

The consumer's choice Palm oil as compared to olive oil

- Fact 1: Palm olein⁽¹⁾ and olive oil, both are stable at high temperature frying by virtue of their fatty acid composition and high content of monounsaturated oleic acid.
- Fact 2: Cholesterol-modulating effects of palm olein and olive oil are comparable.
- Fact 3: Not all food preparations welcome the distinct olive oil flavor. This is the area where palm oil notches ahead of olive oil.
- Fact 4: Palm olein has a proven track record of stability during frying and hardly imparts any flavors of its own since it is a bland (tasteless) oil.
- Fact 5: The foods which are prepared in palm olein are more stable against rancidity than those prepared with olive oil.
- Fact 6: Olive oil and palm oil are the only two commercial edible oils that are derived from the flesh (mesocarp) of the fruit. Hence, there are many similarities in the methods of oil extraction as well as composition.
- Fact 7: The market value of olive oil often retail at 5 times the price of palm olein. Palm olein is more affordable than olive oil as it is very competitively priced.
- Fact 8: Olive oil has only about 7% of this polyunsaturated fatty acid, linoleic acid⁽²⁾ as compared to palm olein, which has 12 – 14%.

The above mentioned are some of the important facts that explain why palm olein is a superior choice and as an end user, the above mentioned facts must be considered and weighed when you are ready to make the choice. Palm olein is comparable to olive oil for its many nutritional properties and at its best; palm olein has often polled a surprisingly superior product.

(1) Palm olein is the liquid fraction of palm oil.

(2) Linoleic acid plays an important regulatory role in human cholesterol metabolism and if you choose olive oil as your primary dietary source, you may consume less amounts of this fatty acid.