



Advocating for Olive Oil

**Kimberly Houlding, President and CEO
American Olive Oil Producers Association**



California Extra Virgin Olive Oil | Better.Fresher

National American Olive Oil Producer Trade Association - Founded in 2012-



Mission

Promote

- Industry Growth
- Fair Trade Rules and Market Access
- Quality Standards All Consumers Can Trust



US OLIVE OIL INDUSTRY OVERVIEW

US Trend: Continued increase in planted acres for olive oil production as growers:

- Diversify their farming portfolio
- Manage available water
- Research viable alternative crops in their growing region

Production Volume

- Approx. 48,000 acres of Olive Trees
- 3.8 million gallons (2017)

Number of Mills

- 45 across nine states

US Consumption

- 2nd Largest Outside of European Union
- 92 million gallons



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US CONSUMERS
TREND TO
QUALITY &
HEALTH

2018 Consumer Attitude & Usage Study

Conducted on behalf of AOOPA and NAOOA

What Consumers Are Saying:

- 60% agree olive oil is one of the healthiest cooking oils
- 7 in 10 of the consumers single out Extra Virgin as the healthiest
- Almost ½ would purchase MORE olive oil if they learned about health benefits that they were previously unaware of



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National & International Policy Engagement

- Agriculture Technical Advisory Committee for Processed Foods (ATAC)
 - USMCA
 - US – EU
 - US – UK
 - US – Japan
- Olive Oil Standards
 - Codex Alimentarius Commission
 - CCFO 26
 - US National Standard
 - FDA
 - USDA

National Olive Oil Research Forum (NOORF)

- Technical Advisory Committee
- 2019 USDA NIFA SCRI GRANT
 - Est. Budget: \$3.5M
 - UC Davis, Texas A&M Agrilife Extension, and University of Florida
 - Correlate olive oil quality with olive grove management practices
 - Grower Participation

World Olive Oil Trade Group (WOOTG)

USA, AUS, Chile, & S.Africa

- Share Information
- Coalition in International Bodies
- WOOTG Standard





National Olive Oil Standard

FDA - Standard of Identity

HEALTHY INNOVATION, SAFER FAMILIES: FDA'S 2018 STRATEGIC POLICY ROADMAP - January 2018

Dr. Scott Gottlieb, Commissioner of Food and Drugs - March 2018

"... improvements in diet and nutrition offer us one of our greatest opportunities to have a profound and generational impact on human health."

- FDA's Comprehensive, Multi-Year Nutrition Innovation Strategy – June 2018
 - Modernizing Standards of Identity
- \$2M for SOI in the 2019 Agriculture Appropriations Bill
- House and Senate Appropriations Committee Report-FY 2019
 - Olive Oil* —the Committee directs the FDA to establish a separate U.S. Standard of Identity for different grades of olive oil (e.g. extra virgin, virgin, and refined) and olive-pomace oils.

USDA – Modernization of Standard





Thank you

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