



As much as 80% of the “high quality” olive oil we buy in the grocery store is not what it says on the bottle according to the January 3, 2016 “Agromafia” broadcast by 60 Minutes <http://www.cbsnews.com/videos/agromafia>.

While the *60 Minutes* newscast presents a sobering reality of mafia influence in the olive oil industry, this level of fraud and adulteration, unfortunately, has existed for some time. In the extensively researched 2012 book, *Extra Virginity: The Sublime and Scandalous World of Olive Oil*, author, Tom Mueller, reveals how the deceit and trickery of the olive oil trade has evolved throughout history. Money is the biggest reason for the scam as there is much profit to be made in olive oil production.

Mueller, who can also be seen in the *60 Minutes* broadcast, continues to advocate for the end of fraud and for the expansion of true extra virgin quality. On his website, <http://truthinoliveoil.com/>, Mueller offers the latest research in olive oil as well as a directory of where to buy the finest quality of olive oils in the world (Incidentally, The Enchanted Olive is proud to receive a 5-star rating on his directory list).

At The Enchanted Olive, we play an active role in promoting true extra virgin olive oil by sharing the latest information about the industry and by working directly with esteemed importer, Veronica Foods, who provides us with the highest quality oils and balsamic vinegars from around the world. Veronica Foods works directly with the oil producers and accepts or denies oils based on whether or not they meet their established quality standards.



Because of the rampant adulteration of extra virgin oils and the few safeguards for ensuring quality, Veronica Foods has expanded their role in the industry one step further by establishing the ***Ultra Premium Standard*** for extra virgin olive oils (and now with their dark balsamics), which we sell at The Enchanted Olive. The Ultra Premium designation is achieved only if the oil producers have met an extensive set of standards including how the olives are processed to how the oil is stored before and after processing. For more information regarding the Ultra Premium standard of olive oil excellence, please go to <http://upextravirginoliveoil.com/>

***If you have any additional questions, please contact us at The Enchanted Olive**

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