



SOL & AGRIFOOD

TASTE OF BUSINESS

EXTRA VIRGIN OLIVE OIL WINS THE HEALTH GAME

Which is best: olive oil or extra virgin olive oil? This is a question consumers often ask themselves, especially abroad.

On shelves in every country the difference in price between the two products is very low, so much so that the qualitative difference between a pure olive juice, i.e. extra virgin olive oil, and a refined oil, i.e. olive oil, is not readily perceived. There is a substantial difference in the production process which is also evident chemically.

Olive oil, like other refined oils such as those made from seeds, in fact contains a particular substance: 3 MCPD, which is only formed after refining. This is a potentially toxic and carcinogenic compound which is harmful to the kidneys and may even cause infertility problems.

Extra virgin olive oil ought not contain 3 MCPD – except in cases of fraud. Consequently, extra virgin olive oil is far superior to olive oil.

A fact highlighted by recent research at the University of Barcelona and the Hospital del Mar Medical Research Institute in the same Spanish city. Researchers demonstrated, for the first time, that hydroxytyrosol, a phenol in olive oil known for its health properties, can be absorbed by our bodies and be found again in the blood. In the past, the virtues of this compound were tested in vitro or through epidemiological studies.

This is the first time that a study has managed to isolate hydroxytyrosol, taken with the daily diet based on extra virgin olive oil (25 ml per day for test), in the blood.

Researchers compared two groups of people, one taking olive oil and the other extra virgin olive oil. The group tested with olive oils had undetectable amounts of hydroxytyrosol in the blood, while the extra virgin group had a quantity of 4.40 ng/ml. This research will ensure a better understanding of the relationship between plasma concentrations of hydroxytyrosol resulting from a diet with extra virgin olive oil and its beneficial effects on health.

[Source: Teatro Naturale for Sol&Agrifood]

Image's Link: <http://i.imgur.com/sQ6b6wu.jpg>

Veronafiore Press Office

Tel.: + 39.045.829.82.42 – 82.85 | E-mail: pressoffice@veronafiore.it

Twitter: [@pressVRfiore](https://twitter.com/pressVRfiore) | Web: www.solagrifood.com