



CALIFORNIA OLIVE OIL COUNCIL

Annual Member Meeting • Monterey Hyatt Regency • April 1-2, 2016






List of Presenters

	<p>Nancy Ash, Strictly Olive Oil LLC</p> <p>Nancy Ash is the president of Strictly Olive Oil LLC, which works with domestic and foreign producers on marketing and business plans. A member of the COOC Taste Panel, Nancy received certification as a taste panel leader in Italy in 2005. Nancy currently serves as the COOC deputy taste panel leader and enjoys teaching olive oil tasting classes to consumers and food professionals alike as well as sharing her sales and marketing expertise. Nancy is the recipient of the 2011 COOC Pioneer Award. www.strictlyoliveoil.com</p>
	<p>Chris Calvert, Ciarlo Fruit & Nut</p> <p>Chris Calvert, Professor (emeritus) in the Animal Science Department at UC Davis, currently serves as the Associate Dean for Graduate Programs at UC Davis. His teaching and research activities focused on animal biochemistry, metabolism, and nutrition. He and his wife Pat live south of Winters in the area known as the English Hills. They have citrus and stone fruit trees, and a 2-acre olive orchard with five varieties. Chris maintains their orchards and works with other small olive producers, providing management services. www.ciarlofruitnut.com</p>
	<p>Pat Calvert, Ciarlo Fruit & Nut</p> <p>Pat produces olive oil along with her husband Chris on their property south of Winters. Pat considered the possibility of farming olives for olive oil when good friends planted a couple hundred trees and were happy with the results. Upon planting, she started sensory classes at the UC Davis Olive Center and began researching the use of olive oil as an ingredient. In addition to producing oil, Pat makes jams and jellies from fruits from her farm and sells bakery products made with olive oil. Pat is also a member of the Board of the Winters Chamber of Commerce. www.ciarlofruitnut.com</p>
	<p>Milagros Castro, Milagros Olive Advisor</p> <p>Maria Milagros Castro is an Agronomist with a Diploma in Oliviculture from Jaen and Cordoba, Spain. She has gained more than 20 years of experience in orchard management, providing professional consultations and managing the implementation of olive orchard cultural practices. Besides providing agricultural oversight, she also oversees the production of artisanal organic olive oils. Milagros is also a member of the COOC Sensory Taste Panel. www.milagrosoliveadvisor.com</p>
	<p>Kimiko Chan, Kimiko Chan Design</p> <p>Kimiko Chan is a designer in San Francisco. After completing her graphic design studies at the California College of Arts and Crafts in Oakland and working for 9 years under various design studios, in 1990 she decided it was time to launch her own studio. She works with a variety of artisan winery and corporate clients and enjoys using design to express her clients' packaging and print needs. She is a recipient of a Clio Award, for Best of U.S. Packaging, Wines and Liquors, and a Clio Award Finalist, Packaging Design. She currently assists COOC staff with varying design projects and developed the current COOC logo. www.kimikochandesign.com</p>



CALIFORNIA OLIVE OIL COUNCIL

Annual Member Meeting • Monterey Hyatt Regency • April 1-2, 2016

	<p>Jeff Colombini, Lodi Farming, Inc.</p> <p>Jeff is president and part of the team management of Lodi Farming, Inc., farming 1800 acres of apples, cherries, olives, walnuts, and wine grapes in the northern San Joaquin Valley. Jeff is also involved with Corto Olive Company. Prior to his work with Lodi Farming, Jeff worked as an operations analyst for a large food processing company and as a loan officer for the Farm Credit System. Currently, Jeff serves as Chairman of the Olive Oil Commission of California in addition to his involvement with several other commodity boards.</p>
	<p>Thom Curry, Temecula Olive Oil Company</p> <p>Thom Curry is the general manager for Temecula Olive Oil Company. Having had over two decades of experience in sales and marketing within the wine industry, Thom moved to Temecula in the mid-1990's for a different lifestyle. He became enamored with growing olives and studied olive oil production at UC Davis. Thom oversees sustainable agriculture at the company's ranch and additional private properties. He uses olive oil as bio diesel and has developed variations of his own mill and press designs. Thom is a member of the COOC Taste Panel. www.temeculaoliveoil.com</p>
	<p>Patricia Darragh, California Olive Oil Council</p> <p>With the California Olive Oil Council since 1997, Patty has held a variety of responsibilities as the COOC and the industry have grown. Currently executive director, Patty is responsible for the COOC taste panel, member services, and international programs. She serves on the boards of the California Agriculture Export Council Board and California Grown, and is a member of Les Dames d' Escoffier and the San Francisco Professional Food Society. Patty is the recipient of the 2014 COOC Pioneer Award. www.cooc.com</p>
	<p>Emilio de las Cruz, Chacewater Olive Mill</p> <p>Emilio comes from a diverse background which provided him with the skills and knowledge to today serve as the master miller for Chacewater Olive Mill in Lake County. He served as a Power Generator mechanic in the US military (Army), then pursued his interest in the ancient techniques in Byzantine Iconography which led him to become a novice at St. Gregory of Sinai Monastery. In October of 1999 the monastery relocated to Lake County and eventually purchased a 285-acre mountainside property in Kelseyville. In 2002 the monastery planted olive trees and set up an olive mill with the intention to make extra virgin olive oil and sell to the public. Having mechanical and electrical background, Emilio was appointed to be the Olive Mill Operator and Facility Manager. When the property was sold to Chacewater in 2008, Emilio stayed on to train the farm staff and eventually joined the team as mill master where he manages the olive mill side of the business. www.chacewaterwine.com</p>
	<p>Franco Dunn, COOC Sensory Taste Panel</p> <p>Franco has been a chef for over thirty-five years, specializing in Italian cuisine. He is a founding member of the COOC Sensory Taste Panel, the Sonoma County Research Panel, and was a member of the UC Davis Tasting Panel. Franco is a committed taster of olive oil and has been a judge at all of the California olive oil competitions. Between slurps and swirls, he also produces a range of artisanal sausage under the name Franco's One World Sausages which he sells at farmer's markets in Sonoma County.</p>



CALIFORNIA OLIVE OIL COUNCIL

Annual Member Meeting • Monterey Hyatt Regency • April 1-2, 2016



Adam Englehardt, Boundary Bend Olives Inc.

Adam Englehardt currently serves as president and CEO of Boundary Bend Olives Inc., a subsidiary of Boundary Bend Limited Australia. Boundary Bend Olives is a grower, processor, and marketer of olive oil in California and Australia. A fifth-generation farmer, Englehardt is actively involved in the family owned and operated Olivina Ranch, growers and processors of olive oil in Livermore CA. In addition to roles at Boundary Bend and The Olivina, Adam is an owner of Alta California Olive Partners, owners and growers of super-high-density olive groves in Orland, CA. Englehardt currently serves as a processor member of the board of AOOPA and is the vice chair of the Olive Oil Commission of California. www.boundarybend.com



Sara Feinberg, Market Hall Foods

As marketing manager and director of e-commerce for Market Hall Foods, a kindred group of family-owned food businesses in Oakland and Berkeley, Sara Feinberg draws on over twelve years of experience as a retail manager and specialty foods buyer. She has served as both buyer and store manager for The Pasta Shop, Market Hall Food's renowned specialty foods store and two-time NASFT® (now known as SFA®) Outstanding Retailer Award recipient. Sara now works directly with the individual Market Hall Food stores to coordinate social media, websites, and event promotions and programs. In addition to The Pasta Shop, the stores include Market Hall Bakery, Market Hall Produce and Hapuku Fish Shop. Sara also directs sales and marketing for the businesses' collective e-commerce site. markethallfoods.com.



Dan Flynn, UC Davis Olive Center

Dan Flynn is executive director of the UC Davis Olive Center, leading the center's efforts to promote olive research and education. He also oversees olive oil production for UC Davis, including overseeing the harvest and helping promote the product. Dan served as a consultant to the California State Legislature from 1985 to 2004 in a variety of policy areas and is the former owner and manager of an organic farm in the Sierra foothills. Dan received a B.A. in Sociology at the University of California, Santa Barbara, and a M.A. in Political Science from Rutgers University. www.olivecenter.ucdavis.edu



Fran Gage, COOC Sensory Taste Panel

Fran Gage has been a member of the California Olive Oil Council's sensory taste panel since 2003. She was a member of the UC Davis taste panel during the five years of its existence. Before becoming involved in the olive oil world, she owned Fran Gage Pâtisserie Française in San Francisco for ten years which consistently won local and The bakery consistently won acclaim locally and nationally. She is the author of numerous publications about food including six books. The most recent is *The New American Olive Oil*, which profiles artisan producers and includes seventy-five recipes. www.frangage.com








Orietta Gianjorio, ORIETTA LLC

Orietta is a certified sommelier and sensory taster of olive oil, honey and chocolate. She consistently provides sensory analysis consultations within these industries and has led quality standards consumer outreach for over 6 years. She has a background in journalism and has published 4 books in addition to creating, developing, producing and hosting TV shows and news magazines for over 15 years in the United States and Italy. Orietta has been a member of the COOC Sensory Taste Panel since 2013. www.orietta.net



CALIFORNIA OLIVE OIL COUNCIL

Annual Member Meeting • Monterey Hyatt Regency • April 1-2, 2016

	<p>Louie Gonzalez, Rancho El Molino</p> <p>A taste panel leader and board member for the California Olive Oil Council, Louie has been an olive oil taster for nearly 18 years. Prior to his interest in olive oil, Louie was a Pulitzer Prize nominated investigative journalist for more than ten years, writing on a variety of subjects from crime to food. Following his journalism career, Louie became a Hispanic food-marketing specialist and marketing executive with Safeway Inc., and is today recognized as a marketing and communications expert. Always honing his olive oil tasting skills, Louie founded Rancho El Molino Gourmet Foods to bring high quality Hispanic foods including olive oil to consumers in the marketplace. Under the Rancho El Molino brand, Louie's olive oil has consistently won gold medals in California and internationally. Louie currently serves as president of the COOC Board of Directors. www.ranchoelmolinoliveoil.com</p>
	<p>Brian Hockett, North West Kern Resource Conservation District</p> <p>Brian is the District Manager for the North West Kern Resource Conservation District based in Bakersfield. The California Department of Conservation's Division of Land Resource Protection supports conservation at this local level by providing assistance to the state's Resource Conservation Districts (RCDs). This support can take the form of financial assistance through grant programs; training and technical support.</p>
	<p>Kimberly Houlding, American Olive Oil Producers Association</p> <p>Kimberly Houlding is the president and CEO of the American Olive Oil Producers Association (AOOPA). AOOPA is a voluntary, non-profit olive oil trade association that is engaged in the development of sound government policies to ensure a fair and honest olive oil market. Previously, she worked as the director of operations of the Fresno County Farm Bureau. Kimberly also worked for Congressman George Radanovich (CA-19), serving as a field representative, specializing in agriculture and water issues. www.aoopa.org</p>
	<p>Roberta Klugman, Klugman & Associates</p> <p>Roberta Klugman provides strategic communications for the food and wine industries. Previously, Klugman served as executive director of The American Institute of Wine & Food (AIWF), where she produced programs such as "Resetting the American Table" and several annual Conferences on Gastronomy. A member of Les Dames D'Escoffier and a past president of the San Francisco Professional Food Society, she serves on the advisory boards for Sustainable Agriculture Education (SAGE) and Communities Adolescents Nutrition Fitness (CANFIT). She has been championing olive oil for nearly 30 years! www.robertaklugman.com</p>
	<p>Dewey Lucero, Olive Fantastic</p> <p>Dewey comes from a line of olive producers and has been in the olive oil industry for 11 years. He is currently running a blog "Olive Fantastic" where he talks about olive oil, gourmet food and the ins and outs of retail sales. In addition, he provides consulting on a limited basis regarding branding, story telling, social media, retail sales and overall marketing plans for small businesses. Dewey is also in the process of starting his own gourmet food business and brand, launching soon. www.olivefantastic.com</p>



CALIFORNIA OLIVE OIL COUNCIL

Annual Member Meeting • Monterey Hyatt Regency • April 1-2, 2016



Pamela Marvel, Grumpy Goats Farm

Pamela Marvel has owned Grumpy Goats Farm since 2008 and is a producer of award-winning organic extra virgin olive oil. She and her partner Stuart Littell specialize in olive varieties that produce robust, pungent oils. Their 8-year-old orchard is located in Capay Valley, on the western side of Yolo County. They aim to farm using good conservation practices, using native species of plants for habitat and cover crops, and in general to live a life respectful of nature. www.grumpygoatsfarm.com



Nick Matteis, California Grown

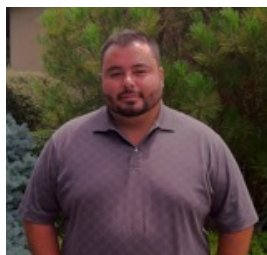
Nick Matteis has been an advocate for California farmers for nearly ten years, working on their behalf through marketing and policy efforts and has been successful in securing over \$4 million in grant funding for California farmers. He has worked with the kiwifruit, cherry, wheat and floral industries on a wide range of issues including domestic and international marketing, federal research funding and support and pest and disease management and research.

Nick has served as the executive director of The Buy California Marketing Agreement (CA GROWN) since 2013. He and the team at CA GROWN strive to connect over one thousand CA GROWN agriculturalists with a growing and dynamic community of followers. In the last two and a half years he and the team have engaged a rapidly increasing audience of foodies, families, millennials, agritourists and fans who want to share the pride and knowledge of the variety of products that come from California. www.californiagrown.org



Ruth Mercurio, We Olive, LLC

Ruth Mercurio is the managing partner for We Olive, LLC. She is also the president of Mercurio Olive Ventures, LLC and the managing partner for Olivavino, LLC. She is most active in the day-to-day operations of We Olive, LLC, providing oversight for specialty olive oil boutiques that are located in California, Texas, Nevada and New York. We Olive stores specialize in California certified extra virgin olive oil. Ruth is responsible for procuring the olive oils for We Olive stores, as well as new product development. Ruth works closely with several California olive oil growers to get the exclusive products that We Olive sells to her exacting standards. www.weolive.com



Brian Mori, California Olive Ranch

Brian Mori comes from a second-generation farming family specializing in citrus crops in southern California. With a BS in Agricultural Business, Brian joined California Olive Ranch in 2009 and was promoted to grower relations manager in 2010. Prior to his six years with California Olive Ranch he worked with UC Davis cooperative extension crop advisors, specializing in tree crops. This included several research initiatives on olives for both table and oil production in the northern Sacramento Valley. Brian oversees grower relations and purchasing of fruit from an additional 10,000 acres of super-high-density orchards in California that deliver fruit to California Olive Ranch processing plants. This includes technical support to ensure crop practices are meeting quality and production expectations and managing other critical industry relationships. www.californiaoliveranch.com



CALIFORNIA OLIVE OIL COUNCIL

Annual Member Meeting • Monterey Hyatt Regency • April 1-2, 2016

	<p>Janell Pekkain, Olive This Olive That</p> <p>Janell Pekkain is co-owner of Olive This Olive That in San Francisco, a retail shop and tasting room specializing in COOC-certified extra virgin olive oil and infused olive oils and vinegars. She is proud to be a member of the COOC Sensory Taste Panel, humbled by the life-long lessons the olive tree offers. Janell is excited about her newest endeavor: planting her first olive orchard in Kelseyville.</p>
	<p>Lisa Pollack, California Olive Oil Council</p> <p>Lisa Pollack joined the California Olive Oil Council in 2013 and has since refined her ability to appreciate fresh, California extra virgin olive oil. As the marketing director, Lisa oversees the organization's Seal Certification Program, which verifies the quality of all COOC members' oil. Additionally, she works on marketing campaigns to promote California olive oil through educational seminars, trade shows and events. Lisa has a background working with nonprofits and also spent time abroad teaching in South Korea. Lisa harvested olives in New Zealand in 2013 and with this experience her allegiance to fresh, quality olive oil was born.</p> <p>www.cooc.com</p>
	<p>Maria Reyes, KeHE Distributor</p> <p>Currently a category director for KeHE Distributor, Maria has over 35 years of experience in the specialty food distribution business. She is responsible for the management of 12 categories at KeHE, which is one of the largest premier national distributors in the US and Canada. Maria previously was the marketing manager at Fine Distributing, senior vendor manager at Tree of Life, Inc., director of purchasing at Tree of Life, Inc. and regional VP of Purchasing at Tree of Life Inc. She is a first-generation Hispanic American born to Cuban parents that immigrated to the US in 1969 and is fluent in both English and Spanish languages. www.kehe.com</p>
	<p>Vincent Ricchiuti, Ricchiuti Family Farms</p> <p>Vincent represents the fourth generation of his family farming in the heart of the San Joaquin Valley. Ricchiuti Family Farms is the parent company of P-R Farms, Inc. and Enzo's Table, a retail farm market store, as well as ENZO Olive Oil Company. Vincent has taken on the leadership role in the milling and marketing of their premium estate grown organic extra virgin olive oil and serves as a COOC board member and marketing chair. He also serves as president of Encore and is past President of The Shakers, philanthropic organizations of Community Regional Medical Center. www.enzooliveoil.com</p>
	<p>Liliana Scarafia, Agbiolab Inc.</p> <p>Agbiolab is an independent laboratory providing chemical and genetic testing with a focus on the olive oil industry. As Agbiolab's founder and principal Scientist, Liliana brings over 20 years of experience in molecular biology. Most recently she was a Senior Scientist at Roche, where she led projects in gene discovery and genomic analysis. Previously, she worked in plant biotechnology at Syngenta Crop Protection and Syngenta Plant Biotechnology Research, where she conducted research on transgenic corn and tomato to reduce crop losses by incorporating insect and viral resistance. She has co-authored both peer-reviewed research papers and patents. Liliana has a MS from Michigan State University and a BS in Agronomy from the National University in Argentina. She is co-owner of LC Farms, a farm enterprise growing walnuts in the upper Sacramento Valley. At Agbiolab Liliana continues a lifelong endeavor of bridging science and agribusiness. www.agbiolab.com</p>



CALIFORNIA OLIVE OIL COUNCIL

Annual Member Meeting • Monterey Hyatt Regency • April 1-2, 2016

	<p>Aga Simpson, The Quail and Olive</p> <p>Aga Simpson created and maintains a variety of social media platforms for The Quail and Olive in Carmel Valley. She started her career as a visual merchandiser and retail space designer, but like in so many small businesses she quickly adjusted to wearing the different hats that are necessary while helping to manage a small business. Her degree in sales psychology is a definite help while purchasing for and merchandising the tasting room in Carmel Valley, but it is her social skills and passionate personality that make her a successful social media consultant. Aga lives in Carmel Valley with her husband and 8-year-old son. She enjoys cooking, gardening and cub scouts adventures with her son. www.quailandolive.com</p>
	<p>Bob Singletary, California Olive Ranch</p> <p>Bob started working with olive oil customers in 1983 at Olives Incorporated in the Central Valley. In 1989, he established an olive oil mill in Corning called Stonehouse Olive Oil. He sold Stonehouse Kitchens to Napa Valley Kitchens but remained as milling manager. In 2006, Bob joined the California Olive Ranch team where he is master miller. Bob is the recipient of the 2010 COOC Pioneer Award for his exemplary contribution to milling and quality production in the industry. www.californiaoliveranch.com</p>
	<p>Ron Tanner, Specialty Food Association</p> <p>Ron Tanner is Vice President, Philanthropy, Government & Industry Relations for the Specialty Food Association, owner of the Fancy Food Shows®, and the publisher of Specialty Food Magazine. Ron has worked for the Specialty Food Association, and its 3,200+ members, since 1987. Ron has appeared on The Today Show, CNN and Food Network, and has been quoted in Newsweek, The New York Times, and Parade Magazine. He has an M.S. in Journalism from Columbia University in New York City. www.specialtyfood.com</p>
	<p>Kathryn Tomajan, Eat Retreat</p> <p>Kathryn is the founder and director of Eat Retreat, an event company connecting food leaders around the country. She is a graduate of the University of Gastronomic Sciences in Pollenzo, Italy, where her master's thesis focused on the rise of New World olive oil. Prior to graduate school, she was the regional marketing director at Bon Appétit Management Company. Kathryn has produced award-winning olive oils with mills in Australia and Northern California. She served on the UC Davis Sensory Panel and currently is an apprentice on the COOC panel. Passionate about olive oil education, she aspires to expand olive oil's role in our culture. Kathryn currently serves on the COOC Board of Directors and is member of the marketing committee. www.eatretreat.org</p>
	<p>Yannis Toutountzis, Matchbook Wine Co.</p> <p>Yannis is currently directing the Matchbook Wine Co grape and olive growing programs for 1,300 acres of wine grapes and 270 acres of super-high-density olives located in the northern Sacramento Valley. He has been taking care of olives and vines most of his life, growing up on an olive grove in southern Greece and getting his first olive pruning and winemaking lessons from his grandfather at a young age. He moved to California 13 years ago as a student research assistant at CSU Fresno, where he earned both a B.S. in Viticulture and a M.S. in Plant Sciences. Prior to his current position, he worked as a Viticulturist for J. Lohr Vineyards and Wines as well as Constellation Brands. He has been a member of the COOC Taste Panel since 2011. www.crewwines.com</p>



CALIFORNIA OLIVE OIL COUNCIL

Annual Member Meeting • Monterey Hyatt Regency • April 1-2, 2016

**Pablo Voitzuk, Pacific Sun Olive Oil**

Pablo Voitzuk is an olive oil miller and taster, currently working with Pacific Sun Farms in Gerber. A native of Buenos Aires, he learned his skills in producing olive oil and curing table olives while working with Apollo Olive Oil and studying in Tuscany with Dr. Marco Mugelli and with Pier Paolo Arca in Sardinia. He has judged several different olive oil competitions including: Los Angeles International; BIOL in Puglia, Italy, Sol D'Oro in Verona, Italy, and Japan Olive Oil Prize in Tokyo, Japan. Pablo is a longtime member of the COOC Sensory Taste Panel. www.pacificsunoliveoil.com

**Dean Wilkinson, International Delicacies**

Dean has been with International Delicacies, a specialty food importer and distributor based in Richmond, CA, since 1991. In addition to being chief operating officer at International Delicacies, he has been a member of the COOC Tasting Panel since its inception in 1998, completed the International Course for Olive Oil Taste Panel Supervisors at the University of Imperia, Italy in 2005, and has served as the COOC's taste panel leader since 2006. Dean received the COOC Pioneer Award in 2008. www.intldelicacies.com