

LADIES AND GENTLEMEN WELCOME TO OUR WORKSHOP.

WE HAVE PREPARED WHAT I HOPE WILL BE AN INTERESTING AND EDUCATIONAL SERIES OF INFORMATIVE PRESENTATIONS FOR YOU **TODAY** AROUND THE THEME OF ADULTERATION IN SPICES.

ON BEHALF OF THE KUTAS GROUP I WOULD LIKE TO THANK YOU FOR YOUR ATTENDANCE AND TIME TODAY.

THE KUTAS GROUP OFFERS A FULL RANGE OF **HERBS AND SPICES** BUT DUE TO MY PERSONAL CRUSADE FOR OVER 30 YEARS I WILL MENTION BRIEFLY SOME FACTS ABOUT OREGANO.

OREGANO IS PROBABLY ONE OF THE MOST ADULTERATED **HERBS** IN OUR TRADE – IN ITALY IT HAS A VERY IMPORTANT PLACE COMING MUCH HIGHER IN THE RANKS OF USAGE THAN IN ANY OTHER COUNTRY INCLUDING THE UNITED STATES WHERE IT CAME TO BE KNOWN AS THE **PIZZA SPICE** WHEN SOLDIERS FIRST CAME ACROSS IT DURING THE SECOND WORLD WAR.

I STARTED MY CAREER IN KUTAS IN 1986 – JUST AFTER THE EXPLOSION AT CHERNOBYL AND FOUND OUT THAT SOME OF OUR COMPETITORS HAD HIT UPON THE NOVEL IDEA OF ADDING SUMAC TO THE OREGANO TO REDUCE THE RADIATION LEVELS OF THE HERBS AND ESPECIALLY THE OREGANO THAT WAS TO BE EXPORTED.

WHILE THIS WAS A METHOD THAT WAS DISCOVERED TO REDUCE RADIATION, IT WAS SOON A COMMON PRACTICE THAT LED TO INCREASED PROFITS FOR THOSE THAT USED THIS METHOD OF BLENDING CHEAPER GREEN LEAVES IN TO THE OREGANO.

THE ADULTERATION BECAME MORE AND MORE SOPHISTICATED WITH THE INCLUSION OF **CISTUS LEAVES, MYRTLE LEAVES, STRAWBERRY TREE LEAVES** AND MOST RECENTLY **OLIVE LEAVES**

THESE PRACTICES BECAME VERY COMMON IN THE LATE 1980'S, 1990'S AND 2000'S AND WE LIVED THROUGH A PERIOD WHICH I CALL THE **DARK AGES**.

TODAY WITH THE ADVENT OF LARGE SCALE CULTIVATION WE ARE SEEING A DRAMATIC INCREASE IN THE AVAILABILITY OF SINGLE VARIETIES OF OREGANO SUCH AS ONITES AND VULGARE WHICH DELIVER THE TASTE PROFILES ASSOCIATED WITH THE CLASSIC MEDITERRANEAN TASTE. WE ARE SEEING A NEW EMERGENCE OF ATTENTION TO QUALITY, TRACEABILITY AND SUSTAINABILITY AND WITH IT AN INTEREST IN DOING THE RIGHT THING; NOT TO MENTION THE INCREASED SCREENING WITH LABORATORIES AND GOVERNMENT AUTHORITIES. TODAY ATTENTION IS BEING FOCUSED TO **ECONOMIC ADULTERATION**.

IN THE LAST TWO YEARS WE HAVE SEEN A DRAMATIC REDUCTION IN THE EXPORTS OF ADULTERATED OREGANO FROM TURKEY WHICH WE ESTIMATE IS DOWN TO ALMOST 40% - WHICH IS OF COURSE STILL A VERY LARGE NUMBER.

APART FROM INTRODUCING THE **KUTAS GROUP**; MY COLLEAGUES WILL EXPLAIN SOME OF THE TECHNICAL ASPECTS OF **ADULTERATION** IN SPICES IN GENERAL TOUCHING ON PEPPER, GATLIC AND NUTMEG ADULTERATION AND THE IDENTIFICATION OF THESE

ADULTERANTS BY MICROSCOPIC METHODS WHICH AS YOU  
WILL SEE IS NOT SO COMPLICATED.

LADIES AND GENTLEMEN,

WE ARE HERE TO OFFER YOU PEACE OF MIND AND THE FIRM  
CONVICTION IN THE KNOWLEDGE THAT YOU ARE USING  
**PURE UNADULTERATED HERBS AND SPICES** PRODUCED WITH  
A **PASSION AND INTEGRITY** THAT HAS KEPT US FULLY  
FOCUSED ON THIS CRUSADE FOR THE LAST 40 YEARS.

I WOULD LIKE TO THANK YOU AGAIN FOR YOUR  
ATTENDANCE AND HOPE YOU ENJOY THE PRESENTATIONS TO  
COME...

KAZIM GUREL

President of Kutas Group