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The California Olive Oil Council (COOC) issued a statement today regarding its ongoing commitment to quality and standards. This is a result of an increased number of inquiries since November regarding members' labels. As a result, the COOC believes that it is vital to clarify and reiterate its commitments in the marketplace. The COOC has a strict membership agreement and mandatory seal certification program. Both the agreement and the program provide rigorous guidelines for every member, regardless of size, to adhere to this protocol. This is a mandatory requirement for membership.

The COOC, with almost three decades as an advocate for consumers and retailers, has long been a beacon for transparency in labeling. "The COOC is committed to upholding the highest standards within the olive oil industry, which includes absolute clarity in the marketplace," said Patricia Darragh, Executive Director of the COOC. "The demand for California extra virgin olive oil has never been greater. While we will make every effort to meet this demand, we must remain absolutely steadfast in ensuring that there is full disclosure and unimpeachable truth in labeling. Trust in the marketplace is a critical key to the commitment that the COOC advocates."

The COOC has notified and is currently working with members whose labels violate our membership agreement. If the member is agreeable to make the required changes to conform to the protocol and the timeline for correction, the COOC will work with the member. If the member is unwilling to take the necessary steps or does not complete the required changes within the set timeline for correction, their membership with the COOC will be terminated. Each and every member must meet the standard.

For more information about the COOC, please visit www.cooc.com or contact oliveoil@cooc.com.