



January 2020



Photo credit: Seka Hills

## President's Message

*Dear Fellow Members,*

For all of us who survived the Winter Fancy Food Show, let's celebrate. It was an intense couple of days that will bear fruit in increased awareness of our brand and renewed partnership with industry insiders. Special thanks to all of you who shared COOC's booth.

COOC's microsite is up and beautiful. Check it out and share it with your customers and industry contacts: <https://whycaliforniaevoo.com/>. Thanks to Wendy Winters and Kathryn Tomajan for their great work.

We are now gearing up for COOC's Annual Member Meeting (AAM) on March 13-14 in Monterrey. We'll soon publish a detailed schedule of activities. We encourage everyone to recommend to COOC staff your favorite vendors to take part in the annual trade show, and look forward to your suggestions for favorite topics to address and other folks who should be contacted as potential COOC members.

We all look forward to connecting with all of you at our annual meeting.

***Carlos Machado***  
***COOC Board President***

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## The Executive Director

Dear COOC Members,

We were pleased to see many of you at the Good Food Mercantile and Winter Fancy Food Show this year.

The Good Food Mercantile, the "Un-Trade Show" for tasty, authentic, responsible food", took place at City View at the Metreon on Saturday January 18<sup>th</sup>, a day after the Good Food awards. The show featured 150 values-aligned food crafters who care about quality and social responsibility. You can read more about the Good Food Mercantile and Awards by clicking [here](#).

Wendy and I poured oils from Fat Gold (Oakland), Frantoio Grove (San Martin, CA), Grumpy Goats (Capay Valley, CA), Seka Hills (Brooks, CA), and Swayne Family Farm (Santa Rosa, CA). Thank you all for your participation.

[Heritage Radio](#), based in Brooklyn, NY, stopped by the booth to interview us about the COOC. To listen to it click [here](#).

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The COOC had a prominent location at the Winter Fancy Food Show, located on a corner in the front of the North hall. The beautiful backdrop designed for last years show provided an eye-catching visual that drew attendees to the booth. The olive trees provided by Milagros Castro provided the finishing touch – thank you Milagros! Our sincere thanks to those who participated this year. We estimate that we poured well over 1,000 oil samples, that received great reviews from attendees to the show. I was proud to represent and share such high-quality extra virgin olive oil from the participating producers.

Featured in the Tier 1 collection was ENZO Olive Oil Company (Clovis, CA), Frantoio Grove (San Martin, CA), Grumpy Goats (Capay Valley, CA), Lacrime di San Miguel (San Miguel, CA), The Mill at Kings River ( Sanger, CA), Marciano Estate (Napa, CA), Seka Hills( Brooks, CA), Wild Groves (New Castle, CA), Capay Valley Ranches (Woodland, CA).

Included in the Tier 2 collection was Fandango Olive Oil (Paso Robles, CA), Fat Gold (Oakland, CA), Olive Love (Durham, CA), Olivaia's OLA (Lindsay, CA), Olive Truck (Sonoma, CA), and PRMRY Extra Virgin Olive Oil (San Francisco, CA).

Foodable TV stopped by on Tuesday to interview Sara Feinberg, who serves on the board of directors for the COOC, about olive oil and the COOC. You can view the interview below.





My gratitude goes out to Wendy, Max and Milan, who worked tirelessly to prepare and execute such successful events – thank you! I'd like to thank Robert Klugman, who introduced me to the folks in the Winter Fancy Food press room and helped display some collateral from the COOC. In addition, she provided me with a very helpful list of must see booths, so I was able to maximize my time in the COOC booth.

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## WHY CALIFORNIA Campaign Updates

**The campaign continues!** We thank all of you who have contributed to this campaign.

Media has continued to reach out for interviews with our members.

If you missed the link we provided in last month's newsletter of the **California Life** TV spot featuring Audrey Burnam and Gregg Bone from Kiler Ridge click [here](#).

**Southern California Life Magazine** will be releasing a story on Alta Cresta both online and in print this coming April.

**Thrillist** will be visiting Pasolivo this month to write a feature.

We are currently setting up arrangements for the **Napa Valley Register** - to visit one of our Napa producer this month.

**Our sampling program to magazine editors continues.** This coming week we plan to send oils to Food 52, Bon Appétit, Time Out Los Angeles, Food and Wine online and Serious Eats.

We encourage those who have donated to the campaign to take advantage of this fantastic chance to get your oil in the hands of some of the countries top food editors. An opportunity for us to say thank you for your contribution and support of this campaign.

Please send your bottle to the attention of **Wendy Winters** and include any collateral you'd like us to include.

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## **2020 COOC Olive Oil Competition**

**The COOC'S Annual Extra Virgin Olive Oil Competition is OPEN and accepting submissions.**

The COOC will also be bringing back the Packaging Design competition this year to award those achieving excellence in this category. The importance of design on the bottle in both the marketing and sales of extra virgin olive oil cannot be underestimated. The competitions are exclusively for extra virgin olive oils produced during the 2019 harvest season.

**The deadline for submissions is February 12th.**

Please refer to the **Rules and Regulations** for both competitions ( EVOO and Packaging Design) and return the **Submission Form(s)** to **Max Kirwin**.

Please direct inquiries regarding the Extra Virgin Olive Oil Competition to **Max Kirwin** and inquires for the Packaging Design Competition to **Wendy Winters**.

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## **The COOC Annual Member Meeting March 13-14, 2020 at the Hyatt Regency Monterey**

**Registration for the ANNUAL MEMBER MEETING is now OPEN.**

Please click **HERE** to get a glimpse of the planned agenda and purchase your tickets.  
We hope to see you all there!

## **Annual Member Meeting Sponsorship Opportunities & Trade Show Sign up!**

Please consider becoming an event sponsor at the COOC Annual Member Meeting. Event and Landmark sponsorships will provide greater visibility for your company to an audience of 200+ olive oil industry professionals.

For those planning to have a booth at the **Trade Show** please click on the sponsorship packet below. There is limited space available so don't delay!

Please review the [Sponsorship Packet](#) for all information regarding available opportunities and Trade Show information.

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## Wine and Silent Auction Donations for Annual Member Meeting

The COOC is in need of both wine donations as well as silent auction items. Auction ideas could include trips, experiences, dinners, theater tickets, art work, gift baskets etc.

Please contact Patricia at [patriciaking@cooc.com](mailto:patriciaking@cooc.com) if you'd like to donate something.

Please help make this meeting the most successful ever!

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## Olive Oil Competitions

### JAPAN OLIVE OIL PRIZE COMPETITION

**Deadline is March 31.**

For information on how to enter this prestigious competition click [here](#).

### EVVOOLEUM COMPETITION

**Deadline is February 27.**

For information on how to enter click [here](#).

### LONDON OLIVE OIL COMPETITION

**Deadline is April 20**

For information on how to enter click [here](#).

### New York International Olive Oil Competition

**Deadline:** \* After March 1st, registration can close at any moment if the optimal number of entries is reached.

For information on how to enter click [here](#).

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## SFA Regulatory Call: CBD in Foods and Beverages

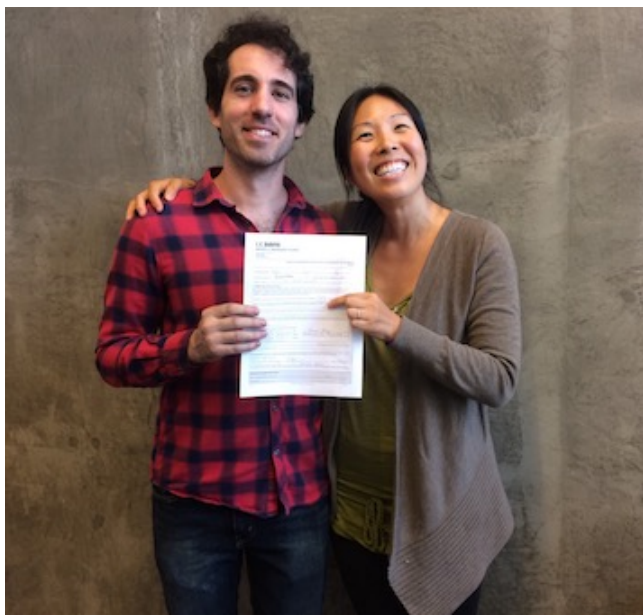
Join attorney, Jeni Lamb Rogers, JD, MS, as she discusses the current dynamics of federal regulation and enforcement, including: limits of FDA's unofficial enforcement discretion, potential legislative pathways for the regulation of hemp, and increasing FTC activity. She'll address state labeling requirements, state-driven transparency measures, and challenges of labeling for multi-state distribution. Finally, she'll discuss private enforcement, consumer class action trends in CBD, what's next, and how to protect your brand.

Please dial the phone number five minutes prior to the start of the conference call and enter your passcode.

**Date:** Monday, February 3, 2020 **Time:** 1:00PM EST

**Dial-In:** 1 (877) 615-4337 Audience US Toll Free Audience US Toll 1 (847) 944-7273

## Updates From UC DAVIS



### **New PhD a leader in California olive oil processing research.**

Newly minted PhD Juan Polari has devoted his graduate work at UC Davis to studying processing variables on olive oil quality and quantity. He has published seven papers, an usually high number for a PhD. At his exit seminar in January he said that, in general, his research shows that smaller crusher grid size, slower crusher speed and longer malaxation time, adjusted by the processor depending upon the final desired result, provide an optimal combination for oil extraction and phenolic content. Photo: Dr. Juan Polari and Dr. Selina Wang.

**Sensory Evaluation of Olive Oil Certificate Course returns**, June 23-24. Sensory specialist Sue Langstaff will be the main presenter at the essential sensory course for the professional buyer, importer, category manager, producer, or anyone who wants to gain expertise in evaluating olive oil. Sensory, culinary, chemistry and policy experts guide you through a unique tasting and educational odyssey.

[Register Here](#)

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## Updates From AOOPA

### **AOOPA Annual Member Meeting - March 5, 2020**

AOOPA will be partnering with the Olive Oil Commission of California (OOC), to offer an afternoon of presentations during the March 5<sup>th</sup> Olive Oil Day. The program will take place at the Cabral

Agricultural Center in Stockton, CA from 1-4pm. Reception and dinner immediately following at the Wine & Roses in Lodi. More information to follow.

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## Industry News

[Speaking of Olio Nuovo](#)

[Wildfires Unlikely to Impact 2019 Production Figures](#)

[Olive Oil Times Survey Shows a Better Harvest, While Challenges Persist](#)

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## Upcoming Events

**The COOC 1-day Immersive Sensory Course will be held on April 3, 2020 at the COOC offices.**

This one day course has been specifically created with Buyers, Distributors and Retailers in mind.

Please spread the word to anyone who could benefit from this course and the expertise of our stellar instructors.

Click [here](#) for registration.

**Advanced Milling Seminar in Fresno February 6-7, 2020**

California State University, Fresno will host a two-day seminar for millers to discuss challenges, explore ideas and share best practices in olive oil production. Master millers, production managers and mill operators are encouraged to attend. The program will include expert-led presentations and group discussions.

Click [here](#) for registration.

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## Welcome New Members!

[Olio De Nardi](#)

[Bluebird Trail Farm](#)

[Casa Colibri](#)

[Nemechek Gold](#)

[Lavanda Cresta Olive Oil Company](#)

[Ontiveros Olive Oil](#)

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## Olive processing made easy - where can you analyze?

### Incoming olives, residual oil, and final product

**Process control is where you are losing or making money.** Learn how fast and reliable olive analysis has helped hundreds of producers to get the best possible yield and quality from their olives.

**Incoming olives:** Know the potential yield of your olives, decide fair payment, and secure results with the global standard for olive oil analysis.

**Residual oil:** Determine residual oil in pomace, learn Valuable information about fat and moisture, and hit targets consistently without wasting valuable oil content.

**Final product:** Test on the spot to avoid costly external lab testing, no use of chemicals, and ability to assess your final product to get the right price.



### On-the-spot oil and moisture analysis

Olivia™ provides rapid and reliable olive analysis in 30 seconds. Quality control of incoming olives ensures fair payment while frequent process control of key parameters ensures maximum yield and increased profit.

Come try the Olivia LIVE in Sacramento August 26 & 27, 2019. Enjoy lunch on FOSS while gaining hands on experience with our olive analyzer. You'll also be able to learn more about our analytical technology and network with other industry professionals!

RSVP: John Theberath, [jtheberath@fossna.com](mailto:jtheberath@fossna.com)

[www.fossanalytics.com](http://www.fossanalytics.com)  
(952) 974-9892

6509 Flying Cloud Dr. Suite 130  
Eden Prairie, MN 55344

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**A VERY SPECIAL THANKS TO ALL MEMBERS WHO HAVE CONTRIBUTED  
TO THE WHY CALIFORNIA CAMPAIGN SO FAR:**

We value your support.

**CAMPAIGN BENEFACTORS**

Boundary Bend/Cobram Estate  
The Cortopassi Family - Corto Olive Oil  
The Devico Family - Sunrise Olive Ranch

**CAMPAIGN GOLD LEVEL**

Marciano Estates  
Market Hall Foods  
Seka Hills

**CAMPAIGN SILVER LEVEL**

Frantoio Grove

**CAMPAIGN CONTRIBUTORS**

Carlos Machado and Liliana Scarafia - Agbiolab  
William and Roxanne Wolf - Alphawolf Ranch  
Bella Oaks  
Karen and Malcolm Bond - Bondolio Olive Oil  
Steven Bramble - Bramble Family Farms  
Kevin & Nies Tazelaar - California Gold Olive Oil Company  
Richard and Lianne Campodonico - Campodonico Olive Farm  
Don Lambert - Capay Gold Olive Oil  
Karen & Lindsay Grosswendt - Central Coast Family Farm  
Chris and Pat Calvert - Ciarlo Fruit and Nut  
Ciriaco Chavez  
Colina Vista Ranch  
May Chevallier - Cloud 9 Orchard  
Coldani Olive Ranch - Calivirgin  
Ronald Sbragia - Colina di Mela  
Patricia Darragh  
John & Robbin Eudy - Dogtown Olive Oil  
ENZO Olive Oil Company  
Jerry & Carolyn Shaffer - Fandango Olive Oil  
Kathryn Tomajan - Fat Gold  
Sara Feinburg

Dr. Mary Flynn  
Richard Jackson - Galaxy Scientific  
Bonnie Storm & Nina Talcott - Grove 45  
Pamela Marvel & Stuart Littel - Grumpy Goats Farm  
Half Moon Bay Nursery  
Sam Bayraktar - Happy Healthy Organic / Olive Truck  
Albert Katz - KATZ Farm  
Audrey Burnam & Gregg Bone - Kiler Ridge Olive Farm  
Patrica King  
Robert Klugman  
Craig & Susan Smith - Lone Oak Olive Oil  
Luretik  
McDonough Family Olive Oil  
Kris & Alan Mangini - Mangini Ranch  
John Mesrobian - The Mill at King's River  
The Napa Valley Reserve  
Kit Lee - Old Chatham Ranch  
Giulio Zavolta & Rachelle Bross - Olivaia's OLA  
Tom VanMeter - Olive Good Farm  
Astrid Lorig - Olive Love  
Janell Pekkain - Olive This Olive That  
Steve & Carlo Sturken - Oliveto Ranch  
Carol Firenze -The Passionate Olive  
Roger & Kate Schafer - Pine Mountain Olive Farm  
Robin Taylor - Prince Olive Estancia  
Annelise Brabeck - Quail & The Olive  
Linda Marshall - The Ranch at Birch Creek  
Terry Carson - Rancho Milagro  
Karen Rosenthal & Family - Rosenthal Olive Ranch  
Sky Ranch Estate  
Sandy Sonnenfelt  
Sam & Lynn Israelit - Spanish Oaks Ranch Olive Oil  
Nancy Ash - Strictly Olive Oil  
Sherry & Pete Swayne - Swayne Family Ranch  
Tantillo Foods  
West Coasts Products  
Jamie deSieyes & Kim Null - Wild Poppies Olive Oil

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#### **COOC 2019 Board of Directors**

President: Carlos Machado, Agbiolab  
Vice President: Chris Calvert, Ciarlo Fruit & Nut  
Treasurer: John Mesrobian, The Mill at Kings River  
Secretary: Kathryn Tomajan, Fat Gold  
Luisito Cercaci, Sunrise Olive Ranch  
Julie Coldani, Calivirgin

Ciriaco Chavez, Boundary Bend  
Sara Feinberg, The Apothecarium  
Vincent Ricchiuti, Enzo Olive Oil Co.  
Executive Director: Patricia King  
Marketing Manager: Wendy Winters  
Operations Manager: Max Kirwin  
Taste Panel Leader: Dean Wilkinson

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#### ABOUT THE CALIFORNIA OLIVE OIL COUNCIL

*The COOC 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.*

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**FOLLOW US ON SOCIAL MEDIA!**

**Questions?** Contact us today 1-888-718-9830