

Celebrating 25 Years of Excellence

# Industry Updates

## AOOPA, OOC, & UC Davis Olive Center




Uniting the Olive Oil Industry  
-Leadership in a Changing World




Kimberly Houlding,  
CEO of American Olive Oil Producers Association




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A QUICK  
OVERVIEW



- What is AOOPA?
- 2016 – A Year in Review
- Looking Forward in 2017
- WOOG



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**Mission Statement**  
To promote growth for the American olive oil industry, create fair access to global markets, and ensure the integrity and quality of olive oil for all consumers.



LEADERSHIP



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**2016 – A Year In Review**

- Established the World Olive Oil Trade Group (WOOG)
- Launched the National Olive Oil Research Forum (NOORF)
  - USDA NIFA Specialty Crop Research Initiative Planning Grant - \$50,000
- Engaged the U.S. government on national and international trade policy matters
- Formed the American Olive Oil Producers Association Federal Political Action Committee




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**Looking Forward in 2017**

- World Olive Oil Trade Group (WOOG)
- National Olive Oil Research Forum (NOORF)
  - Bring together olive oil industry & researchers
  - Submit a collaborative SCRI Grant:  
*Growing Extra Virgin Quality: Understanding and improving the consistent supply of high quality US olive oil*
- Engage the U.S. government on national and international trade policy matters
  - Appointment to Agriculture Technical Advisory Committee (ATAC)

*"If you're not at the table, you're on the menu"*



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### World Olive Oil Trade Group

**Founded:** February 2016 by AOOPA, AOA, and ChileOliva **Chair:** AOOPA

**Objectives**

- Elimination of arbitrary technical barriers
- Ensure the authenticity and quality of olive oil
- Bring together "New World" producing and consuming countries
- Engage the governments of WOOTG member nations to coordinate efforts



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# THANK YOU!

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American Olive Oil Producers Association




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Brady Whitlow / Olive Oil Commission of California

## Introduction to the Olive Oil Commission of California



Brady Whitlow,  
President of Corto Olive  
Board Member of Olive Oil Commission of California




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Brady Whitlow / Olive Oil Commission of California


## What is the Olive Oil Commission of California?

The OOCC is a State Marketing Order voted into law by the California State Legislature and managed by the CDFA



"The purpose of marketing programs is to provide agricultural producers and handlers an organizational structure, operating under **government sanction**, which allows them to solve production and marketing problems collectively that they could not address individually."

Source: CDFA Website




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Brady Whitlow / Olive Oil Commission of California

## Activities of OOCC

- Establish mandatory grade standards for California produced olive oil (with approval by CDFA)
- Government sampling program and third-party sensory and chemical analysis
- Pre-harvest and postharvest research
- Data analysis of California produced olive oil



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Brady Whitlow / Olive Oil Commission of California

## Working Together to Achieve Success



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Brady Whitlow / Olive Oil Commission of California

Introduction to the Olive Oil Commission of California

# THANK YOU!




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Selina Wang, UC Davis

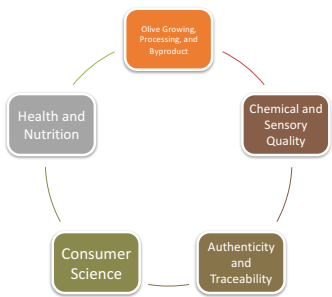

# Update from UC Davis

Dr. Selina Wang  
Research Director of UC Davis Olive Center



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Selina Wang, UC Davis

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Selina Wang, UC Davis

## New Course at UC Davis For Undergraduate and Graduate Students

**NEW COURSE: Fall 2017**  
FST 198:  
Introduction to Olives and Olive Oil

INSTRUCTOR: Selina Wang  
TIME: TH 12:10-1:30 p.m.  
PLACE: T20  
UNITS: 3; Graded Pass/No pass  
PREREQUISITES: None  
If interested, please sign up using **CN 44494** and change variable units to 3



This course provides a comprehensive overview of the history of olives and olive oil produced in the US and other major producers around the world, practices, table olive and oil processing, fermentation, health claims and facts, chemistry and sensory evaluations, food fraud, standards and enforcement, health claims and facts, economics of table olive and olive oil, marketing, and culinary uses. A field trip to an olive grove and processing facility may be included.



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Selina Wang, UC Davis



- Introduction to Viticulture
- Introduction to Winemaking
- Viticultural Practices
- Grapevine Growth and Physiology
- World Viticulture
- Critical Evaluation of Wines of the World
- Raisin and Table Grape Production
- Grapevine Pests, Diseases and Disorders



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Selina Wang, UC Davis

## Olive Center Short Courses 2017

**Sensory Evaluation of Olive Oil Certificate Course I:**  
June 26 and 27

**Sensory Evaluation of Olive Oil Certificate Course II:**  
June 28 and 29

**Master Milling Course:**  
September 28 to October 1



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