



## EFSUS OLIVE AND OLIVE OIL

LIFE DROP OF GRAINS THAT TOUCH YOUR HEALTH

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WOULD YOU LIKE  
MEDITERRANEAN WINDS TO  
BLOW ON YOUR TABLES?



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## WHO ARE WE?

Our company, which started its commercial life with the wholesale and retail sale of construction materials in Tarsus in 1973, as the pioneer of the groups, became a company in 1990 and continues its retail and wholesale sales and services to many sub-dealers in the field of construction and building materials, with an honest and safe commercial approach. With its expert team and product-brand diversity, it is one of the exemplary companies that supply materials to construction industry. In addition to these, our company has been taking firm steps towards becoming a leading company in the logistics sector since 2006. It shows a rapid growth in this sector with its wide range of vehicles.

The foundations of our company in the agricultural sector were laid in 2000. Our interest in quality and good has taken us forward on the way to branding on this road that started with the enthusiasm of producing in the fertile lands of Çukurova. Our olive adventure, which started as a hobby, has become a business line within our groups, with the idea that "we should offer it from what we eat". With the branding decision in 2010, all of the agricultural products were gathered under the "Efsus Zeytin ve Zeytinyağları" brand. Since 2019, we have been processing and packaging the products of our garden at our company's facilities. We are moving forward with confident steps on this path we have set out to reach healthy, natural and quality products.

Certified organic farming practices are carried out in our gardens. It is important to process good products in the right times and techniques as well as to grow good products. Our olive harvest, which we start in September-October, continues until January/February, and we have all the necessary equipment for both cold pressed and normal-grade pressing at our facilities. Expanding the product range is directly linked to good service. For this reason, we are constantly working to expand our product groups and aiming for the better with each new day.

By expanding our product range since 2010, product groups such as walnut, pomegranate, pear and citrus fruits are also grown in our own gardens. You can reach our products from our facility and factory sales points in Tarsus/Mersin, from the online sales section of our website, and from the e-mail and phone numbers included in the contact information. Our company, which has not sacrificed its understanding of quality products and services until today, still continues its activities with the same customer-oriented approach.



# PRODUCTION

We start the olive harvest in september and finish it in december. Gemlik olives and Sarı Ulak olives unique to our region are grown in our gardens.

Early harvest is an important application that increases the quality of table olive trees and olive oil. While harvesting, it is necessary not to damage the olive fruit and its shoots and not to let the olive come into contact with the soil or the ground. Since damaging the shoots of the olive tree will negatively affect the yield of the next harvest periods, we take care to collect them one by one by hand.

Since the olive's contact with the soil or the ground will adversely affect the acidity of the olive, olive fruits are harvested with the traditional method of "skirt picking" in order to obtain a high product. Afterwards, the collected products take their place in our machines in our facility within a maximum of 4 hours.

Our facility consists of 3 main sections, namely cold pressed, continuous system and brine processing pools. We separate the olives, whose harvesting process is completed, as table and olive oil, according to their size and quality with the help of sieves. As the first process, our olives are washed and sorted to remove dust from the soil. We carry our cleaned olives into the production facility and turn them into pulp with tools we call crushers. Then it goes through the mixing process for a long time in the mixer. The oils formed from the olives that become paste during this process begin to accumulate on the surface.

The olives, which are mixed sufficiently, pass to the separation machine called decantor from here, and the pulp and oil are separated from each other in a clean way. Then, under high hygiene standards, the olive oils are left to rest by being stored in chrome tanks at the appropriate temperature, before being packaged according to their quality class to come to your table. Our olives, which are harvested in September, are usually processed as cold pressed. Our olive oils, which are processed with a maximum temperature of 27 degrees, form our Early Harvest Cold Pressed Infiltration" series. In our brine unit, there are 2 different sections for black and green olives. Our products, which are produced using only salt and water, are packed in different packaging types and take their places on the shelves.





# BENEFITS OF OLIVE OIL

## **IT PROTECTS AGAINST HEART DISEASE**

According to researches made in the last ten years, heart diseases are less common in mediterranean countries and the main reason for this is the mediterranean diet. Extra virgin oil is one of the main components of this diet.

Thanks to the polyphenol it contains, which is a kind of antioxidant, it reduces blood pressure, protects bad ldl cholesterol particles from oxidation, heals the lining of blood vessels and can help prevent blood clots.

## **IT CAN REDUCE THE RISK OF STROKE**

A stroke is caused by a problem with the blood flow to the brain due to blood clotting or bleeding and is the second largest cause of death in developed countries. Several major studies have shown that olive oil can lead to a reduction in the risk of stroke.

## **IT DOES NOT CAUSE WIGHT GAIN, IT MAY EVEN AID WEIGHT**

Contrary to many oil types, studies have not found a relationship between olive oil and weight gain. It is even thought that a diet which is rich in terms of olive oil can help losing weight when it is not consumed excessively.

## **IT MAY PROTECT FROM ALZHEIMER'S DISEASE**

One of the most important causes of alzheimer's is beta-amyloid plaques that accumulate in brain cells. A study in mice found that extra virgin olive oil slows this plaque formation thanks to the oleocanthal it contains, and thus it can help slow and stop the progression of alzheimer's.

Also, a mediterranean diet which is rich in terms of olive oil can prevent dementia by protecting brain functions.

## **IT MAY REDUCE THE RISK OF TYPE 2 DIABETES**

Extra virgin olive oil has beneficial effects on blood sugar and insulin sensitivity. Therefore it is quite protective against type 2 diabetes. A study confirms that a mediterranean diet which is rich in terms of olive oil reduces the risk of type 2 diabetes over 40%

## **IT HAS ANTI-CANCER PROPERTIES**

The antioxidants in olive oil may reduce oxidative damage due to free radicals, which are believed to be one of the leading causes of cancer, and may help protect from epigenetic change. However, more work is needed to confirm this.

## **BENEFITS OF OLIVE OIL FOR STOMACH**

The antibacterial properties of extra virgin olive oil can inhibit or kill helicobacter pylori bacteria that live in the stomach, which can cause stomach ulcers or stomach cancer. A study found that 30 grams of extra virgin olive oil taken daily can eliminate helicobacter pylori infection in 10-40% of people in two weeks.

## **IT CAN PREVENT LIVER DAMAGE**

The oleic acid and phenolic compounds in extra virgin olive oil help prevent inflammation, oxidative stress, insulin resistance and other problems that can cause liver damage.



## EFSUS OLIVE AND OLIVE OIL

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# OUR PRODUCTS

Established in 2010, our brand “Efsus Olive and Olive Oil products” provides service with the operation registration number TR-33-K017541. Healthy, natural and quality products are our mission. Therefore, we produce a valuable olive oil from the highest quality olive fruits by starting the harvest in September-October. We call this period the early harvest period. The period after the rainy season starts and our olives take the rain water is called the ripe harvest period. In our olive oils produced during these periods, we offer the fruits with the cold-pressed technique with minimum loss of nutritional value. The cold pressed technique is the processing of olives with a temperature below 27 degrees, which is the biggest difference between hot pressed technique. The high temperature in hot pressing causes the olive to lose its nutritional value and its pleasant smell. Our cold-pressed oils are classified according to their quality. The quality of olive oil is affected by factors such as picking time, waiting time after the olive is harvested, and the way of picking. The namings are as follows; Olive oil (0-0.8 oleic acid) extra virgin olive oil, (0.8-2 oleic acid) virgin olive oil, (2-3) lampante virgin olive oil.

# EXTRA VIRGIN OLIVE OIL



The Olive Fruit From Our Gardens in Mersin/Tarsus, Where We Practice Organic Agriculture, is the First Harvested Series in September, When it is Not Yet Fully Ripe. The Harvest in Our Gardens Continues During the Months of November and December. Early Harvesting of the Olive Fruit is Very Important in Terms Of Olive Values And Quality. While Being Harvested, Olive Fruits are Thrown To The Skirt With a Traditional Method Without Being Hit.



Olives Collected in The Skirt are Transferred to Cotton Baskets and They Take Place in the Machines Within a Maximum 4 Hours. The Olives are Processed as Cold Pressed. Olive Fruits Processed as Cold Pressed are Processed Up To a Maximum Of 27 Degrees. The Free Acidity Value in Terms of Acid is 0.8% Maximum.



Extra Virgin Oil, in Which the Smell of Oil is Felt Most Intensely, Leaves a Slightly Bitter Taste in the Throat. It is a Series With Characteristically Intense Fruity Taste and Odor. It is Suitable For Use in Salads and Breakfasts. Using it on the Meals After The Food is Cooked is Also The Right Way of Consumption.

# VIRGIN OLIVE OIL



The Olive Fruit From Our Gardens in Mersin/Tarsus, Where We Practice Organic Agriculture, is the First Harvested Series in September, When it is Not Yet Fully Ripe, Early Harvesting of the Olive Fruit is Very Important in Terms of Olive Values and Quality.

Our Olives Suitable For Oil Which Collected in the Season are Placed in Our Facility To Be Processed On the Same Day.



While Being Harvested, Olive Fruits are Thrown To the Skirt With a Traditional Method Without Being Hit. Olives Collected in the Skirt are Transferred To Cotton Baskets and They Take Place in the Machines Within a Maximum 4 Hours. The Olives are Processed As Cold Pressed. Olive Fruits Processed As Cold Pressed are Processed Up To a Maximum Of 27 Degrees. The Free Acidity Value In Terms Of Acid Is 2% Maximum.



Virgin Olive Oil is Made With Mechanical Ways Just Like Extra Virgin Olive Oil, it Does Not Include a Ny Refining Process. This Olive Oil Type is Softer Than Extra Virgin Olive Oil in Terms of Taste and Smell. It is Suitable For Use in Both Hot and Cold Meals. It is a series with characteristically intense fruity taste and odor. It is suitable for use in salads and breakfasts. Using it on the meals after the food is cooked is also the right way of consumption.

# NATURAL GREEN/BLACK OLIVE



Our Table Olive Harvest  
Which Takes Place In Our  
Olive Groves Located In The Fertile Lands  
Of Cukurova Starts In  
October And Continues Until  
The End Of November.



**BENEFITS OF OLIVE**  
In Addition To The Active Substances Against  
Cancer, Olives Also Contain Vitamins A And E.  
These Vitamins And Substances Prevent The  
Formation Of Cancer Tumors And Protect  
The Human Body. It Protects The Eye Health  
With Its Vitamin A Content. It Is Also Effective  
Against problems Such As Gastritis And  
Reflux By Reducing Your  
Stomach Acid.



Our Gemlik Olives, Which Are  
Harvested From Our Gardens In Late  
November / December, Are Processed With  
The Dry Saddle Method. It Is Left To Ripen  
By Rounding Method By Adding Salt Only.  
Our Black Saddle Olives Which Begin To  
Ripen In 3-4 Months Are Washed And Desalinated.  
Then Left To Dry. After A While, It Is Lubricated  
And Packaged. It Is Packaged In 250 Gr,  
500 Gr Glass And 3.300 Gr  
Plastic Packages.





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