

## Olive Oil Comprehension Test for Consumers

Are you an informed olive oil consumer?

Ten questions to test your knowledge and awareness of the olive oil market

Questions:

1. 'Olive oil is good for you' (True/False)
2. 'Light' olive oils are more palatable than 'extra virgin' olive oil. Extra virgin olive oil has a strong smell and taste' (True/False)
3. 'Real extra virgin olive oil should have sediment at the bottom of the bottle.' (True/False)
4. 'Italy is the world's largest producer of olive oil' (True/False)
5. 'The best olive oil comes from Italy' (True/False)
6. 'Large brands sell olive oil for less because they buy in large bulk quantities' (True/False)
7. 'If it says 'extra virgin olive oil' on the label – it must be true' (True/False)
8. 'Pure' olive oil is good quality' (True/False)
9. 'Olive oil' after a time needs to be refrigerated' (True/False)
10. 'Olive oil good for frying' (True/False)

Answers:

1. True. Studies have revealed that real extra virgin olive oil has the following health benefits: anti-inflammatory, protect against bowel, breast and colon cancer, fight heart disease, prevent wrinkles, reduce blood pressure.
2. False. By definition the taste and aroma of real 'extra' virgin olive oil is 'irreproachable'. Any olive oil product with a overpowering smell or taste is not 'extra'. 'Light' olive oils are refined oils with a very small amount of virgin olive oil mixed in. The smaller the amount of virgin olive oil mixed in the 'lighter' the oil.
3. True (sometimes). Extra virgin olive oil is a natural product, the amount of sediment will depend on many different factors. Extra virgin olive oil can be passed through a clay-cellulose filter which will remove most of the sediment. Remaining sediment may be absorbed by the olive oil or collect at the bottom of the bottle.
4. False. Spain is by far the largest producer of olive oil.
5. False. Olive oil is classified by quality not geography. 'Extra virgin' is the highest quality of olive oil regardless of origin. Italy produces more than it consumes, most of what is sold as 'Italian' olive oil is imported and packed in Italy, then resold as Italian.
6. False. Olive oil pricing is commodity based. Bulk quantities are already factored in to the commodity pricing. The only way to reduce the price is to mix the oil with cheaper oils.
7. False. In the olive oil business the 'F' stands for 'Fraud'. Fraud is a major problem. Any olive oil you purchase should look, smell and taste like olive oil. The price should be commensurate with commodity pricing. If it is too cheap – it's not olive oil.
8. False. As far as olive oil is concerned 'Pure' is a misnomer that actually means 'impure'. Olive oil sold as 'pure' is refined by a heat and chemical process. It is not natural and should not be confused with 'virgin'.
9. False. Olive oil should not be refrigerated. Cold temperatures will cause the oil to go cloudy. Olive oil should be stored out of direct sunlight. Real extra virgin olive oil will maintain its properties for many months.
10. True. Olive oil is the most stable of oils, it resists temperatures of 320° - 392° (Fahrenheit) and is the slowest oil to decompose. Another advantage – olive oil impregnates fried foods less than other oils so its calorie content is actually lower.

Score:

8 - 10 = Excellent

5 – 7 = Good

3 – 5 = Needs Improvement

1 – 2 = Needs a lot of Improvement

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Antonio Celentano Extra Virgin Olive Oil is 100% real extra virgin olive oil extracted from locally grown olives, bottled on site in Córdoba, Spain.