
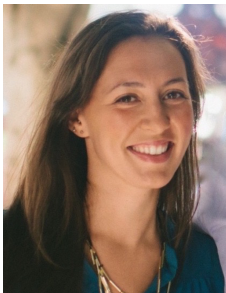







# CALIFORNIA OLIVE OIL COUNCIL

Annual Member Meeting • Monterey Hyatt Regency • March 10-11, 2017






## List of Presenters

	<p><b>Nancy Ash, Strictly Olive Oil LLC</b></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. <a href="http://www.strictlyoliveoil.com">www.strictlyoliveoil.com</a></p>
	<p><b>Allison Ball, Allison Ball Consulting</b></p> <p>Allison Ball is the founder of Allison Ball Consulting, specializing in growing food businesses through her one-on-one consulting and online group classes where she teaches packaged food producers the in's and out's of wholesale. Prior to launching her own business, Alli was essential in the development of the Bi-Rite Family of Businesses, sourcing product and coaching grocery staff for years on 18th Street, and then as Head of Grocery &amp; Store Manager at Divisadero, building and managing a team and operations to support the majority of the products in the store. Alli lives in San Francisco with her husband and her dog. <a href="http://www.alliball.com">www.alliball.com</a></p>
	<p><b>Mary Bolton, California Olive Ranch Inc.</b></p> <p>Mary Bolton graduated from UC Davis with a degree in Food Science and has worked in the food industry for 9+ years. She has been in the olive oil industry for over five years and currently is the director of technical services for California Olive Ranch. Prior to California Olive Ranch, Mary has experience in the tomato and consumer packaged goods industries with a vast knowledge in quality assurance and regulatory compliance. She has implemented food safety systems for various regulatory requirements for olive oil and consumer packaged goods specifically oils, dressings, sauces, herb rubs, granola, etc. <a href="http://www.californiaoliveranch.com">www.californiaoliveranch.com</a></p>
	<p><b>Zohara Mapes Bediz, TCHO</b></p> <p>Zohara's passion for chocolate took hold as a child and led her on journeys through equatorial jungles and into labs with chocolate technologists. She started a confection company to showcase the diversity of flavors inherent in cacao. Inspired to make chocolate from the source, she joined the R&amp;D Team at TCHO in 2007. At TCHO, she travels with the TCHOSource program for coop development to provide training on sensory and quality analysis of fine cocoa. <a href="http://www.tcho.com">www.tcho.com</a></p>
	<p><b>Chris Calvert, Ciarlo Fruit &amp; Nut</b></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. <a href="http://www.ciarlofruitnut.com">www.ciarlofruitnut.com</a></p>



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	<p><b>Pat Calvert, Ciarlo Fruit &amp; Nut</b></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. <a href="http://www.ciarlofruitnut.com">www.ciarlofruitnut.com</a></p>
	<p><b>Ciriaco Chavez, Boundary Bend Olives</b></p> <p>Ciriaco Chavez, Technical Officer at Boundary Bend Olives, has roots that are well based in agriculture. Beginning in Coastal Mexico and continuing now in California, his family has relied on farming for many generations. He graduated from the College of Agriculture at CSU, Chico with a degree in Agricultural Business. Prior to joining Boundary Bend, Ciriaco worked on a variety of CA orchard crops before finding a home with olives. Additionally, Ciriaco serves as an alternate board member on the Olive Oil Commission of California. His greatest joys are found with his wife and two children. <a href="http://www.boundarybend.com">www.boundarybend.com</a></p>
	<p><b>Mike Coldani, Calivirgin-Coldani Olive Ranch</b></p> <p>Mike Coldani is the chief olive oil maker at Calivirgin-Coldani Olive Ranch as well as co-owner of Coldani Farms. Coldani Olive Ranch is a family-owned-and-operated olive oil company in Lodi, CA, which has grown and produced olive oil since 2007. Coldani Farms is a diversified farming operation including row &amp; forage crops as well as a cow/calf beef cattle operation. Mike graduated from California Polytechnic University (CalPoly) with a Bachelor's Degree in Crop Science and a Minor in Agribusiness. He is married to Julie Coldani and has three children Giada (8) Gino (5) &amp; Lorenzo (2). <a href="http://www.calivirgin.com">www.calivirgin.com</a></p>
	<p><b>Patricia Darragh, California Olive Oil Council</b></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. <a href="http://www.cooc.com">www.cooc.com</a></p>
	<p><b>David Garci-Aguirre, Corto Olive Co.</b></p> <p>David Garci-Aguirre is the vice president of operations and master miller at Corto Olive Co. Corto is a family-owned company and is the second largest producer of EVOO in the United States. Corto is committed to producing high quality oils, and under David's direction, Corto's research laboratory and state-of-the-art processing facility are helping to advance olive oil research and production techniques. David's career in olive oil production began in 2009, when he pioneered mobile olive oil production in California. He remains dedicated to the advancement of olive oil production, research and education. <a href="http://www.corto-olive.com">www.corto-olive.com</a></p>



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	<p><b>Louie Gonzalez, Rancho El Molino</b></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. Louie currently serves as president of the COOC Board of Directors.</p> <p><a href="http://www.ranchoelmolinooliveoil.com">www.ranchoelmolinooliveoil.com</a></p>
	<p><b>Orietta Gianjorio, ORIETTA LLC</b></p> <p>Orietta Gianjorio, native of Rome, is a certified 3rd level <i>Advanced Sommelier</i> and a certified <i>Olive Oil Taster and Expert (IOC/EU)</i>, and part of the <i>Italian Registry of Olive Oil Tasters and Experts</i>. She holds a 2nd level certificate as a <i>Qualified Chocolate Taster</i> from the <i>Istituto Internazionale Chocelier</i>, and a 2nd level certificate as an <i>Expert in Honey Sensory Analysis</i> from the <i>Italian Registry of Experts in Honey Sensory Analysis</i>. With only one test remaining, she is on her way to becoming one of only two people in the USA to be certified as an expert in honey sensory evaluation. She collaborates with the <i>California Olive Oil Council Taste Panel</i>, the <i>Honey and Pollination Center</i>, and the <i>Mars Chocolate UC Davis Chocolate Taste Panel</i>. Orietta is the owner of <i>ORIETTA LLC</i>, a consulting company on sensory evaluation and descriptive analysis to the wine, olive oil, chocolate and honey industries that also offers <i>Consumer Education, Gourmet Tastings and Cooking Classes</i> for adults and children. Orietta is the author of <i>A guide to Olive Oil and Olive Oil Tasting</i> and two children's books about olive oil and sensory evaluation, <i>Coratina</i> and <i>Come Visit The Teeny Tiny Town of Taste</i>.</p> <p><a href="http://www.orietta.net">www.orietta.net</a></p>
	<p><b>Kimberly Houlding, American Olive Oil Producers Association</b></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. <a href="http://www.aoop.org">www.aoop.org</a></p>





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## **Gregory B. Kelley, California Olive Ranch, Inc.**

Gregg was hired as California Olive Ranch's ("COR") first CFO in November 2006 and promoted to the Company's CEO role in November 2007, leading the development of COR from a small agricultural operation to the leading producer and marketer of extra virgin olive oil in the Americas. Gregg has fostered the growth of a team responsible for building the #4 and #8 olive oil brands in the United States, expanding Company revenues by more than 6500% during his tenure.

A graduate of the Orfaela College of Business at Cal Poly San Luis Obispo, Gregg began his career at IBM and led finance and administrative teams at several high-growth high-technology enterprises in Silicon Valley, including multiple venture capital and public-market financings and global M&A activity. Gregg has raised more than \$800MM in debt and equity and completed mergers and acquisitions of more than \$400MM.

Gregg lives in Chico, CA with his wife, Annemarie, and three children. He is active in numerous industry and community organizations including California State University, Chico, the CSU Agricultural Research Institute, American Olive Oil Producers Association and Olive Oil Commission of California. He is a past board member of the California Olive Oil Council and Rabobank Board of Advisors. [www.californiaoliveranch.com](http://www.californiaoliveranch.com)



## **Art Kishiyama, Olio Nuevo**

Art and his wife, Lynn Kishiyama, planted a 3,700 tree olive orchard in the Paso Robles Wine Country in 2003. They knew very little about farming but learned quickly through membership in the COOC and from several Paso Robles wine grape growers. From their boutique farm, they now ship their award-winning EVOOs to enthusiastic customers throughout the United States. Art has served as president of the Central Coast Olive Growers (CCOG) where he led development of County land-use ordinances to recognize olive oil production as an important element of the agricultural community. [www.olionuevo.com](http://www.olionuevo.com)



## **Dewey Lucero, Wild Groves**

Dewey is both an owner and olive oil consultant specializing in: tasting, sales strategy, branding and olive oil education. He comes from a long line of olive farmers in Corning, and has been in the olive oil industry for 12 years. He is currently launching his new company Wild Groves, specializing in certified California extra virgin olive oils, flavored olive oils, balsamic vinegars and gourmet food. [www.wildgroves.com](http://www.wildgroves.com) / [olivefantastic.com](http://olivefantastic.com)



## **Kelsey Maher, California Olive Oil Council**

Kelsey Maher joined the COOC as the sensory and marketing coordinator in 2016. Previously, she developed online marketing strategies for educational and food nonprofits such as Slow Food Sacramento and the Middlebury Institute of International Studies. Before joining the team, she oversaw several citizen diplomatic language and agricultural programs. Kelsey also helps facilitate the sensory panel for the COOC Seal Certification program. [www.cooc.com](http://www.cooc.com)





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## **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. 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](http://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](http://www.weolive.com)



## **Brian Mori, California Olive Ranch, Inc.**

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](http://www.californiaoliveranch.com)



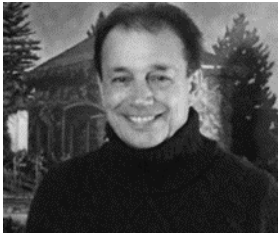




## **Norbert Niederhauser, Cropster**

Norbert Niederhauser is CEO and co-founder of Cropster, an international online information management platform helping all supply chain partners to efficiently manage and share information to improve product quality, enable better market access and provide transparency and communication. He has worked in information management for specialty coffee, cocoa and other agricultural products since 2003. His experience includes a five-year research position at CIAT (International Center for Tropical Agriculture) in Colombia. He moved to California in 2009 and currently resides there. [www.cropster.com](http://www.cropster.com)



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	<p><b>David Olander, Séka Hills</b></p> <p>David Olander is mill manager at Séka Hills, part of the Yocha Dehe Wintun Nation in Brooks. David has extensive experience in the food industry, spanning 30 years, with emphasis on oil-based products. Prior to Séka Hills, David held key management positions at Corto Olive and California Olive Ranch. He has contributed to the achievement of numerous award-winning oils and is a recipient of the COOC Miller's Award. David has also been associated with Fleischmann's Vinegar, QP Corporation, Bunge Foods, and Kraft Foods. <a href="http://www.sekahills.com">www.sekahills.com</a></p>
	<p><b>Lisa Pollack, California Olive Oil Council</b></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. <a href="http://www.cooc.com">www.cooc.com</a></p>
	<p><b>Carolyn Shaffer, Fandango Olive Oil</b></p> <p>Carolyn is the owner of Fandango Olive Oil, which she has operated along with her husband in Paso Robles since 2010. Carolyn has an undergraduate degree from UC Irvine and a law degree from Orange County University School of Law. Prior to farming, she was the office manager of a multi-partner law firm in San Bernardino, CA for a period of 12 years.</p> <p>Carolyn served as the president of the Central Coast Olive Growers (CCOG) in its infancy from 2010 through 2012 and has served four years on the organization's board. She also serves as President of the SLO Chapter of California Certified Organic Farmers (CCOF) since 2012. Carolyn currently serves on the COOC board of directors. <a href="http://www.fandangooliveoil.com">www.fandangooliveoil.com</a></p>
	<p><b>Sandy Sonnenfelt, Market Hall Foods</b></p> <p>Since settling in the Bay Area in the mid-80s, Sandy has been involved in the creation and retailing of prepared foods. She currently manages the prepared food program for The Pasta Shop and is the creative director of the pasta department. Sandy is a trained olive oil taster and is a member of the COOC taste panel. A seasoned judge in olive oil competitions, Sandy also teaches sensory evaluation of olive oil and food pairing seminars. <a href="http://www.markethallfoods.com">www.markethallfoods.com</a></p>
	<p><b>Ron Tanner, Specialty Food Association</b></p> <p>Ron Tanner is vice president, philanthropy, government &amp; 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. <a href="http://www.specialtyfood.com">www.specialtyfood.com</a></p>



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	<p><b>Kathryn Tomajan, Eat Retreat</b></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 is currently a member of 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. <a href="http://www.eatretreat.org">www.eatretreat.org</a></p>
	<p><b>Selina Wang, UC Davis Olive Center</b></p> <p>Dr. Selina Wang is the research director of the UC Davis Olive Center and a faculty at the Department of Food Science and Technology. She received a PhD in Organic Chemistry from UC Davis and her post-doctoral project on evaluating the quality of extra virgin olive oil in supermarkets received worldwide attention in 2010 and 2011. Dr. Wang works closely with researchers and industry stakeholders and has developed more than 100 research projects in table olives and olive oil - including domestic/international standards, chemical method developments for rapid testing of quality and purity, best practices for harvesting/processing/storage, to byproduct management and health benefits. <a href="http://www.olivecenter.ucdavis.edu">www.olivecenter.ucdavis.edu</a></p>
	<p><b>Brady Whitlow, Corto Olive Co.</b></p> <p>Brady Whitlow is the President of Corto Olive, a family owned olive oil milling and marketing company located in Lodi, California. Established in 2006, Corto Olive is currently one of the largest olive mills in North America with a focus on serving independent restaurants throughout the US. Brady has spent most of his career in the sales and marketing of specialty food products. He has worked for several consumer products companies including: Basic American Foods, Barbara's Bakery, Amy's Kitchen and Muir Glen Tomato Products. Brady is currently on the board of the Olive Oil Commission of California. <a href="http://www.corto-olive.com">www.corto-olive.com</a></p>
	<p><b>Dean Wilkinson, International Delicacies</b></p> <p>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. <a href="http://www.intldelicacies.com">www.intldelicacies.com</a></p>