



California Olive Oil Council

Membership Agreement 2021-2022

Letter to the Members

Dear Members,

Thank you for your support of the California Olive Oil Council for the 2021 - 2022 harvest year. As a marketing and trade association, the COOC staff and Board of Directors are constantly looking for avenues to increase the value of the COOC to its members.

The demand for California grown, certified extra virgin olive oil continues to flourish. After a challenging year due to COVID-19, the COOC is looking forward to aggressively promoting its members in the marketplace through events, seminars, trade shows, various media outreach platforms, and the goal is to continue expanding the programs each year.

The Statement of Mission & Code of Ethics and Standards is reviewed and amended each year. We ask that you are diligent in reviewing the materials.

Your company is considered the 'member' of the California Olive Oil Council and representatives will be listed in the member profile. The primary contact listed under the profile should be the COOC's point of contact for membership related communications.

- Representatives must use an email, this will be your **username**, and **password** that will be accessible to all representatives listed under the membership. Each representative will **not** have an individual login.
- The COOC will not release its member's information, including username and password, nor provide rights to an account, to anyone not listed as a representative without written authorization from a listed representative.
- If the primary representative leaves the company during the membership year, the proprietor should update the member profile and contact the COOC immediately with the changes.
- Additional individuals from your company can be added to our e-communications list from the Member Area of the COOC website. These contacts will not be listed on the COOC website; however, they will be updated with all events, news and other communications. You will find space to enter their email in the footer of the Member Area.

Effective July 1, 2021, the COOC Membership Program will be 100% online. Visit <https://cooc.com/plans/cooc-membership/> and follow the sign-up instructions at the bottom of the page.

Renewing members: If this is your first renewal since the launch of the new COOC website (July 1, 2021), you will need to agree to the terms of the COOC Statement of Mission and Code of Ethics, and then you can set your membership for automatic renewal each year by applying a credit card to your account. You will receive an email 30 days before your renewal with instructions to complete. If this is not your first renewal on the new COOC website, **and** you attached an active credit card to your account, the system will auto-renew each year without additional steps needed to be taken by you. Members without a credit card attached to their account must have payment to the COOC prior to your membership expiration date to avoid their account from going inactive.

The COOC continues to be committed to supporting its members. Contact the COOC at info@cooc.com or 888.718.9830 with any of concerns, comments or questions.

Thank you for your support!

The California Olive Oil Council



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Statement of Mission & Code of Ethics

The California Olive Oil Council is a trade association with the mission of encouraging the consumption of certified California extra virgin olive oil through education, outreach and communications. The COOC is committed to upholding the highest standards within the olive oil industry through its Seal Certification Program.

Central to that purpose is the establishment and maintenance of a reputation both for producing the highest quality oil and for practicing faultless truth in labeling. The members recognize that any labeling or marketing practice that is misleading to the consumer or unfair to competitors may jeopardize that reputation. Therefore, as a condition of membership in the COOC, I agree as follows:

- I, as well as any entity with which I am affiliated will make every effort to avoid misleading consumers with respect to olive oil. I will not use strident or inflammatory language on my website, in my communications or marketing materials.
- Any oil with the designation of extra virgin olive oil from California that is produced, bottled, marketed or labeled by me, or at the direction of any entity with which I am affiliated, will be certified as extra virgin by the COOC, and all marketing activities and materials will be consistent with the terms and conditions of that certification.
- Any oil labeled as extra virgin olive oil from areas other than California that is produced, bottled or labeled by me, or at my direction or at the direction of any entity with which I am affiliated will conform to the relevant labeling standards in effect as of July 1, 2021 and all relevant updates throughout the course of the membership year; all marketing activities and materials will be consistent with those standards¹.
- All extra virgin olive oil produced, bottled, marketed or labeled will comply with COOC as well as state and federal requirements
- Use of the COOC Seal of Certification is contingent on compliance with stipulations as outlined in Exhibit A of the Standards and the annual certification documentation.
- If any action (legal or otherwise) or proceeding arises out of or relating to this Agreement, the COOC shall be entitled to receive, in addition to any other relief that may be granted, the reasonable attorneys' fees, costs and expenses incurred in the action or proceeding.
- I have read and understand the standards and requirements as outlined in the COOC Standards

I have read and understood the COOC's California Extra Virgin Olive Oil Standards and Label & Promotional Material Disclosure Requirements (Exhibit B of the Standards). I and all those associated with this membership pledge to comply with both the letter and the spirit of this Statement of Mission & Code of Ethics and agree that failure to do so constitutes cause for review of membership status and may lead to membership termination. The 2021-2022-member year runs from July 1, 2021 - June 30, 2022.

Visit <https://cooc.com/plans/cooc-membership/> and follow the sign-up instructions at the bottom of the page. Members will agree to the Statement of Mission and Code of Ethics at the point of sign up.

¹ COOC Standards: <https://cooc.com/member-area/seal-certification/attachment-b/>



Membership Program

The COOC is a member-based and financed 501(c)6 non-profit, trade and marketing association. Your contribution of support is greatly appreciated.

Below is a list of the membership benefits, requirements, Tier levels and fees at which companies (the member) can register. There are 10 membership tiers: (7) producer tiers (divided by production volume) and (3) non-producing tiers, distinguished by growers, retailers and private label entities, and industry affiliate.

Membership Benefits

Becoming a member of the COOC grants:

- A listing in the COOC [Member Directory](#) on the website, with company profile including links to your social media and website
- Company information included on all applicable pages of the COOC website include services, media coverage, recipes and event listings
- Opportunity to exhibit at COOC sponsored events highlighting your product
- External communications including social media, outreach and marketing opportunities
- Access to leading industry resources and contacts
- Internal communications including industry news, events, competitions and more
- Invitation to the COOC Annual Member Meeting
- Voting privileges for board elections
- Access to the “California Grown” Logo to promote your product
 - Note that this program is available only to active COOC members. License ends if COOC membership becomes inactive
 - More information can be found on the [California Grown](#) page of the COOC website



Requirements for Producing Members

- All oils certified by the California Olive Oil Council must be from 100% grown and produced California olives
- All California olive oil labeled extra virgin must be submitted for the Seal Certification Program prior to the deadline
- Blends from multiple harvest years will not be certified by the COOC
- Harvest date is required on the extra virgin olive oil packaging
- “Best if Used By” date is optional for all members with the exception of producers greater than 5,000 gallons, as required by the Olive Oil Commission of California regulation
 - The “Best if Used By” date should not exceed 24 months unless technical support² is provided
- Members must abide by all requirements set forth in the Certification Mark and Intellectual Property License Agreement³
- Must abide by COOC Standards⁴

² Determining Best If Used By Date: <https://www.cooc.com/wp-content/uploads/2020/06/Determining-Best-By-Date.pdf>

³ Certification License Agreement: <https://www.cooc.com/wp-content/uploads/2020/07/2020-Seal-Certification-Kit-CLA.pdf>

⁴ Attachment B: Standards: <https://www.cooc.com/wp-content/uploads/2020/10/2020-Attachment-B-Standards-Requirements.pdf>



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Tiers and Fees

For olive oil producers, *Tier levels are dependent on an average of your total production over the last four consecutive harvests (2017, 2018, 2019 and 2020)*. In the case that you do not have the data for the ‘four-year formula’, the tier level at which you register should be based off your estimated production for the 2021 Harvest.

<u>Tier 6</u> Producers of 75,001 gallons or more.....	\$ 6,500.00
<u>Tier 5</u> Producers of 20,001 - 75,000 gallons.....	\$ 4,500.00
<u>Tier 4</u> Producers of 5,001 - 20,000 gallons.....	\$ 2,000.00
<u>Tier 3</u> Producers of 2,501 - 5,000 gallons.....	\$ 1,000.00
<u>Tier 2</u> Producers of 501 - 2,500 gallons.....	\$ 500.00
<u>Tier 1</u> Producers of 100 - 500 gallons.....	\$ 400.00
<u>Micro-producer</u> (99 gallons or less) Tier.....	\$ 300.00
<u>Growers (non-producers) Tier</u>	\$ 300.00

This tier is for companies that are:

- growing olives for olive oil but, do not produce themselves
- new to the olive oil industry but, have not started to produce olive oil

<u>Retailers and Private Label Entities Tier</u>	\$ 750.00
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This tier is for retailers of extra virgin olive oil and companies that source olive oil from producers to sell under their own brand label.

<u>Industry Affiliates Tier</u>	\$ 500.00
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This category is to include companies that provide industry resources and services to olive oil producers and growers but, are not producers or growers themselves.

This tier has the opportunity to exhibit in the COOC Annual Member Meeting Trade Show

Companies include but, are not limited to:

- Nurseries
- Mills
- Orchard management
- Packaging providers
- Marketing
- Consultants
- Restaurants & chefs
- Orchard equipment suppliers
- Equipment and installation
- Graphic Design