



# Olive Oil

## The Virgin Truth!



**T**hose of us who grew up in the United States before the past 20 – 30 years or so will remember that when we talked about, ate, cooked with, or otherwise used edible oils, it was rarely olive oil. Safflower, Corn, Canola – these were the oils generations were brought up on. Apparently Americans didn't understand what Southern Europeans have for centuries – that the healthiest of all the food oils is olive oil.

**B**ut not just ANY olive oil. Any “foodie” or just anybody who really loves good food, will tell you that the really GOOD stuff is the “Extra Virgin Olive Oil.” But do we really even know what that means? And how do we know if it's extra virgin or not? As it turns out, very often we DON'T! Or, more precisely, we THINK we're getting extra virgin olive oil, but we're getting something entirely different. And that is one of the dirtiest little secrets in the entire food industry.

## What Exactly Does “Extra Virgin” Mean?

**W**ell, according to The Olive Oil Times, olive oil is considered “extra virgin” when it has been produced by a simple pressing of the olives. Other grades like “olive oil” are usually produced using chemicals and other processes to extract the oil from the olives. Second, extra virgin must meet certain laboratory tests on things like acidity and levels of peroxide. Finally, extra virgin olive oil must taste like olives and it can’t have any negative tastes that professionals refer to as “defects.” If you’ve ever tasted really first class Extra Virgin Olive Oil (“EVOO,” for those in the know), you’ll know that it has a very fruity, and almost peppery taste. You can literally taste the “oliveyness,” in it, if you will.

**O**lives grow best in what’s known as a “Mediterranean” climate. That’s why the Mediterranean diet is so rich in this wonderful, flavorful, and healthful fat. It’s also why you’ll see most olive oils coming from places like Italy, Spain, Greece, and California. Yes, California is definitely not on the Mediterranean sea, but the climate there is quite similar, and in fact some of the world’s finest olives comes from that great state.

**U**nder law in the United States, the “Extra Virgin” designation is determined by a combination of laboratory testing, chemical analysis, and sensory testing by an expert panel. Given those strict standards, one would think you could count on the EVOO you buy at the supermarket to be the genuine article. Unfortunately, the truth is that EVOO is among the most commonly fraudulent foods around. A shockwave went through the food industry when, in 2010, a study by the University of California at Davis concluded that as much as 69% of EVOO tested was fraudulent.

## Not Just Delicious, But Incredibly Healthy

**S**o what are the benefits of consuming EVOO? Among the MANY are:

- Lowers blood pressure
- Helps prevent certain cancers
- Low in saturated fat and high in Omega-3 fatty acids that reduce the risk of heart disease
- Anti-oxidant properties
- Helps assimilate vitamins
- High in oleic acid, which helps reduce the risk of cardiovascular disease.
- Aids in digestion
- Lowers cholesterol
- Helps cognitive function



## Villa Cappelli

It's rare for us here at Pure Vitamin Club to openly endorse another company's products. But we do so without reservation for Villa Cappelli. While no doubt there are a number of high-quality Extra Virgin Olive Oil companies around, we have seen none that provide as consistently great a product as Villa Cappelli. From their orchards in Puglia, Italy, they use only the finest harvesting and pressing methods, and ship directly to the U.S. Since the EVOO industry is so rife with fraud, having a trusted source is vital. To learn more about Villa Cappelli, visit

[www.villacappelli.com](http://www.villacappelli.com).



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