2016 Annual Member Meeting

Meet Industry Representatives

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Jeff Colombini
Olive Oil
Commission of California

Dan Flynn
UC Davis Olive Center

Kimberly Houlding
American Olive Oil
Producers Association

Olive Oil Commission of California

Update of Activities

Jeff Colombini, Chairman
April 1, 2016

Functions of the Olive Oil Commission

- Establish mandatory grade and labeling standards
- Cultural, milling, and olive oil research
- Disseminate information to the industry and trade

Prohibited Activities of the Olive Commission

- Lobby
- Contribute to political campaigns
- Advertise/Promote

Commission organization

- Commission representation is divided into three districts based on current acreage

District 1
District 2
District 3

Current Board of Directors

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Producers	Member	Alternate
District 1	Adam Englehart	Gregg Kelley
	Larry Maben	Rich Matthews
District 2	John Williams	Blair Voelz
	Deborah Rogers	Karl Giguiere
District 3	Jeff Colombini	Pat Ricchuiti
	Richard Marchini	Josh Barton
Handlers	**Member**	**Alternate**
District 1	Jim Lipman	Brendon Flynn
District 2	Jim Etters	Mike Polit
District 3	Brady Whitlow	Vincent Ricchuiti
Public Member	Bruce Golino	Vacant

Grade and Labeling Standards

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- Mandatory third party sampling and testing.
- CDFA has been contracted to do the sampling.
- New South Wales Department of Primary Industries in Australia (NSW) performs the quality, purity, and sensory analyses.
- NSW is a governmental lab and is accredited in both sensory panel and chemical analyses by the International Olive Council (IOC) and accredited by the International Standards Organization (ISO)

OOCC Budget for Grades and Labeling Standards

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- Olive oil quality testing $30,000
- Olive oil purity testing $50,000
- Sample collection $19,500
- Total Budget $99,500

Research

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- For the current fiscal year, the Commission has allocated funds for several research projects
  - Collect samples of olive oil and analyze for fatty acid and sterol profile. Total budget: $30,000.
  - Automation of data analysis. Total budget: $15,000.
  - Olive Oil storage/longevity study. Total budget: $50,000.
  - Off the Shelf Monitoring of California Olive Oil. Total budget: $10,000.
  - Epidemiology and management of olive knot. This project is being funded jointly with the Table Olive Committee. Total budget for OOCC: $21,000.

Research

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- Total Research budget for FY 2015-16 is $161,000.

Outreach

ભ The OOCC has budgeted $49,500 for outreach for the current fiscal year which includes media monitoring, industry communications, website design and maintenance, and other informational materials.
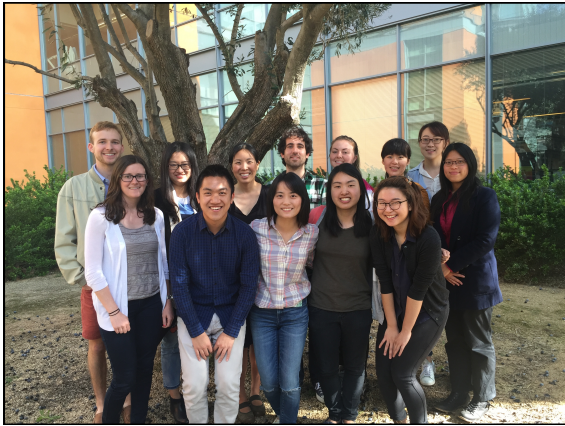
Senate Bill 746

ભ Introduced by Senator Wolk.
ભ The chairman of the Advisory Committee would become a voting member of the Board of Directors of the OOCC.

Thank you!

olivecenter.ucdavis.edu