

THE SKINNY ON FAT®

Let's face it: dietary fat - the nutrition topic that is receiving the most attention from health professionals and consumers alike - is the most difficult to understand.

The changing nature of Americans' eating habits leaves many consumers with questions about the role of fat in the diet.

Because understanding dietary fat is an important first step in using food labels effectively, the California Olive Industry prepared this easy to use brochure - to give you the "skinny on fat."

All Fat is Not Bad

To many people, fat has become something to avoid in the daily diet. But as nutrition experts know, fat is a vital nutrient that supplies the body with energy, essential fatty acids and helps to absorb certain vitamins. In fact, contrary to common misperceptions, new research finds that diets low in certain essential fatty acids may actually *increase* the risk of heart disease.

In simple terms, dietary fat is the most concentrated source of energy. Fat provides nine calories per gram compared with four calories per gram from either protein or carbohydrates. This equates to more than two times more energy derived from fat.

Fat is an important nutrient, but how much should you eat in your daily diet? According to the *Dietary Guidelines for Americans*, 30 percent of daily calories should come from fat sources. To translate this recommendation into useful terms, count fat grams instead of trying to figure out percentages. For example, a 2,000 calorie diet should contain about 65 grams of fat per day.

Fats Are Not Created Equally

It's important to understand the different types of fat and those foods most commonly associated with them. Fats are generally classified as saturated, polyunsaturated and monounsaturated. While some fats - saturated - are linked to elevated levels of LDL (bad) cholesterol in the blood, polyunsaturates and monounsaturates actually *lower* "bad" LDL levels, but only monounsaturated fat preserves HDL (good) cholesterol levels. It's critical to pay attention to the type of fat in various foods.

Saturated fat

Sources include red meats (beef, pork, lamb), poultry, dairy products, eggs and coconut and palm oils.

Polyunsaturated fat

Sources are corn, safflower, sunflower and sesame oils and some nuts and seeds.

Monounsaturated fat

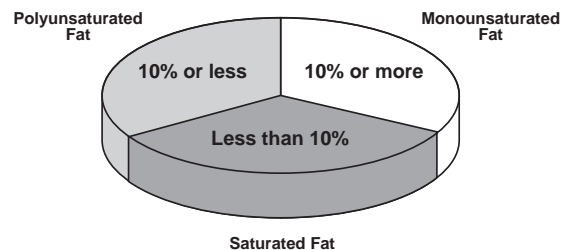
Sources include olives and olive oil along with canola oil, nuts and avocados.

Recommended Fat Sources

Health experts recommend that 30 percent of daily calories come from fat sources with most of your fat intake coming from polyunsaturated and monounsaturated fats. Focus on decreasing saturated fats and choosing sources of monounsaturated fats like those found in olives and olive oil.

Fat and Cholesterol: There is a Link

Simply put, cholesterol - made in the body primarily in your liver - is a "cousin" of fat belonging to a chemical group called lipids. Cholesterol and fat travel in the bloodstream in packages called "lipoproteins."



Medical experts are concerned about the two main ways that cholesterol is carried in your bloodstream. One is in low-density lipoproteins. LDL-cholesterol is considered "bad", because a high level of LDL-cholesterol increases the risk of fatty deposits forming in the arteries, which in turn increases the risk of heart disease. The other way that cholesterol is carried in the bloodstream is in high-density lipoproteins, or HDL (good) cholesterol. HDL seems to have a protective effect against heart disease. In fact, low levels of HDL (good) cholesterol are related to an increased risk of heart disease.

Choose your Fat Wisely

To protect against heart disease, it's important to lower LDL-cholesterol, and **not** the HDL-cholesterol. Polyunsaturated fats can help lower (bad) LDL-cholesterol, but at the same time, they have also been found to lower the (good) HDL-cholesterol. That's why nutrition authorities recommend that monounsaturated fats be the major source of fat in the diet. Monounsaturates, like the fat found in olives and olive oil, can help to lower (bad) LDL-cholesterol while maintaining or raising the (good) HDL-cholesterol.

Identifying Fats... Being a Better Label Reader

Look for the Nutrition Facts panel, like the one shown here for ripe olives, to get information about the product's serving size and the amounts of nutrients like fat, sodium and fiber. Remember, all foods fit into a healthy diet as long as you *balance* your choices. A specific food is neither "good" nor "bad"; rather, it's your total diet that counts.

1. Serving sizes are now standard for similar foods. All other information on the label is related to serving size.

2. Calories and Calories from Fat are shown. The non-fat calories include carbohydrate and protein.

3. Total Fat, Monounsaturated, Polyunsaturated and Saturated Fat represent the grams of fat in a single serving. Some products may not have all of these listed. Look for the term monounsaturated and select the best sources like olives and olive oil.

4. Total Carbohydrate lists the amount in grams per serving.

5. % Daily Value shows how foods fit into a daily diet of 2,000 calories. For example, the % Daily Value column shows the fat in a serving compared to 65 grams of fat - the amount recommended for a 2,000 calorie a day diet.

Nutrition Facts	
Serving Size: 1/2 ounce (15 grams)	
Amount Per Serving**	
Calories: 25	Calories from Fat: 20
% Daily Value*	
Total Fat: 2 g	3%
Monounsaturated Fat: 1.5 g	
Polyunsaturated Fat: 0g	
Cholesterol: 0g	0%
Sodium: 115 mg	5%
Total Carbohydrate: 1g	0%
Protein: 0g	0%

Not a significant source of saturated fat, dietary fiber, sugars, vitamin A, vitamin C, calcium and iron.
*Percent Daily Values are based on a 2,000 calorie diet.
**Weight average of all varieties.

Monounsaturated Fats: A Nutritious Choice

Select your fat sources wisely, by decreasing consumption of foods high in saturated fats and choosing foods high in monounsaturated fats more often.

California Ripe Olives are a good source of monounsaturated fat. There are only two grams of fat in a 15 gram serving, with the majority of fat coming from monounsaturates and part of the remaining fats being essential fatty acids. One serving contains only three percent of your total fat intake for the day. Contrary to what you may think, olives are not high in calories. In fact, one extra large black ripe olive has only seven calories – and a serving equal to only 25 calories! This makes olives an ideal snack or ingredient for adding flavor and variety to the lower fat meals you prepare.

Here are some quick ideas to use when preparing foods at home:

- Turn a plain baked potato into a tasty meal by adding low-fat yogurt or shredded, reduced-fat cheese, and sliced ripe olives.
- Try this 1-2-3 topper for freshly cooked pasta: 1) chop fresh or canned tomatoes 2) add chopped ripe olives and minced garlic 3) sauté and add a sprinkle of parmesan cheese.
- Combine chopped fresh tomatoes, sliced green onions, minced garlic, fresh cilantro, green chilies and coarsely chopped ripe olives with lime juice for a tasty salsa. Season to taste.
- Sprinkle your favorite salsa and shredded, reduced-fat cheddar or Monterey Jack cheese on corn chips. Top with sliced ripe olives and broil or microwave until cheese melts.

- Stir slices of ripe olives into white rice during the last 5 minutes of cooking for a quick rice pilaf.
- Skewer whole California Ripe Olives alternately with chunks of mushrooms, red bell pepper, zucchini and onion for grilling.
- Stir chopped California Ripe Olives into low-fat mayonnaise and use as spread on bread when making sandwiches or use as a dunk when serving fresh artichokes.
- Add chopped or sliced ripe olives to your favorite sauce for spaghetti or lasagna.
- For an easy but elegant entree, spoon a mixture of chopped California Ripe Olives and fresh herbs onto the center of individual boneless, skinless chicken breast halves. Fold meat over filling and bake, folded sides down, until meat is white in thickest part.
- How about stuffing pitted ripe olives with a mixture of cream cheese and roasted garlic? Your favorite pesto? A piece of apple, pear, walnut or almond? Be creative.

By including ripe olives in your menu plans, you can add great taste to low-fat meals while meeting your health goals for fat and fiber.

California Ripe Olive Sizes and Calories

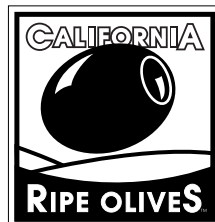
Sizes	Average Calories Per Ripe Olive	Approx. No. of Olives in 15 gram serving
Small	4	6
Medium	5	5
Large	6	4
Extra Large	7	3
Jumbo	7	3
Colossal	9	2
Super Colossal	12	1

Summing It Up

When it comes to better nutrition, small and gradual changes in your diet are the best way to start eating more healthfully. There's no need to stop eating any one food. Begin by cutting the amount of saturated fat and choosing more sources of monounsaturated fats whenever possible.

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