

Olive Oil Health

Extra Virgin Olive Oil is one of the healthier food choices you can make. It is free of heart damaging cholesterol and full of monounsaturated fats that actually reduce the risk of heart problems.

The FDA has approved the following health claim after years of investigation:

Monounsaturated fats from 13.5 grams per day of olive oil (1 tbsp) may reduce your risk of heart disease when included in a moderate-fat diet low in saturated fat and cholesterol.

A number of medical studies indicates possible anti-carcinogenic qualities that may be due to flavonoids and polyphenols, both antioxidants present in Extra Virgin Olive Oil.

Finally, you may notice a stinging or peppery sensation in your throat after tasting olive oil, especially when eaten by itself. This is caused by the naturally occurring oleocanthal present in the oil. It is a common characteristic of middle-eastern oils. Try Peace Oil with a spoon and notice the strong sensation shortly after swallowing.

Oleocanthal is the active ingredient in ibuprofen. While olive oil does not contain pain reducing quantities, it may still have some of the long-term benefits associated with repeated use of ibuprofen including reducing the likelihood of Alzheimer's disease.

Olive Branch Enterprises

Our vision:

PEACE IN ISRAEL PALESTINE BASED ON GRASS-ROOTS ECONOMIC COOPERATION FOR THE MUTUAL BENEFIT OF ALL PEOPLES.

How to get there:

Build economic interdependence between people by creating mutually beneficial business partnerships, providing a practical incentive for peace.

Create a model of balance and openness between parties currently in an unequal relationship in order to lead to conditions more conducive to peaceful, collaborative arrangements.

How to measure success:

As a for-profit, OBE's financial success will be a measure of its ability to build and maintain sustainable, ongoing partnerships between Palestinians and Israelis as well as to provide a quality product to its customers that reflects their values and aspirations.



Goods that do good from Israel Palestine.

Peace Oil™



Palestinian olives grown using natural methods of the region. Exported with the help of two Israeli & one Palestinian fair trade groups. The distinct, tangy flavor of fresh olives at the peak of their nutritional value.

Enjoy the Taste of Peace.

Middle East Peace. Israelis and Palestinians work together to bring Peace Oil™ to the US. Cooperation between Israelis and Palestinians builds trust and hope. Olive oil exports maintain an industry vital to the well-being of Palestinian farmers and their communities. A healthier economy for Palestine means hope for peace and security. Buying Peace Oil supports and encourages cooperative interaction.



Fair Trade. A worldwide movement to ensure producers in developing nations get a fair price for their products, are able to control their economies and communities and do so without harming their natural resources. The Extra Virgin Olive Oil used in Peace Oil is exported by certified, activist fair trade organizations in Israel and Palestine. The importer and bottler, Olive Branch Enterprises, follows the fair trade principles they have established.



The logo of Green Action Israel, an activist, fair trade organization that works with Palestinian farmers to protect their olive groves and sell their products.

Buy Peace Oil. Peace Oil can be purchased online at www.peaceoil.biz. Click on "Buy Peace Oil." \$5.00 delivery in Seattle metro area. Also, shipped throughout US and Canada. *Buy a case and share it with others.*



Buy directly from Olive Branch Enterprises to fully support our efforts. Peace Oil makes an excellent gift for friends, family and associates during the holidays and throughout the year.

Buy at events, street fairs and markets. See www.peaceoil.biz for listings of upcoming events. If your congregation or other community group would like Peace Oil to be part of your activities, please contact David Sokal, dsokal@msn.com or (206) 322-8748.

Peace Oil is available at stores in Seattle, Bellingham, Mt. Vernon, Olympia, Portland, Philadelphia and Baltimore. See www.peaceoil.biz for a complete, updated listing of stores.

the hunger site www.thehungersite.com. Go to the store and search for "peace oil." Your purchase helps feed the hungry.

Three fair trade groups partner with Olive Branch Enterprises to provide the ingredients for this gourmet Extra Virgin Olive Oil.

Sindyanna of Galilee: Arab and Jewish women combine sales of Arab goods with community work to promote land preservation, environmental quality, women's empowerment and labor rights. Member of IFAT, International Fair Trade Assoc. www.sindyanna.com



Canaan Fair Trade: a Palestinian community committed to fair trade and sustainable farming, brings the traditional products and crafts of rural Palestinians to the international community. Certified by Palestine Fair Trade Association. www.canaanfairtrade.com



Green Action Israel: promoting socio-ecological change through direct non-violent action, community service, and youth empowerment. Working with Palestinian farmers to export goods to Israel. Promoting fair trade in Israel through education and sales of fair trade goods. www.greenaction.org.il

Tastes great. Hundreds have tasted and have been overwhelmingly positive about the distinct, tangy flavor of Peace Oil. *More on olive oil health ... (over)*

Olive Branch Enterprises PO Box 22683, Seattle WA 98122
(206) 322-8748 | dsokal@msn.com | www.peaceoil.biz