


Lisa Pollack, Kelsey Maher

COOC Marketing Update

Lisa Pollack, Marketing Director
Kelsey Maher, Marketing Coordinator




Celebrating 25 Years of Excellence

Lisa Pollack, Marketing Director


October 2016

Specialty Crop Block Grant

• \$ 357,521.00



CALIFORNIA DEPARTMENT OF FOOD & AGRICULTURE



Celebrating 25 Years of Excellence

Lisa Pollack, Marketing Director

PARTNERSHIPS



Organizations
Industry Groups
Retailers



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California Grown



- Social Media Content
- Cooperative Dinners
- Trade Shows/Events



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Slow Food

- July 2017
- Denver, CO
- Workshops, seminars, dinners & exhibitions





"Slow Food is a global, grassroots organization, founded in 1989 to prevent the disappearance of local food cultures and traditions, counteract the rise of fast life and combat people's dwindling interest in the food they eat, where it comes from and how our food choices affect the world around us."



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Industry Groups



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CMAA

April – Bay Area
June – Palm Springs
July – Orange County

Club Managers and Food & Beverage Directors

Continuing Education

CLUB MANAGERS ASSOCIATION OF AMERICA

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American Culinary Federation

April
Greater Baltimore Chapter
Nation's Capital Chapter
Philadelphia Chapter

The ACF is an organization based on promoting the professional image of American chefs worldwide through education of culinarians at all levels.

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Retailers

- Sourcing & Selection
- Educational Resources
- Training Programs
- Marketing Materials
- Tastings & Events

SHED
market half foods
We olive
All Things Olive
SECOLARI
Olives MARKET
LIBERTY HEIGHTS FRESH
MOM's Organic Market

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Pairing California Extra Virgin Olive Oil with Food

We also all have profiles influenced by the olive variety as well as the maturity of the fruit when harvested. All fresh extra virgin olive oils have an element of fruitiness, bitterness and pungency. Depending on the intensity of these attributes, oils may be classified as MILD, MEDIUM or ROBUST.

Food Pairing

VERSATILE IN MANY APPLICATIONS	PRONOUNCED FLAVOR THAT WON'T OVERPOWER	BOLD AND PUNGENT WITH A LASTING FINISH
Best Uses: <ul style="list-style-type: none"> With delicately flavored foods such as tender greens and fresh cheeses For sautéing of fish or vegetables To complement strong flavors such as blue cheese or smoked fish In baking or as a replacement for butter 	Best Uses: <ul style="list-style-type: none"> Blend in sauces such as hummus, pesto or chutney Serve over pasta Brush on grilled or roasted meats In baking recipes that include nuts and spices 	Best Uses: <ul style="list-style-type: none"> To balance the strong flavors of garlic and onions For finishing flatbreads and bruschetta Drizzle on hearty soups and stews Pair with dark chocolate

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International Markets JAPAN

- US exports of olive oil to Japan more than doubled in 2016 by volume, with a 70% increase by value.
- Two distribution partners in the Japanese market
- Added 14 member oils to the market within 2 years

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Modern Farmer
Fall 2016
Winter 2016

100% CERTIFIED California Extra Virgin Olive Oil Better. Fresher.

LOOK FOR THE SEAL OF QUALITY

A QUARTER-CENTURY OF AGRICULTURAL LEADERSHIP

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Media

BITE
A podcast for people who think hard about their food

MarketWatch
Journal of the American College of Cardiology

Sunset
What should you pick up instead? Extra virgin olive oil gets top marks in the review, because it has been the subject of the most comprehensive research and the clearest evidence of being beneficial for the heart.

POPSUGAR.

bon appétit

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COOC.com ↑236% ↑246%

Re-design Launched Oct 2015

Period	Sessions	Users
Mar 2015-Mar 2016	50,263	39,678
Mar 2016-Mar 2017	118,529	97,805

New Visitor 17.4%
Returning Visitor 82.2%

Sessions

46,808

6,261 4,000 6,160 6,615 11,445

April 2016 July 2016 October 2016 January 2017

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COOC.com

- WordPress Flexibility
- Expanded Recipes
- More "Meet a Farmer"
- Comprehensive Health Benefits & Research

Recipes

Jalapeno and Lime Marinated Skirt Steak Tacos

Chocolate Madeleines

Moroccan Marinated Lamb Tagine

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Certification Mark Authority and License to Use Agreement

2016-2017

COOC.com

Members Home Page

Newsletter Archive

Seal Certification

Important Deadlines

Upcoming Events

COOC Documents

Seal Certification

Retaining Fee	Seal Stickers	Label Fee (per oil after March 2017)
\$300.00	\$80.00	\$60.00
1	1	1
Add to cart	Add to cart	Add to cart

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Social Media

- Organic engagement
 - Likes, shares, comments
- Target Audience
 - 3-fold follower archetype
- High Impressions
 - On Facebook only 10 out of ~2k followers hide us
- Most successful posts:
 - Articles
 - Multi-use content

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Social Media-Instagram

- Promotion of events and education
- Hashtags:
 - #evoo #olive #extravirginoliveoil
 - #cagrown #farmtotable #californiaolive
 - #COOCcertified
- Meet the Taste Panel
 - Multi-use content

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Increasing Engagement

- Sharing recipes and events with us
- Tag us in your posts
- Using similar hashtags as an industry



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THANK YOU!



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