

A Special Report and Information Service on Health and Nutrition

THE EyeOpener

Number 4 - Fall 2008

**Coconut Oil
DOES Burn Fat**
How to lose
weight

Help
for Heart
Disease

NEW

Centrifuged
Coconut Oil

Good News
for Gluten-Free

Recipes Inside

The logo for Alpha Health Products features a stylized green leaf icon to the left of the word "Alpha" in a bold, green, sans-serif font. Below "Alpha" is the text "Health Products" in a smaller, green, sans-serif font.

Alpha
Health Products



Siegfried Gursche, MH

The EyeOpener
is published by
Foresight Publishing
7528 Lambeth Dr
Burnaby BC V5E 1Z4
Canada

Publisher
Siegfried Gursche

Editors
Christinia Lochmanetz
Pat Roman
Sandra Schryburt

Layout and Design
Miroslav Cekic

Photography
Cover: Siegfried Gursche
“Sunrise in Fiji - South Pacific”
and pages: 3, 7, 10, 11
Kokonut Pacific - page 10
Dr Renato Labadan - page 5
Edmond Fong - page 14

THE
EyeOpener

Editorial Notes
Much of the information of the DME™ process has been provided by Kokonut Pacific Pty and is reprinted with permission. No part of this magazine can be reproduced without the express permission of the publisher. The material in this magazine is intended solely for educational purposes. Health related content is not intended to replace medical advice given by any physician or health professionals.

Dear Reader,

If you're older than 50, like myself, you may remember when going to the movie meant grabbing a bag of popcorn smothered in delicious coconut oil. At the time, coconut oil was commonly used across North America, in bakeries and gourmet kitchens—it was even popular with five-star chefs.

Then came a turning point. For 30 years, up until recently, coconut oil was disgraced by dieticians, unduly demonized by the medical profession and received much negative press. Saturated fat was falsely proclaimed to cause strokes and heart disease.

Today the tide has turned once again. Coconut oil is celebrating a great comeback, due to much research, mainly by Conrado Dayrit, MD, Jon Kabara, PhD and Bruce Fife, ND. This once scorned dietary fat is now being hailed as one of nature's finest healing foods.

A growing number of scientific studies support the seemingly endless list of applications and health claims made about coconut oil. Perhaps Extra Virgin Coconut oil does indeed deserve to be called, as it often is, the “world's healthiest oil.”

In this issue of the *EyeOpener*, created to help people open their eyes to the truth and benefits of high quality coconut oil, you will find a variety of articles explaining various health benefits and other interesting information about Extra Virgin Coconut Oil.

Very few people know and understand how good coconut oil is produced and graded. The time and method of harvest and the production process greatly influence the quality, flavour and taste.

Last February, my wife Christel and I decided to make good use of our accumulated flying

points. They took us to Fiji and as far as the Solomon Islands, where the DME™ Coconut Oil is produced. In Fiji we looked up several production plants and spoke with the owners. We learned that none of the coconut oil in Fiji is certified organic, though some of the best coconut oil cosmetics, body lotions and soaps are made there.

On the Solomon Islands, we decided to visit one of the 19 villages where the villagers own a DME™ Extra Virgin Coconut Oil pressing station. After two bumpy hours of 4-wheel driving through the jungle and one hour by canoe, we received an enormously enthusiastic welcome from our hosts. We were, as it turned out, their first visitors from North America. They proudly showed us around the DME™ Coconut Oil production facilities and we witnessed first hand what it takes to produce the best grade of raw Extra Virgin Coconut Oil.

After the tour, the villagers treated us to a spread of fresh fruit from their gardens, including papaya, bananas and pineapple as ripe and sweet as I've ever tasted and, of course, fresh coconut milk. We felt like royalty, and were proud to represent their high quality DME™ Coconut Oil in Canada.

In addition to DME™ Coconut Oil, we now represent another excellent quality coconut oil, made with a sophisticated method of centrifugation. You will learn how the updated traditional method works in this issue as well. Look for all grades of Alpha Health Coconut Oil at your favorite natural food store.

Best of Health,

Siegfried Gursche,
Publisher

One of the healthiest oils for human nutrition, coconut oil was demonized to be a fat with detrimental consequences to one's health. Lies about coconut oil took root, despite its long tradition as a safe and healthy staple in the tropical diets of natives for thousands of years.

What happened? The answer is multifaceted, however the main cause for the demise of coconut oil was politics and economics. Before 1980, coconut oil was popular in North American kitchens for hot food preparations, baking cookies and making fabulous pie crusts. Coconut oil was also safely used in restaurant deep fryers and even in many fast food restaurants. North American vegetable oil producing associations envied this huge business that was going to the tropics and wanted to see local farmers thrive by planting corn and soy as oil crops.

Allied with the Center for Science in the Public Interest (CSPI), who emphatically condemned all saturated fats by applying faulty science, the Corn Products Company and American Soybean Association started negative publicity campaigns to persuade both the fast food industry and the general public that polyunsaturated oils were the better choice for frying.

Today we know that this was a big mistake. When high heat is applied to oils, especially polyunsaturated fats such as sunflower, corn, flax and canola, damaged fat molecules result. These transformed fat molecules are trans fats. Trans fats are damaging to the body when ingested. They increase the free radical damage that contributes to the development of degenerative diseases, such as cancer and heart disease.

Unrefined, virgin coconut oil is heat stable with a smoke point of 230 degrees C (446 degrees F). As a com-

Don't Believe the Lies - Raw Coconut Oil is Truly a Good Fat



parison, the smoke point of olive oil is 190 degrees C (374 degrees F) and flaxseed oil is 112 degrees C (234 degrees F).

The renowned fats researcher Dr. Mary Enig, PhD, has widely stated: "The problems for coconut oil started four decades ago when researchers fed animals hydrogenated coconut oil that was purposely altered to make it com-

pletely devoid of any essential fatty acids. The animals fed the hydrogenated coconut oil (as the only fat source) naturally became essential fatty acid deficient; their serum cholesterol increased." She points out that essential fatty acid deficiency always produces an increase in serum cholesterol levels. The same effect is seen with any type of hydrogenated oils, not just hydrogenated coconut oil.

Interestingly, the hydrogenated coconut oil study that Enig cites as being so damaging to coconut oil's reputation was done just in time for the seed oil producers to use it in their campaign to blame heart disease on saturated fats. What this study really revealed, is that once oils are manipulated and denatured, even a naturally good fat can be turned into a bad one. However, the seed oil industry and CSPI reported the results in a slanted fashion, without taking into consideration that any modified, hydrogenated oil is dangerous.

Unfortunately, the poorer tropical oil industries of Indonesia, India and the Philippines could not afford to counter the twisted science and negative propaganda spread by those in the US in the late 1980s. Their expensive campaign has paid off for decades now. Many people who are sincerely interested in truthful information and natural health have been fooled.

Ignore the lies of the oil industry and invest in high quality, unprocessed, raw virgin and extra-virgin, coconut oil when you shop. The plant-based saturated fatty acids offer stability and health benefits and coconut oil also contains medium-chain triglycerides (MCTs), which have been rediscovered and documented by hundreds of studies as beneficial for maintaining good health.

The health benefits of coconut oil are numerous and possibly miraculous. Find out for yourself.

Medium-chain Fatty Acids in a Nutshell

- Coconut oil contains predominantly medium-chain fatty acids, also known as medium-chain triglycerides, which make it a much healthier oil than fats containing mostly long-chain fatty acids, such as animal fat.

- The medium-chain fatty acids in coconut oil are rapidly absorbed, then carried by the portal vein to the liver where they are immediately converted into energy, which means they are not stored, as long-chain fatty acids are.

- Medium-chain fatty acid molecules are small and can easily permeate cell membranes, while most other vegetable oils and animal fats consist of long chain fatty acids, which are larger.

- Medium-chain fatty acids are easily metabolized and do not require lipoproteins or special enzymes to be effectively utilized by the body. As mentioned above, medium-chain fatty acids are used as energy, while long-chain fatty acids are stored as fat.

- There is no danger of medium-chain fatty acids being stored in the arteries as long-chain fatty acids are.

- The medium-chain fatty acids in unrefined virgin coconut oil help to regulate thyroid function, and by stimulating metabolism they lead to weight loss, help to balance blood sugar level, increase energy, and promote overall health.



Refined oils

Damaged Fats are Bad Fats

Finally, after decades of allowing dangerous, disease causing trans-fats in processed foods, governments are now forcing food manufacturers to eliminate them from products. But what about cheap oils, hydrogenated, processed oils and heat-damaged fats? These are transformed fat molecules as well and dangerous to our health.

You could purchase the best quality oil available, but if you heat it too much (to a smoke point or to the point of browning) you will be ingesting damaged fat that is dangerous to your health.

Damaged fat molecules behave much differently in the human body than natural fatty acids do. Instead of acting like a spark plug for fat metabolism, trans-fats act more like an ill-fitting ignition key, unable to generate the appropriate response. Worse than that, this ill-fitting key can actually break off and plug up the system, taxing the liver and preventing the body from absorbing good fat from good food sources.

Reaching for processed foods that state: “0 grams of trans fat,” is no guarantee for health either. Besides the fact that other cheap and damaged

oils are being used in place of hydrogenated oils, food manufacturers are legally permitted to list trans fat content as zero as long as there is less than 0.5 grams of trans fat per serving.

The late Dr. Horrobin, a pioneer in fatty acid research, used to say that even the slightest trace of trans fats, more than anything else, would block the conversion of Linolenic acid to PGE1. Linolenic acid is a fatty acid that is essential to our health, and PGE1 is a type of prostaglandin, a hormone-like substance. We need the actions of PGE1 to protect us from lowered immunity, inflammation, high blood pressure, blood clotting and many other factors that in certain cases cause and contribute to disease.

Horrobin compared this conversion process with two sport teams, where one team would be strong (trans fats) that can't be eliminated (by metabolism), the other one very fragile due to the absence of the defense.

Your absolute best bet is to invest in a high quality fat, such as unprocessed Virgin or Extra Virgin Coconut Oil, and to prepare your meals from scratch.

Discover the Miraculous Benefits of Coconut Oil

Extra Virgin Coconut oil is a nourishing food and a healing medicine. Many knowledgeable experts now consider it so, but it was Dr. Bruce Fife who first coined coconut oil “the healthiest oil on Earth,” and he was right.

Natural and delicious, Extra Virgin Coconut oil is extremely versatile and healthful in many different ways. As a food it is unique because it's composed almost entirely of medium-chain fatty acids (MCTs, for short)—the type of fat that is burned, not stored, in the body. This means that even though coconut is a saturated fat, it metabolizes easily and will not cause increased cholesterol levels or plugged-up arteries that contribute to high blood pressure.

Extra Virgin Coconut Oil is a lifesaver in the kitchen. Due to its heat resistant nature, coconut oil can be safely used for all hot food preparations. You can use coconut oil for frying, baking and cooking without fear that it will change into unhealthy trans-fats. Five-star chefs around the world swear by Extra Virgin Coconut oil for sautéing.

In addition to being an excellent source of energy, Extra Virgin Coconut oil has numerous healthy virtues, including antibiotic, antiviral and antifungal properties. This incredible oil can be applied to all kinds of external bacterial infections from cuts and burns to open wounds and can help heal stomach ulcers when taken internally. Extra Virgin Coconut Oil can even help to kill viral infections, such as the flu.

Candidiasis, an extremely vicious yeast infection, responds positively to treatment with Extra Virgin Coconut Oil.

Whoever thought a fat could help people lose weight, however many people report staggering numbers of lost pounds when they changed their fat intake to include a majority of Extra Virgin Coconut Oil.

The health benefits of Extra Virgin Coconut Oil are many, but what about the taste? A chef from the Viennese tradition once told me that the best tasting meals can only be achieved with the best tasting ingredients. Extra Virgin Coconut Oil provides extra quality and carries the flavour.

For health benefits and great taste, your best choice is the highest quality Extra Virgin Coconut Oil you can find. Choose a raw oil, produced by either centrifugation or a trademarked process known as direct micro expelling (DME). You will find your money is well spent in obtaining the healthiest oil on Earth.

Miraculous Health Benefits of Coconut Oil

Most modern-day scientists are just beginning to understand what indigenous people of the tropics have known for centuries. Unrefined virgin coconut oil:

Improves...

- nutrient absorption
- skin conditions
- digestive disorders

Increases...

- metabolism
- immunity
- hair and skin health

Decreases...

- inflammation
- excess weight
- fatigue

Helps to prevent...

- osteoporosis
- cardiovascular disease
- hypoglycemia and diabetes
- cancer

Aids in the treatment of...

- candidiasis
- bacterial and viral infection
- enlarged prostate
- celiac disease
- skin burns

Provides protection for...

- the liver
- skin
- thyroid



Of the 51 nutrients the human body requires for health, fat is surely the most misunderstood. With too little fat, the body could not make use of fat-soluble vitamins A, D, E, and K. The membrane of each and every cell in the body is made up of fat, providing both structure and flexibility. Most of the human brain is made up of different types of fat, including phospholipids, saturated, and monounsaturated. Without fat the body cannot make hormones or the neurotransmitters that allow for physiological communication.

There's no doubt that the body needs more fat than most of us realize. Fat serves as an important back-up fuel to our glucose, which we receive from carbohydrates. A healthy man carries about 20 percent of his weight as storage fat. A healthy female carries 25 percent storage fat. The body can even make some of its own fat. Most of the body's stored fat is actually glucose that's been converted to fat for storage. In times of need, this conversion is reversed and the fat becomes glucose again to be used for energy.

The body cannot produce the essential fats we are hearing so much about nowadays, which is why they are called essential. In other words, they are essential for life, but must be obtained through the diet since the body cannot make them from scratch. Without these essential fats, such as omega-3 and omega-6, the body cannot make what are called prostaglandins-hormone-like substances that activate many bodily functions and reactions.

Fat: How Much do We Need?

It's true! We need fat to be healthy. Consuming a good amount of good fats will promote health. On the other hand, consuming too much of this nutrient, will promote disease-especially if the fat being ingested is refined and denatured.

So, how much fat do we need? A healthy adult requires an estimated 70 grams of fat daily, but the quality is even more important than the quantity. Fat should come from good, natural, undamaged sources.

Butter portions served in restaurants are 10 grams of fat – one tbslp coconut oil is 15 grams of fat



Coconut Oil - The Fat that Helps you Lose Weight

Obesity is on the rise. The numbers are alarming. According to the Canadian Obesity Network, more than 5.5 million Canadian adults are obese, as are 500,000 children. This translates to one in five of us being at an increased risk for early disability and disease.

What's to blame? The medical world blames lack of exercise, insulin intolerance, fast food and improper diet for the phenomena, which is true in part. But they don't point a specific finger to two very specific culprits—refined carbohydrates and refined vegetable oils.

Livestock farmers and animal feed producers appear to know more about fat metabolism than our general practitioners and government regulated dietitians. Those who deal with animals as a business have observed that if you feed animals oil seeds, such as flax, rape or sunflower seed, they fatten up. However, if animals are fed coconuts they end up lean and healthy.

Scientists have known for some time now that the length of the fatty acid chains in food fats and oils make a big difference when it comes to gaining or losing weight. Long-chain fatty acids promote weight gain. Meanwhile, our supermarket shelves are stocked with polyunsaturated vegetable oils, which are long-chain fatty acids (LCFs). These include canola, safflower and sunflower seed oil-most of which have been refined and, therefore, contain dangerous trans-fats.

Coconut oil is made up of only medium-chain fatty acids (MCFAs), which increase metabolic rate and lead to weight loss. Bruce Fife, ND, PhD, has dedicated an entire book to this subject, *Eat Fat Look Thin* (HealthWise, 2002).

Coconut Oil Burns Fat



Siegfried Gursche, MH

During my time as publisher of *alive* magazine, I befriended Dr. Julian Whitaker, a well-known authority on nutrition and health. He makes the following analogy between long-chain fatty acids and medium-chain fatty acids: Long-chain fatty acids are like heavy wet logs that you put on a small campfire. Keep adding the logs, and soon you have more logs than fire. Medium-chain fatty acids are like rolled up newspaper soaked in gasoline. They not only burn brightly themselves, but will burn up the wet logs as well.

High quality virgin coconut oil is high in the type of fat that burns, which means it isn't stored and it even takes some stored fat along with its metabolism. There is a wealth of anecdotal evidence to this effect and, as of late, there is also scientific proof that medium-chain fatty acids aid in weight loss.

A photograph of a person from behind, wearing a bright yellow t-shirt and light-colored shorts, sitting on a white plastic chair on a green lawn. The person's back is to the camera, and they appear to be looking towards the right. The background shows other people's feet and legs, suggesting an outdoor event or gathering.

The Fat that Helps you Lose Weight

Approximately 65 percent of the North American population is overweight; 30 percent is clinically obese—that wasn't the case just 50 years ago.

He says an oil change is required for safe, natural, permanent weight loss, citing many scientific studies that support his advice, that coconut oil helps people lose weight.

Dr. Fife recommends taking two tablespoons of coconut oil before meals. The amount of weight people shed just adopting this simple and health-promoting routine is truly amazing. In addition to speeding up metabolism, coconut oil curbs the appetite by providing the satisfaction that only a high quality fat can.

Again, if you compare the excellent state of health amongst indigenous people in the South Pacific, during the time when coconuts provided the major part of fat intake, with today's situation, where refined vegetable oils and Western food have reached the islands, you will find

that all the degenerative diseases of the Western world, including obesity, have taken a foothold. I clearly remember Dr. Paavo Airola reporting a time when the medical school at the University of Manila in the Philippines had to have cadavers from the US flown in so that the students could see what plugged up arteries looked like—this didn't exist in their own country.

Of course, refining, bleaching and deodorizing processes can also damage coconut oil – and what's even worse is when it is hydrogenated. Do not expect to lose weight with processed and artificially hardened coconut oil. For best results choose only the highest quality, raw and natural coconut oil such as DME™ Extra Virgin Coconut Oil or Centrifuged Extra Virgin Coconut Oil.

Coconut Flour for Weight Loss

Dr. Mercola calls coconut flour “The secret weapon to managing your weight.” Coconut flour fits well into a weight-loss program because its high-fibre content helps provide bulk to a meal, and a feeling of satisfaction. In addition, fibre, for the most part, is not broken down or digested in humans, and therefore provides no calories. Studies have shown that consumption of an additional 14 grams of fibre a day, which is equivalent to 1/4 cup of coconut flour, is associated with a 10 percent decrease in calorie intake and a loss in body weight.

Coconut Oil Does NOT Cause Heart Disease

In fact, it helps to prevent it

It is a myth that saturated fats cause heart disease, and a fallacy that polyunsaturated fats are heart healthy, according to Uffe Ravnskove, MD, PhD. He is the Danish independent researcher, and member of various international scientific organizations, who did extensive research that disproved the current, widely popularized lipid (fat) hypothesis used to explain the cause of heart disease.

Ravnskove's findings have been accepted by professionals in Europe, while the American and Canadian Heart and Stroke Foundations ignore this important, up-to-date research. The English translation of his renowned book is called, *The Cholesterol Myths: Exposing the Fallacy that Saturated Fat and Cholesterol Cause Heart Disease* (NewTrends Publishing, 2000).

Dr T. Rajamohan, professor at the Department of Biochemistry, University of Kerala, India, has conducted human studies that clearly disprove the allegation against coconut oil. In one of his studies, each of the 258 participants consumed an average of 38 grams (3 tbsp) of coconut oil per day. **The results indicated that coconut oil consumption does not cause an increase in blood cholesterol or LDL cholesterol, but instead increases beneficial HDL cholesterol.**

World-renowned nutritionist and biochemist Mary G. Enig, PhD, co-founder and Vice President of the Weston A. Price Foundation, agrees. She suggests that coconut oil contains complex ingredients, such as lauric acid, that reduce LDL and improve

HDL cholesterol. As Conrado S. Dayrit, MD, FPCC, FPCP, FACC summarized in a scientific paper published in the *Philippine Journal of Cardiology* (2003), "Coconut oil consists predominantly of 65 percent medium-chain fatty acids (MCFA) and MCFAs are metabolized rapidly in the liver to energy and do not participate in the biosynthesis and transport of cholesterol. Coconut oil, in

fact, tends to raise the HDL and lower the LDL:HDL ratio."

While the mainstream health authorities promote canola and other vegetable oils for heart health, natural health experts know that this information is incomplete. Processed and heat-damaged vegetable oils contribute to degenerative disease. Since coconut oil is helpful in decreasing inflammation, however, it helps to prevent and treat heart disease. Also, unrefined virgin coconut oil, along with omega-3 oils, are the only dietary oils known to reduce blood stickiness, which is beneficial for carrying more oxygen to the heart.

Good News for Gluten-Free Folks

More and more people are looking for alternatives to wheat these days, due to allergies, intolerances, and digestive conditions. Coconut flour is the latest in gluten-free fare. Because coconut flour isn't a grain, it contains absolutely no gluten. Hypoallergenic, gluten-free coconut flour is also safe for those with celiac disease or leaky gut syndrome.

Coconut flour is made from fresh organic coconut meat. The meat is dried and defatted and then finely ground into a powder very similar in consistency to wheat flour.

High in Protein and High Fibre

Coconut flour has as much protein as wheat flour but without the specific "gluten" protein found in wheat. This is an advantage for a growing percentage of the population who have developed an allergy to gluten or who have a wheat sensitivity.

Coconut flour is also high in fiber. In fact, coconut flour has the highest percentage of dietary fibre of any flour, at 61 percent. As a comparison, wheat bran contains only 27 percent fibre, and coconut flour contains four times as much fibre as soy flour.

Research has linked a high-fibre diet with a decreased risk of degenerative diseases such as colon cancer and heart disease. In addition, researchers at the University of Lund, in Sweden, found that fibre in the diet can absorb toxins that promote cancer.

Coconut flour is heart healthy.

Its fibre helps to reduce cholesterol in the body and decrease blood pressure, for example, thus reducing risk of heart disease. Studies have also shown that coconut consumption increases the activity of antioxidants that protect the heart and arteries from the free radical damage that causes atherosclerosis.

Low-carb flour

Coconut flour is ideal for those who follow a low-carbohydrate eating plan. It has fewer digestible (net) carbs (fibre) than any other flour, including soy. It even has fewer digestible carbs than most vegetables, which means its carbohydrate content passes through the digestive tract without being broken down or absorbed and is passed out of the body essentially unaltered.

Coconut Flour Tips

This gluten-free, high-fibre, low-carb flour can be used to make breads, cakes, pies, and other baked goods. Because coconut flour lacks gluten and is highly absorbent it cannot be used as a complete substitute in standard wheat flour recipes. Use coconut flour to replace 15-25 percent of other flours in most standard recipes. A variety of delicious baked goods can also be made using 100 percent coconut flour.

The following recipe is excerpted from the newly published book, *Coconut Oil* (Book Publishing Company, 2008) by Siegfried Gursche.

Quick Breakfast Bars

A small or quick breakfast doesn't have to lack nutrition. Skip the drive-through window by preparing these quick breakfast bars before you start a busy week. They are wonderful to wake up to.

- 1/3 cup coconut flour
- 1 1/2 cup hazelnuts or almonds, finely chopped
- 1/4 cup shredded coconut
- 1/3 cup sesame seeds
- 1 cup raisins or dried apricots, chopped
- 1 teaspoon cinnamon
- 1/4 cup organic butter
- 1/4 cup extra virgin coconut oil
- 1/4 cup unpasteurized honey
- 1 teaspoon natural vanilla extract

Preheat oven to 175°C (350°F)
In a medium bowl, combine flour, nuts, shredded coconut, sesame seeds, raisins or apricots and cinnamon. In a small saucepan, melt butter, coconut oil and honey and mix well. Add vanilla to saucepan and stir. Pour saucepan mixture over flour and nut mixture and mix well. Press mixture into a coconut oil-greased 8-inch x 8-inch (20 cm x 20 cm) baking dish. Bake for 20 to 25 minutes or until set. Allow to cool before cutting into bars.

What is Raw Coconut Oil?

...and why should only “raw” coconut oil be considered Extra Virgin?

If making raw, stable coconut oil was easy, every manufacturer would be doing it. Instead, there are more than nine different ways to make coconut oil.

Until recently, almost all of the coconut oil on the market was made from copra—dried coconut flesh that had to be refined, bleached and deodorized to make it palatable. This type of coconut oil, dubbed RBD for refined, bleached and deodorized, is not recommended for a healthy diet or as a health supplement.

Very few coconut farmers used the traditional method of fermentation to separate the oil from the moisture, while in the general tropical household the coconut flesh was boiled to make the oil float on top and siphoned off for immediate use.

Most of the virgin coconut oils that are said to be made from fresh coconuts are expeller pressed, the most common production method used in the Philippines where 90 percent of the world's coconut oil comes from. Expeller-pressing does create friction heat so should not be considered extra virgin.

The DME™ (direct micro expelling) method, using a hand-operated SAM press developed by Dr. Etherington, was the first real breakthrough in producing a marketable raw coconut oil from fresh coconuts. This coconut oil is truly extra virgin and the taste and quality are the proof. But just how much coconut oil can be produced using such careful and natural methods?

Fortunately, now Alpha Health also has the opportunity to provide raw coconut oil from another excellent source. During the past two years, a new and sophisticated method of producing raw, extra virgin coconut oil was developed in India.

The process borrows the same principles of traditional butter making in the dairy industry. Changing whole milk to butter is a process of transforming a fat-in-water emulsion (milk) to a water-in-fat emulsion (butter).



Factory for centrifuging coconut oil

Depending on your age, you may remember days gone by when the farmer's wife poured fresh milk into a hand-operated cream separator. The cream was left for two days to sour and was then transferred to the butter churn. By shaking the cream with a plunger or by turning a barrel-type butter-churn, the fat droplets of the cream would clump together to form butter. The technical name for this process is centrifuging.

Today, coconut oil can be made in the same traditional, but updated way. Fresh coconut meat is grated and pressed to produce coconut milk. In the centrifuging process, the first phase creates fresh coconut cream from the milk. In the second phase a high rotation action separates the moisture from the oil. Any remaining moisture is removed in a vacuum drying method to less than 0.01 percent. This helps ensure longevity of the oil—a shelf life of at least three years.

The centrifugal method actually uses up to twice the amount of fresh coconuts compared to the expeller pressing method, however the faster production rate allows for only a slightly higher price for an extremely higher quality.





Farm level pressing station for DME™ Extra Virgin Coconut Oil

Quality Counts in Coconut Oil

How can you tell if coconut oil is of high quality or not? It's not easy without some understanding of the production process. Determining quality is extremely important, however, and means the difference between a coconut oil that will help you reach your health goals and one that hinders your efforts.

Dry and dirty

When coconut meat is dried, it's called copra. The coconut meat is dried by smoke, the sun, or in kilns, or a combination of these processes. These processes are not sanitary, which means that when coconut oil is extracted from copra it must be puri-

DME™ Quality

Direct Micro Expelling (DME) means:

- **Direct** - Coconut oil is processed directly from fresh coconuts in a quick and efficient process.
- **Micro** - Small scale, family farms are involved and community members are employed.
- **Expelling** - Extra virgin oil is extracted by cold pressing.

The DME™ process uses a manually operated, cold-pressing unit to produce raw oil from fresh coconuts in as little as one-and-a-half hours or less. Such a short processing time eliminates the concern of mould growth or danger of other impurities. There is no need to refine the oil because it is made on site, where the coconuts grow. No heating, chemical treating, or deodorizing is required. This highest of quality oils boasts a fresh coconut smell and flavour, and retains all of the nutrients required for optimal health. It can be used effectively as a supplement, treatment, or food.

The DME™ process concentrates on small, manageable daily batches, instead of mass quantities. Such a process depends upon simple, easily learned skills, providing meaningful employment to small teams of people, including families who enjoy working together.

fied (refined). The copra-derived coconut oil is typically filtered to remove impurities, bleached to make it white again (originally it is brown or yellow), and deodorized to eliminate a musty smell. All this is done using high heat. Other dangers include the moulds that may contaminate the copra while it is being shipped to the refining production plants.

The end result is a refined, bleached, and deodorized product, which is why it's known as RBD. This process damages the coconut oil and, to make matters worse, sodium hydroxide (lye) is generally used to prolong shelf life. This, unfortunately, is how 90 percent of all coconut oil on the market today is produced.

To date, no official organization, government or international council exists to grade or standardize the quality of coconut oil, as is the case for olive oil, for instance. However, the Philippine Coconut Authority (PCA) has an official grade distinction outline, which is accepted by other groups including the Asian and Pacific Coconut Community (APCC). They recognize the differences between low-quality refined, bleached, and deodorized (RBD) coconut oil made from copra, and higher quality virgin coconut oil (VCO).

Fresh is best

Prior to 1998, all mass marketed coconut oil was produced from copra. Since then, there is a much higher quality option being made from fresh, not dried, coconuts. This higher quality coconut oil is termed "virgin." Unfortunately, only 10 percent of edible food grade coconut oil is made from fresh coconuts.

Virgin coconut oil is extracted directly from the fresh coconut kernel, the fruit of the coconut palm, using some mechanical or other physical means that does not alter the oil.

The Philippine National Standard defines "virgin" coconut oil as being produced:

- from the fresh, mature kernel of the coconut
- by mechanical or natural means
- with or without the use of heat
- without undergoing chemical refining, bleaching or deodorizing, and
- without alteration of the nature of the oil.

Even though a coconut oil jar says "virgin," and is better than the oil made from copra, there is still a wide range in quality. When choosing raw coconut oil, Alpha's market leaders, either one DME™ Extra Virgin or Centrifuged Extra Virgin, are the highest quality followed by the best in line Alpha Premium Virgin Coconut Oil.



The author inspects stages of DME™ production



Ecologically Sustainable World Project. He empowers native islanders—many of them say that for the first time they have hope for their futures.

You Can Help the Children of the Solomon Islands!

On a recent visit to the Solomon Islands in the South Pacific, my wife Christel and I witnessed first hand how fair trade works.

With the relatively inexpensive DME™ process, small communities independently own and operate the production of high quality, Virgin Coconut Oil—both for export to bring in revenue and for their own use. Many communities in the South Pacific, and around the world, have pulled themselves out of poverty.

It was amazing to see the results of self-sustaining hard work in a challenging environment. Knowing that our personal and professional involvement in bringing fairly traded DME™ Extra Virgin Coconut Oil straight from South Pacific villages to the Canadian market is most gratifying for both of us. We truly feel helpful.

You too, as a helpful consumer, can participate in this project in two different ways. First you can purchase fairly traded DME™ Extra Virgin Coconut Oil. By doing so you support a sustainable lifestyle for those working to supply our high quality product.

Second, you can support us, Alpha Health Products Ltd., to help the children in the Solomon Islands. Simply purchase a jar of DME™ Coconut Oil. For every jar that leaves the Alpha warehouse between August and December 2008, Alpha Health will donate 50 cents towards the purchase of school supplies that are not readily available to the children in the villages where the DME™ Extra Virgin Coconut Oil comes from. We surely appreciate your helpfulness and *thank you for your support.*



During my extensive research into coconut oil several years ago, I heard the very interesting and inspiring story about DME™ coconut oil production.

The inventor of the process and the press (called SAM™) is Dr. Dan Etherington, an agricultural economist at the Australian National University in Canberra. His interest in eliminating poverty from rural communities and developing healthy oil in an economical way resulted in the DME™ system. Etherington retired from his teaching post, where he studied and taught the

course, health. I have personally witnessed how DME™ technology is implementing Fair Trade principles for more than ten years now, and how it results in a four to five-fold increase in the value of coconut exports compared to copra.

The DME™ system brings coconut oil production back to the farms where the nuts are grown. “The effects are dramatic on the lives of local communities,” explains Dr. Etherington. Families are able to work together, using their skills and supporting them-

DME™ is Fair Trade at its Best

by Siegfried Gursche, MH

subject of tropical oils, founded the company Kokonut Pacific, and now teaches indigenous people to produce unrefined virgin coconut oil for a living.

I was extremely excited to visit such an operation and learn about such a positive development—one that helps those who make the oil and those who consume it. For the first time in history, the advent of micro processing facilities in the South Pacific region provides coconut farmers an alternative to sub-standard pay for harvesting copra. Successful users of DME™ technology include coconut farmers on islands in the South Pacific, such as Fiji, Samoa, Tonga and the Solomon Islands, Indonesia, Kenya, and Sri Lanka.

It's no wonder Dr. Etherington chose “Empowering and Bringing Hope,” as Kokonut Pacific's motto. With the DME™ system, he ensures that the tropical farm workers and coconut oil consumers significantly benefit from the production of this oil—in quality, fair trade, and, of

themselves with a fair wage for making a product they are proud of. “The people on the Solomon Islands, for example, are producing a superb, high-quality oil that is beginning to flow into the international market in significant quantities.”

Farmers and producers receive fair returns and the DME™ process is helping to make poverty in these tropical areas history, while respecting the community and culture of the workers. The system has dramatically increased employment for rural, local men, women and youth, allowing the families to work in their community and better feed and educate their children. This is full and fair trade at its best.

When Dr. Etherington exhibited his system and patented press at the Hanover World Expo 2000, he was awarded a special prize to recognize his



Testimonials

I just love your Alpha brand coconut oil. It's so far the best I have ever used. Thank you.
Bethany Bethel
Brampton, ON

I love your Certified Organic Extra Virgin Coconut Oil. People have complimented me on my complexion since I started using it in my diet. Thanks for a great and delicious product.
Patricia Lagerquist
Barrie, ON

My mom bought me a case of your Alpha coconut oil. She's been taking health products most of her life and she says this is the best product she's ever used. Thanks.
Selena Matson
Burnaby, BC



I just discovered the amazing benefits of coconut oil described in the EyeOpener and I will use it forever! Thank you.
Ellie McGee
Sydney, NS

Dear Mr. Gursche,
When I told my wife about your Coconut Oil book, she wanted me to tell you about her experience with coconut oil.

My wife's name is Sabrina. She has always been a skinny 115-pound vegetarian who hates eating fatty food. Three years ago she was diagnosed with ulcerative colitis and was put on Prednisone by her doctor. As a side effect of the drug to control her colitis, she immediately began to gain a lot of weight until she weighed 195 pounds, even though she still didn't eat anything fatty.

She started taking coconut oil and within three months she was able to fit into her old clothes again and weighed 120 pounds. She continues to take coconut oil to counteract the weight gain side effect of her medication. Thanks,
Efitta Offion
Ottawa, ON

Thank you, Alpha Health, for providing us with such useful and high quality coconut oil!
Diana Stoevelaar
Calgary, AB

I recently read the third issue of the EyeOpener and loved it! Afterward I burned my hand with boiling water and remembered the woman in the EyeOpener who used coconut oil on her burned hand and it healed immediately. I put your coconut oil on my hand and sure enough the burning sting was gone and it started healing immediately. Since then I've been giving everyone DME Extra Virgin Coconut Oil, along with your EyeOpener, as gifts to all the people I care about.

Thank you for this great product. It is truly valuable and high quality.
Dalal Larisey
Stittsville (Ottawa), ON

I have been using coconut oil for the last three months and have noticed significant changes in my health. At first, I tried different brands, and noticed some change. Then I was introduced to DME™ Coconut Oil and found a huge difference.

The taste, texture and freshness made me enjoy tak-

ing it as a supplement. I used it on my skin and have reduced wrinkles greatly. My digestive system has always



been sluggish, but now, is up to what it should be. My immune system is strengthening every day. My thyroid has been underactive for the past 30 years, and is now slowly improving. My overall health has definitely improved.

My friend has also taken the DME™ coconut oil and found her blood pressure reduced to the point where she no longer needs her medication. She has lost at least 20 pounds in the last three months. She especially noticed a change for the better when she switched over to the DME™ coconut oil, too. Thank you for a wonderful product.
Katie B.
Ontario

Coconut oil Q&A

Q: My question is two-fold. I have noticed some coconut oils are sold in dark containers while others are sold in either transparent plastic jars or in glass. Some of those sold in transparent jars I see on store shelves show a marbled pattern, while others are smooth white? Of course in the dark containers you can't see this. Is there a quality difference between the marbled and plain white coconut oil and is exposure to light harmful to coconut oil?

A: Coconut oil is a saturated oil and therefore not light sensitive. Only the poly-unsaturated seed oils omega 3 and 6 are extremely light sensitive such as those in flax, hemp, pumpkin and other unrefined seed oils. Coconut oil is safe in a transparent container.

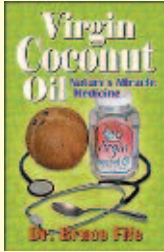
The wonderful patterns we sometimes see in solid coconut oil (similar to snowflake patterns and frozen water) appear as the oil hardens with a change in room temperature. The many variations of the patterns depend on whether the temperature changes quickly or slowly. They have nothing to do with the quality of the oil. When coconut oil has melted on a warm day, for example, you can place it in the freezer where it will solidify quickly and form beautiful patterns as a result.

Q: I read in *alive* magazine and on the website www.Kokonutpacific.com.au that DME™ Extra Virgin Coconut Oil is a Fair Trade product. Why is this important fact not mentioned on the Canadian label?

A: Alpha Health Products Ltd. applied for the Fair Trade seal with Transfair Canada and with the

Fair Trade Foundation in the UK, which have categories for coffee, cacao, vanilla, cotton, tea, rice and many other products, except for coconuts and coconut oil. The reason is that, until now, coconuts and coconut oil have been planted, harvested and manufactured under the direction of mostly big corporations. Alpha was the first applicant and now DME™ Extra Virgin Coconut Oil is the first fairly traded coconut oil product. It is produced at a village level by the villagers themselves, who are paid a fair wage for their work (about four times as much as the big manufactures pay).

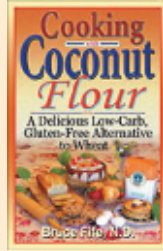
Alpha DME™ Extra Virgin Coconut Oil now carries the Fair Trade Seal from Kokonut Pacific, a member of the Australian Fair Trade Organization (FTAANZ). Watch for it on your next purchase.



Virgin Coconut Oil

by Dr. Bruce Fife, ND PhD
Nature's Miracle Medicine
80 pages - \$14.95

This short 80-page introduction to the miracles of coconut oil is presented in a friendly, non-technical format. Its therapeutic use is described in ancient medical texts and its miraculous healing power confirmed by modern science.



Cooking with Coconut Flour

by Dr. Bruce Fife, ND PhD
A Delicious Low-Carb, Gluten-Free Alternative to Wheat
160 pages - \$17.95

Coconut flour is a delicious, healthy alternative to wheat. It is high in fiber, low in digestible carbohydrate, and a good source of protein. It contains no gluten, so it is ideal for those with celiac disease.



Coconut Lover's Cookbook

by Dr. Bruce Fife, ND PhD
A Delicious Low-Carb, Gluten-Free Alternative to Wheat
160 pages - \$18.95

Coconut flour is a delicious, healthy alternative to wheat. It is high in fiber, low in digestible carbohydrate, and a good source of protein. It contains no gluten so it is ideal for those with celiac disease.

NEW



The Coconut Oil Miracle

by Dr. Bruce Fife, ND PhD
192 pages - \$ 22.00

If there was an oil you could use for your daily cooking needs

that helped protect you from heart disease, cancer and other degenerative conditions, improve your digestion, strengthen your immune system, protect you from infectious illness and helped you lose excess weight, would you be interested? This is what coconut oil can do for you. An amazing eye-opening book to read.



Coconut Oil - Discover the Key to Vibrant Health

by Siegfried Gursche, MH
64 pages, \$11.95

In his new book, the author imparts a vast amount of knowledge about healthy coconut oil, through both first-hand experience and dedicated research. As founder and former publisher of *alive* books and *alive* magazine, he has been dispelling myths about fats and oils and has been teaching about the health benefits of natural oils for decades.



Eat Fat - Look Thin

by Dr. Bruce Fife, ND PhD
A safe and natural way to lose weight permanently
288 pages - \$18.95

Coconut oil can help people lose excess

body fat, increase energy and improve thyroid function. Some people worry that if they add coconut oil to their diet, they will be consuming extra calories and end up gaining weight. This is not so. In fact, just the opposite happens. This book explains how to use coconut oil to raise metabolism and lose excess weight. It is completely documented with numerous references to medical studies.



Coconut Cures

by Dr. Bruce Fife, ND PhD
234 pages - \$ 22.95

Discover the amazing health benefits of coconut meat, milk, water and oil.

In this book you will learn to use coconut oil to:

- Prevent heart disease
- Dissolve kidney stones
- Balance blood sugar and control diabetes
- Enhance the immune system
- Protect against cancer
- Boost your energy and metabolism



The Truth about Coconut Oil

by Dr. Conrado S. Dayrit, MD with a Foreword by Bruce Fife, ND
185 pages, \$22.95

This book is directed to the academic health professional. It presents a collection of 18 years of research, with lectures on the beneficial actions and uses of coconut oil in health and disease by the author - a pharmacologist, internist, cardiologist, researcher, historian and academician. For the first time, coconut oil's anti-inflammatory and immune-regulating actions are revealed, as shown by its remarkable control of diabetes, hypertension, heart disease, auto-immune diseases and cancer.



Coconut Oil for Health and Beauty

Cynthia Holzapfel & Laura Holzapfel

128 pages - \$14.95

Populations in southeast Asia and the Pacific Islands who use coconut oil as their primary source of fat, have less heart disease than people of other regions. This unique book includes over 30 recipes for flavorful dishes and homemade health care and beauty products.

Coconut Oil Recipes

Coconut oil is beneficial in the whole foods kitchen when cooking, baking and frying. It can easily be whipped up for use in pie crusts, muffins, cookies, breads or cakes.

Blueberry Muffins

This recipe makes delicious whole wheat blueberry muffins with the added taste and nutrition of coconut oil.

- 1/2 cup lukewarm water
- 1 egg
- 1/2 cup honey
- 1 teaspoon pure vanilla extract
- 3 tablespoons coconut oil, melted but not hot
- 1 1/2 cups whole wheat flour
- 2 teaspoons baking powder
- 1/4 teaspoon sea salt
- 1 cup fresh or frozen blueberries



Preheat oven to 400°F. Combine water, egg, honey, vanilla and coconut oil in a bowl and mix thoroughly. In a separate bowl combine flour, baking powder, and salt. Add the dry ingredients to the wet, mixing just until moistened. Fold in the blueberries. Pour into coconut-greased muffin cups. Bake for 15 minutes.

Makes 12 muffins

Creamy Coconut Honey Spread

Bread and honey is certainly a favourite comfort food for many. This coconut oil version makes the snack more balanced and adds a fat-burning boost.

- 3 tablespoons coconut oil
- 1 tablespoon unpasteurized honey

In a small bowl combine the coconut oil and honey. Place the bowl in the freezer for two to three minutes, remove and mix some more. Return bowl to freezer for another one to two minutes. The mixture should be creamy and spread like a thick butter. Use immediately on fresh whole grain bread for a sweet, but stabilizing snack.

Chickpea Coconut Curry

- 2 tablespoons coconut oil
- 1 large onion, diced
- 2 cups coconut milk
- 1 teaspoon curry paste
- 1 green bell pepper, diced
- 1 bunch fresh spinach, chopped
- 2 cups chickpeas, cooked
- 1 tsp potato or corn starch

Cook chickpeas ahead of time (or use organic canned chickpeas) and set aside. In a large wok-style pan, heat coconut oil and sauté onion over medium heat until soft. Add coconut milk and stir in curry paste. Bring mixture to a boil, reduce heat to medium and add pepper, spinach and chickpeas. Cover and cook for 10 minutes. Once vegetables are cooked through, thicken mixture and serve over brown basmati rice or steamed potatoes.

Makes 4 small servings

Yogurt Smoothie

The secret using coconut oil in a smoothie is to add it to the blender last, while it is turned on. This way the oil is more evenly dispersed in the drink. If you like small chunks of coconut oil in your smoothie add it while mixing the fruit.

- 1 cup natural, unflavoured, unsweetened yogurt
- 1 teaspoon pure vanilla extract
- 1 cup fruit juice
- 2 cups fresh or frozen fruit
- 2 tablespoons coconut oil, melted

Blend yogurt, vanilla extract, juice and fruit in a blender until smooth. Just before turning off the blender, slowly pour in melted coconut oil. You may use up to 6 tablespoons of coconut oil, which would provide 3 tablespoons of oil per serving.

Makes 2 large servings

Raspberry Energy Balls

Excellent as snacks or even as a desert, these tasty, coconut-covered balls provide energy and nourishment.

- 1 1/4 cup raisins
- 4 tablespoons dried currants
- 1 cup sunflower seeds
- 1 cup pumpkin seeds
- 1/2 cup sesame seeds

- 2 tablespoons coconut flour
- 3 tablespoons extra virgin coconut oil
- 1/2 cup raspberries, puréed
- 3 tablespoons cashew butter
- 1/2 cup finely shredded coconut

Soak raisins in 1 cup boiled water for 5 minutes. Drain and reserve soak water. Let raisins cool. Meanwhile, soak currants in 1 cup boiled water for 5 minutes. Drain and set aside to cool. Place cooled raisins in blender and add just enough soaking water to blend. Using a food processor or coffee bean grinder, process all seeds until medium ground. In a medium bowl combine raisin mixture, ground seeds, coconut flour, coconut oil, raspberry purée, cashew butter and cooled currants, and mix well. Using your hands, roll mixture into balls and then roll each ball in shredded coconut until completely covered. Freeze and thaw just before serving.

Makes 32 balls

Coconut Shortbread Cookies

This wonderfully delicious shortbread recipe uses both coconut oil and coconut flour. Enjoy!

- 1 cup coconut oil
- 1 cup coconut flour
- 2 cups whole wheat flour
- 1/4 cup dried cane juice (Rapadura or Sucanat)
- 1 tsp pure vanilla extract
- 1/2 teaspoon sea salt
- 1/3 teaspoon baking powder

Combine all ingredients and mix well. Pat into ungreased 10 x 14 inch baking dish. Bake at 350°F for 20 to 25 minutes. Before it cools, cut into squares.





NEW

CitriStar

The quiet yet most powerful citrus juicer



2007
Silver
Award

Personal Blender

The most practical kitchen-helper – Bestseller!



Z-Star

Lightweight, portable, versatile, hand crank juicer



NEW

Yolife Yogurtmaker

The most economical way to make your own yogurt

GreenStar

- Save \$100

The World's only Magnetic Twin Gear Juicer - more juice, more live enzymes, more vitamins and minerals

2007
Gold
Award



NEW

Wolfgang Grain Mill

Freshly ground flour is wholesome and nutritious



NEW

Purewise Water Distiller

Purity, convenience and Peace of Mind



Soyabella

The elegant easy way to make almond/soy milk at home



Full Spectrum

Compact spiral bulb – closest to natural sunlight.



FreshLife

The automatic sprouter for your counter top



SoloStar

Juice Bar Quality at an affordable price

To order see your local Health and Nutrition Centre

Alpha Health Products Ltd. Burnaby BC 604-436-0545 www.alphahealth.ca



Canada's Top Source of Highest Quality Coconut Oil

The Family of Alpha Coconut Oil now offers three distinct top grades

Introducing **NEW**
Centrifuged
Extra Virgin Coconut Oil
made directly from fresh coconut milk.

This sophisticated technology of centrifugation was first developed in Japan by adopting the idea from the dairy industry. Without any heat application the water is "spun" out of the fat, resulting in an exciting new coconut oil, pure and fresh tasting, like no other. Alpha Health Products Ltd. is proud to offer you another high quality product beyond compare - at a very reasonable price!

Next time you shop, try Alpha Centrifuged Extra Virgin Coconut Oil.

**It's RAW -
Guaranteed!**



DME™ Extra Virgin Coconut Oil

Fair Trade. Hand-pressed directly from fresh coconuts in the Solomon Islands by the natives on their own family farms. If vitality or "life force" are important, this oil offers the highest quality, which can not be compared to any lower priced coconut oil. Will stay fresh for several years.

Premium Virgin Coconut Oil

Economy priced – yet very smooth in texture and palatable with a rich bouquet of fresh coconuts. Most useful for the health minded chef, for frying, sautéing, baking and for all hot food preparations.

All three grades of high quality Coconut Oil, DME™, Centrifuged and Premium are now available in a variety of sizes

450 ml PET jars, 475ml Glass jars
1.75 liter PET jars, 1.75 liter Glass jars
and 15 liter Pails

NEW - Coconut Flour 500 grams

For sugg. retail prices please contact your local health food store or Alpha Health Products Ltd Burnaby BC 604-436-0545



Alpha Health Products Ltd
Burnaby BC 604-436-0545



Purity Life Health Products Ltd
Acton ON L7J 2X3 (519) 853-3511

For FREE Newsletter go to: www.alphahealth.ca or www.coconutoilandhealth.com