

**International Olive Oil Council**

**“Olive Oil and Health”**

**Nagoya, Japan**

**22<sup>nd</sup> January 2002**

The International Olive Oil Council held a scientific conference entitled “Olive Oil and Health” at the Marriott Hotel, Nagoya, Japan on 22<sup>nd</sup> January 2002. The event was held in collaboration with the Japanese Society of Nutrition and Food Science. Professor Hidehiko Yokogoshi, President of the Chuba Branch of the Japanese Society of Nutrition and Food Science opened the conference by explaining to the capacity audience of 150 nutritionists, media and food scientists that diet has become increasingly important to Japanese society over the past years. Professor Yokogoshi welcomed the IOOC’s initiative in Japan of educating the public about the health benefits of olive oil and adapting it to Japanese cuisine.

Dr. Eliza Markidou, Cypriot Nutritionist, then gave an overview of the Mediterranean Diet highlighting the Seven Countries Study and subsequent findings relating to the benefits of the consumption of olive oil on longevity and a reduction in cardiovascular disease. Dr Markidou took the audience on a culinary journey to Cyprus through colourful slides to show the true Mediterranean Diet in practice and to emphasise that it is a way of life and a lifestyle not just a diet model.

Dr Tsuneo Matsuike, Colo-Proctology Centre, Matsushima Clinic, Yokohama focused his talk on the benefits of olive oil on colon disease, in particular on colon cancer. This is due to many factors including olive oil’s helpful effects on constipation which is a common ailment of many Japanese due to the high intake of rice in their diet. Dr Matsuike has done much research in the field of colon disease and is a proponent of the consumption of olive oil as a preventative as well

as a remedial measure. Dr Matsuike's research found that olive oil was better for the treatment of colon disease than many traditional herbal medicines which are widely used in China and Japan.

Dr. Connie Guttersen, Culinary Institute of America, presented her latest research into frying with olive oil which is due to be published in the next few months. This shows fascinating new information such as the finding that when frying fatty food with olive oil there is a beneficial exchange of fatty acids resulting in some of the beneficial components of olive oil (phenolics and Vitamin E) entering the food product. Dr Guttersen also emphasised that people should be looking back to their traditional cuisines and recreating them rather than adopting the new "global" cuisine of burgers and fries.

After a coffee break including pastries made with olive oil, Professor Junichi Yokoyama of Jikei Medical University discussed the helpful effect of olive oil in his patients suffering from diabetes and stressed its ability to lower cholesterol. Professor Yokoyama recommends adapting the Mediterranean Diet into the healthy Japanese eating model with the simple addition of olive oil as the primary source of fat. The conference concluded with a panel discussion with all speakers fielding questions, chaired by Professor Yousuke Seyama from the University of Tokyo Graduate School of Medicine. The audience was delighted to hear from so many eminent and well-known speakers in their field.

**International Olive Oil Council**  
**“The Joys of Cooking with Table Olives”**

**Nagoya, Japan**

**23<sup>rd</sup> January 2002**

“The Joys of Cooking with Table Olives” was the title of a recent International Olive Oil Council conference at the Marriott Hotel, Nagoya, Japan on 23<sup>rd</sup> January 2002. The event focused on the use of table olives in Spanish and Japanese cuisine and was attended by over 120 chefs, cooking schools, media and food professionals. Dr Boubaker Thabet, Deputy Director of the IOOC, opened the event and introduced Snr Borja Rengifo, Economic and Commercial Counsellor of the Embassy of Spain, who emphasised the importance of table olives to Spain and their beneficial health effects. Well-known local gastronome Minoru Tanaka acted as Master of Ceremonies.

Professor Nobuhiro Kasai, acknowledged Japanese table olive expert, then gave an introduction to the table olive, discussing world olive production and consumption. Antonio Garrido Fernandez, Spanish table olive expert, continued with a comprehensive presentation explaining the various Spanish varieties and the treatment process from tree to table. “The Use of Table Olives in Spanish Cuisine” was the subject matter for Lourdes March, Spanish gastronome, who talked about the culture of olives in Spain dating back through history from Roman times and the versatility of olives in many typical Spanish dishes. Madame Hattori from the Hattori School of Nutrition continued this theme discussing the use of table olives in Japanese cuisine. Madame Hattori and her School recently collaborated with the IOOC with a cookbook of Japanese dishes made with olive oil and table olives which has proved hugely popular in Japan. Madame Hattori explained that the addition of table olives to a meal adds health to the dish and

talked of the inner and outer beauty that can be achieved through the consumption of olive oil and table olives citing Sophia Loren as an example!

Lunch included a tasting of a wide variety of Spanish table olives available on the Japanese market. The wonderful lunch of Spanish and Japanese dishes made with table olives was prepared by Ken Sato, Japanese chef, who runs the famous “Suntory” restaurant in Madrid and was flown over specially for the occasion. The afternoon featured cooking demonstrations of Spanish dishes by Lourdes March and Ken Sato and Japanese dishes by Tsukihiko Sato and Madame Hattori, all working with olive oil and table olives.