat in their diet were associated with a lower risk of breast cancer. Researchers suggested that women can increase their monounsaturated fat intake by replacing oils that are higher in polyunsaturated fat with oils that are rich in monounsaturated fat, such as extra virgin olive oil. (EVOO).

Prostate Cancer

In a separate study, University of Buffalo researchers in New York provided evidence that B-sitosterol, a plant-based fat found in vegetable fats such as olive oil, may assist in inhibiting the growth of human prostate cancer cells. Researchers found that B-sitosterol enhances an intracellular signaling system that tells cells not to divide. They concluded that if cell growth can be stopped before it becomes uncontrolled, cancer may be contained.

A recent Oxford University study, meanwhile, suggested that extra virgin olive oil can protect against bowel cancer.

Extra virgin Olive oil has a balanced polyunsaturated composition with a linoleic/linolenic acid ratio similar to that found in human milk. It is an adequate source of essential fatty acids that cannot be synthesized by the human body and therefore have to be supplied through a diet. These factors make extra virgin olive oil highly suitable for breast-fed and weaned infants. It is also highly recommended for the elderly because it is palatable and digestible and aids in the assimilation of minerals and vitamins. It stimulates bone mineralization, thus preventing calcium loss.

Bowel Cancer

Recent research carried out by doctors at Oxford University has found that extra virgin olive oil has protective benefits against bowel cancer. Doctors found that extra virgin olive oil reacts with acid in the stomach to prevent the onset of bowel and rectum cancers. Research carried out in Spain on rats in 1999 also suggested that extra virgin olive oil could protect against the disease. Bowel cancer is the second-most common cancer in the UK and kills nearly 20,000 people every year. However, if it is diagnosed early it is easily treatable.

The Oxford researchers have also confirmed that intake of meat and vegetables can affect the risk factors.

They studied bowel cancer rates in 28 countries across the world, most of which were in Europe. However, rates of the disease in the UK, the USA, Brazil, Colombia, Canada and China were also examined. The researchers found that three dietary factors could affect a person's risks of developing the disease.

They suggested that people who ate a lot of meat and fish, as opposed to those who ate mostly vegetables and cereals, were at increased risk. They also found that a diet rich in extra virgin olive oil was associated with a decreased risk.

This is because a high meat intake can increase the amount of a bile acid called deoxy cyclic acid, which reduced the activity of an enzyme called diamine oxidase (DAO). DAO is thought to regulate the cell turnover in the bowel lining and reduced levels of this enzyme could be responsible for abnormal cell turnover.

But the Oxford researchers found the extra virgin olive oil seemed to reduce the amount of bile acid and to increase DAO levels, thus protecting against abnormal cell growth and cancer.

(Researched and Contributed by Bozena Slowinska)

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3- Calabrian Recipe #2 – Tagliatelle and Fennel

Ingredients: 400 grams of tagliatelle*, 2 cloves of garlic, fennel, grated sheep's cheese, EVOO and sea salt. (Serves 4)



Procedure: Wash the fennel, cut it in small pieces (leaves included). Put it in a pan adding EVOO, garlic a pinch of sea salt and white or black pepper. Let it simmer as long as it is necessary. In the meantime cook enough salted water and add the Tagliatelle (broken into pieces). When it is ready (al dente) strain and pour in a bowl adding the fennel already cooked and grated sheep's cheese. Mix well and serve. **Mangia!**

* 'Tagliatelle' is the name used in southern Italy for fettuccine. (flat spaghetti) .

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Founded in 1920's by Michelangelo Pellegrino & Maria Antonia Frisina. The Pellegrino's produce Organic Olive Oils in Italy along the Tyrrhenian coast of Calabria in the foothills of Aspromonte. Proprietors of a vast amount of olive trees some from 20 to over 300 years old. Pellegrino farming methods comply with European certification bodies. Pellegrino Certified Organic Oil has a brilliant dark green hue, scent of green olive, a wonderful buttery texture and subtle peppery finish. Through

traditional farming methods the Pellegrino's maintain a special relationship with: Mother Earth and her resources.



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