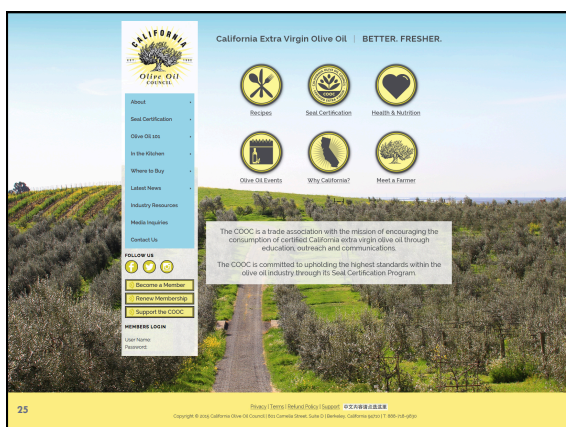


COOC Annual Member Meeting April 1-2, 2016



New Content / Health Benefits

27

- Seal Certification
- Olive Oil 101
- In the Kitchen
- Where to Buy
- Latest News
- Industry Resources
- Media Inquiries
- NEW! Videos
- Contact Us

FOLLOW US

Facebook Twitter YouTube

Dietary advice around fats in the U.S. is changing. In previous decades, Americans were encouraged to consume a low fat diet, but research has pointed to the dangers of that advice and to the health benefits of consuming specific dietary fats. Today, more Americans are heeding the advice to include more health-promoting fats in their diets such as the monounsaturated fat found in extra virgin olive oil.

A Minimally-Processed, Whole Food

Extra virgin olive oil is derived from the unprocessed fruit of the olive tree. During processing, the fruit is simply crushed to extract the oil content at a temperature no higher than 86 degrees Fahrenheit, thus preserving both its nutritional benefits and complex flavors. By contrast, canola, corn, soybean, and vegetable oils need to be chemically-extracted, refined, bleached and deodorized. With its minimal processing, extra virgin olive oil is essentially a fruit juice.

Excellent Fat Profile

Extra virgin olive oil contains uniquely high levels of oleic acid, about 76%, compared to 60% in canola and corn oils. This monounsaturated fat helps reduce overall blood cholesterol levels by lowering LDL, often referred to as "bad" cholesterol levels in the blood while maintaining and even increasing, HDL, often referred to as "good" cholesterol levels.

A diet rich in monounsaturated fats, like those found in olive oil, nuts, and seeds, plays a

Ag Tourism

28

GROWING REGIONS

Of the 350-plus crops produced in California each year, olive oil is definitely the most dynamic. In late autumn, after most of California's other crops have been harvested, California's olive oil producers begin their season.

Means to direct market products

More than 2.4 million visitors participated in agritourism at California farms and ranches in 2008

California Agriculture
April-June 2011

Website Visitors

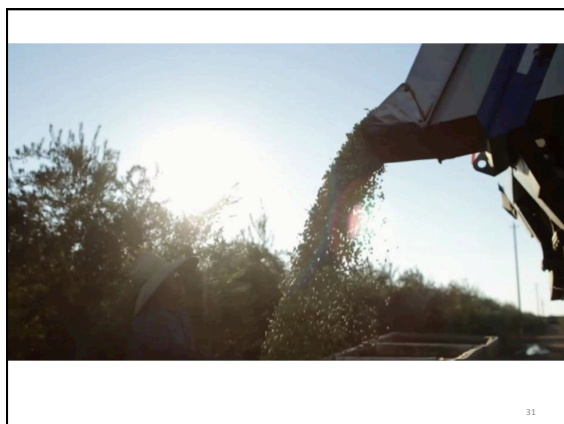
29

- Website launched Oct 30 (5 months)
- 140,000+ visits since launch
- 34,000 visitors
- 28,000 visits per month
- On average, a visitor is returning to the site four times
- 1. cooc.com
- 2. cooc.com/seal-certified-oils

Educational Videos

30

- Olive Oil Production in California
- Sensory Assessment of Extra Virgin Olive Oil
- California Extra Virgin Olive Oil in the Kitchen
- Shopping for Extra Virgin Olive Oil
- Generic Footage for Media + Members



RELEASE

32

Feb 2016

- Website
- Social Media Streams
- COOC Media List
- Member Sharing

3,300+ plays

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Signage, Brochures & Resources


33





Informational Resources

34



Industry Facts

- As of January 2016, there are over 38,000 acres planted in California for the production of extra virgin olive oil.
- It is estimated that 3,500 new acres will be planted each year in California through 2020.
- There are over 400 growers/producers of olive oil in California.
- Over 75 olive varieties are grown in California for olive oil production resulting in proprietary blends unique to California.
- An unprecedented production of 4 million gallons of extra virgin olive oil was produced during the 2015-16 harvest. The 2014-15 harvest produced 2.4 million gallons.
- There are over 40 mills in California with more under construction and/or expansion.
- The COOC Taste Panel, founded in 1998, was the first North American sensory panel established for olive oil.

How to Taste Olive Oil

How to Buy

What is a Punt?

Window Decals

35




Design Pending

Educational Outreach & Events

36



Eat Retreat: BITE Philly

37



May 2015

10K+ social media impressions

1.5K+ print reach

250 attendees
food professionals including chefs, restaurateurs, writers & bloggers, farmers, business & non-profit leaders, & food makers of all kinds

24 tickets sold for the COOC tasting seminar

June 2015 Summer Fancy Food Show

38

New York City




COOC Annual Member Meeting
April 1-2, 2016



Baking with Extra Virgin Olive Oil

Portland
Sept 2015

Baking with Extra Virgin Olive Oil
Fran Gage



DELICATE

Sweet Focaccia

MEDIUM


Cashew-Cardamom Biscotti

ROBUST

Flourless Chocolate Cake

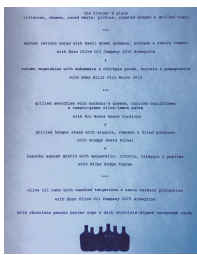


Los Angeles / Dec 2015



Dec. 2 Lunch at A.O.C.

- 8 First-release oils
- 6 Farmers
- 36 Media, retailers, restaurateurs and chefs



Los Angeles
Dec 3, 2015





January 2016 Winter Fancy Food Show

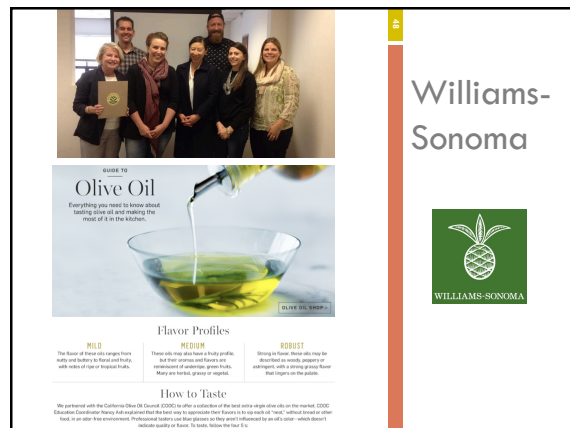
San Francisco



Seattle
Dec 2015




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Media Coverage

51



AGROMAFIA
In Italy, Bill Whitaker finds out that the long arms of the Mafia extend to agricultural products, especially olive oil, on which the mob makes huge profits by exporting imitations

THE SPLENDID TABLE

EatingWell
WHERE GOOD TASTE MEETS GOOD HEALTH

Bloomberg Business

ROSE & IVY
JOURNAL


edible
SACRAMENTO

Los Angeles Times

The New York Times



52



What is on the Horizon

KeHE Olive Oil Education Pavillion

53



HOLIDAY SHOW & PRODUCT INNOVATION

JUNE 13-14, 2016 • INDIANA CONVENTION CENTER • INDIANAPOLIS, INDIANA

Education and Resources

Retail Assessment Program

Upcoming Events

54


Summer Fancy Food Show, NYC



Good Food Mercantile, NYC



55



Curated Market Visit


Los Angeles

August 2016

56

Modern Farmer is the authoritative resource for today's cutting-edge food producers and consumers: the farmers, wannabe farmers, chefs, and responsible consumers who are influencing the way we eat right now. Blending hands-in-dirt service, soulful inspiration, and whip-smart reporting,

modern farmer



SEEDING THE FUTURE
Plant breeders saved the better produce of tomorrow

FARMERS, UNITE!
Slow food workers took on fast food. And won.

WINE WITHOUT WATER
The quest for dry-farming grapes

PLUS
See how our blueprint for building a better beehive

Modern Farmer

Advertorial

Distribution: 150,000

MODERNFARMER.COM
The online destination for more Modern Farmer with its own dedicated editorial team, daily features, video content, social media, shopping, and much more.

Unique Visitors: 841,000
Monthly Page Views: 1 million
Social Audience: 190,000+

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April 1-2, 2016

Thank You

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Support from the CDFA Specialty Crop Block Program
is invaluable in ensuring the continued growth of one of California's
fastest growing specialty crops.