

Educating Others, One EVOO At a Time

by The Townships Sun

"Extra Virgin Olive Oil is an age-old food with space age qualities that medical science is just beginning to understand," Tom Mueller, author of Extra Virginity.

I sat down to chat with Jill Pacaud den Hertog about her olive oil distribution business. I soon learned that the business was far more than distribution: it was focused on educating people on the value of a good olive oil—what it is, why it is, and how to find it.

When you meet Jill, you immediately see her passion is not sales; in fact, she will tell you she was never very good at sales. A few months after the fatal stroke of her husband Jan in 2012, Jill heard an NPR radio interview with Tom Mueller about his book *Extra Virginity*. What he said about olive oil made her wonder if perhaps her husband might still be alive if she'd known earlier what Tom Mueller was talking about.

Olive oil has been promoted for good health for some time; however, there is a vast difference between the different grades of olive oil, some of which are not good for you, while others are exceptionally good for you. Knowing the difference is important.



Jill and Jan met when they were both stockbrokers. She remembers the aptitude test following the job interview where she was asked to list 3 wishes and 3 things she would do if she had unlimited funds.

She remembers responding that good health and working at something she liked were among her wishes, and that if she had unlimited funds she would like to learn to fly, sail, ride, and travel. Her husband's consuming interest in boats resulted in desk drawers filled with plans & material related to boats, while his secretary's drawers held all his client files.

Eventually, the two went off sailing and lived on a boat for over 20 years, living in Turkey for more than 6 years. Summers there were spent in the north of Turkey and winters in the south, a change in location made to avoid the tourists who flocked to the southern part in summer. There they met some of the nicest people, who today suffer one of the worst governments.

It took them about 8 years to complete the work on the boat. They travelled from Montreal to Key Largo, Florida where they bought the hull and deck of a West Indies 46 that was involved in a bankruptcy. On completion,

they sailed from the Keys to Bermuda, England, Holland, Ireland, Portugal, Spain, Italy, Greece and Turkey. They travelled up the Guadiana River, which forms the most southerly border between



Spain and Portugal, then up the Guadalquivir River to Seville, where they stayed for winter. She describes their time in Spain as a wonderful adventure, filled with the culture and events. A couple of weeks after Easter is 'Feria' time in Seville. This means a solid week of dancing and partying. Permanent fair grounds are set aside with a newly designed entrance every year, and a bull ring is opened for the season with a special horse and carriage show. When this show is over, the participants simply head out into the car traffic of the roads in the city.

Keeping warm in winter that far south is done with an electric warmer under a round table covered with a heavy round cloth that falls to the ground. If the feet and legs under the cloth are warm, the rest keeps remarkably warm as well.

She described the boat and mast in great detail. There were some difficult times at sea, but it was a wonderful adventure. When speaking, her eyes had the twinkle of that adventure with her husband Jan. Talking with her, you could feel the excitement of meeting people from other cultures and soaking in all those countries had to offer. Building a boat in your spare time is very slow—it allows one to do plenty of research and explore a variety of options. Their life, their journey and their spirits were free, free as the wind blowing on their faces as they sailed to new places and new adventures.

We did eventually get back to talking about olive oil and education. I had become lost in the fascination of her story, one told with passion, the same passion she shows for educating others on getting the best value for the olive oil product you purchase.

In a future issue we will break down the properties of a good product.

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