

September 2020





Photo credit: Pasolivo

President's Message

Dear Fellow Members,

Trust you are all busy and safe.

Our board has continued focusing on our members' needs, doing the best we can under current conditions. As expected, all our interactions have moved online, which gives us the flexibility to meet without the travel demands of in-person meetings.

We have also been collaborating on long-term projects with other organizations. These initiatives are likely to reshape the olive oil industry in the US. For instance, our board representatives are working in the promotion of a National Standard of Identity for olive oil. We will update you shortly on these developments.

We have also been tracking the effects of the current devastating wildfires, which have burned olive orchards and are likely to impact olive oil quality with smoke taint. We'll keep you posted on our findings.

On a very positive note, please look forward to attending the ongoing COOC-sponsored webinars. I just attended a discussion on using argon gas in steel vs. plastic tanks for olive oil storage. Very interesting and informative. Don't miss them.

Let's all stay safe and productive.

Carlos Machado
COOC Board President

The Executive Director

Dear California Olive Oil Council Members,

I hope this edition of Olea News finds you healthy and away from harm's way from the devastating wild fires.

We recently launched the COOC website redesign project, that began with a creative brief meeting, where we summarized the goals and objectives to create a beautiful, better functioning, and useful resource for both COOC members and consumers. The project will include 3 phases, creative and technical specifications; user interface design; programming, training and testing. We will launch the new site in approximately 4 months. We were able to partially fund this project by reallocating some of the activities within our current grant, that COVID-19 prevented us from completing, such as planned travel.

In this edition the Member Services Committee will give you an update, including an upcoming survey that will go out to the COOC members, to understand how membership thinks about a number of topics, as well as the development of a Regional Ambassador Program. Based on positive feedback from the COOC Tasting Panel book recommendations, we've brought you three of their favorite late-summertime recipes. Here's a link to one of my favorite's, published in the San Francisco Chronicle by Christian Reynoso, who served on the COOC panel from 2011 – 2015.

<https://www.sfchronicle.com/recipes/article/Recipe-Olive-Oil-Poached-Early-Girl-Tomatoes-15414409.php?cmpid=gsa-sfgate-result>

Stay safe and stay well.

Patricia King

DEADLINE APPROACHING:

Nutrition Facts Labels

On May 26, 2016, the FDA amended its Nutrition Facts Labels to keep up to date with current data on the association between nutrients and chronic disease in the US and customer consumption patterns. Below are the dates companies must comply with federally mandated changes to the nutrition facts label:

- On January 1, 2020 producers with over \$10 million in annual food sales
- **On January 1, 2021 producers with less than \$10 million in annual food sales**

In 2017, The California Olive Oil Council with assistance from Eurofins, Liliana Scarafia (Agbiolab) and Mary Mori (California Olive Ranch) composed the following document to further inform the members of the requirements in order to update their labels; amended March 2020:

Guidelines to Changes Nutrition Facts Labels, 2020

Contact information for **Cortney Miller**, Analytical Services Manager at Eurofins, can be found on page 4 of the above document along with instructions on how to receive assistance with the transitions put forward by the FDA.

*Note: the COOC does not have rights to a Nutrition Facts Label template for its members to use.

Members Services Committee Update

This month we are highlighting the activities, accomplishments and goals of the **Member Services Committee (MSC)**. Vincent Ricchiuti, a longstanding member of the COOC, is the committee chair and is working with Rachelle Bross, Ciriaco Chavez, Max Kirwin and Kathryn Tomajan to ensure that the work of the committee is carried out.

In June, the COOC Board of Directors gathered virtually for its annual Strategic Planning Meeting. This meeting is an opportunity for all COOC committees to understand the current olive oil ecosystem, including initiatives that affect our industry, key olive oil industry players, COOC assets, challenges and opportunities. It's also an opportunity for committees to plan activities that meet the strategic goals of the COOC and identify ways that committees can collaborate on initiatives that further the goals of the COOC. To that end the primary objective of the Member Services Committee is to attract and retain members by providing **membership value** beyond Seal Certification.

The MSC has **4 main focuses** for the upcoming year:

1. Strengthen association-member relations

- One of the most exciting initiatives of the MSC is the creation of a **Regional Ambassador Program** (RAP) that will create a robust new pathway for engaging members by appointing one liaison per region to represent producers in the area. RAP will establish two-way communication with our members to strengthen association-member relations. Regional Ambassadors will interact primarily with the Member Services Committee to provide input that will drive committee activities.
2. Identify the needs of the members
 - We are creating a detailed **member survey** with input from all the committees to determine member needs, which can be used to direct where the efforts of the COOC should be spent. The timing of this survey is critical during the unprecedented circumstances that the COVID pandemic has created.
 3. Develop, house & disseminate essential membership resources
 - One of the biggest initiatives of the COOC is the revamping of the **website**. The MSC will provide input on the member portal of the site ensuring resources and documents are easily accessible.
 4. Equip members with knowledge & tools to meet **Seal Certification** requirements
 - COVID 19 has presented the COOC and its members with a unique challenge to certify olive oil virtually! We are busy developing standard operating procedures to ensure that your oils are certified by our excellent tasting panel in a way that is safe for the panelist and timely for our members. We are endeavoring to ensure that the process and requirements are easy to understand and follow and to ensure that being an upstanding COOC member and Seal user is not overly burdensome.
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Marketing News

The last few months have been incredibly busy. In addition to developing several new series for our social media channels, we've finished creating a downloadable Social Media Resource guide, hosted a variety of educational Zoom sessions, organized private webinars with Shopify to help members get their virtual retail shops up and running, organized one-on-ones with Marketing expert Rochelle Reiter, co-hosted the Good Food Awards winning oils virtual tasting and started the COOC website re-design project which is very exciting!

Many thanks to Pablo Voitzyuk for his presentation on Filtration: An Indispensable Practice for Quality & Shelf Life, David Garci-Aguirre for leading the Miller's Forum, Annelise Braeback for leading the Retailer's Forum, Gregg Bone for his presentation on Argon Gas and Stainless Steel Drums versus Plastic and this week's panel for the Round table discussion on Milling Fundamentals: Kathryn Tomajan, Pablo Voitzyuk, Olga Orlova and Giulio Zavolta. The attendance has been extremely impressive and we continue to welcome requests from members that are looking for specific topics they need special support with. We are hoping to put together a panel in the coming months on virtual tastings and experiences that will help our members meet the challenges Covid19 continues to place on their businesses.

[https://us02web.zoom.us/meeting/register/tZEgduCspzooHNYCLfS5_bvADdkoO2gOlzKq](https://us02web.zoom.us/join/https://us02web.zoom.us/meeting/register/tZEgduCspzooHNYCLfS5_bvADdkoO2gOlzKq)

On November 19th we will resume our sensory training with our partner The Institute of Culinary Education. As we will be shifting to a virtual format we are in discussions to include students and faculty from ICE's NYC location. Members who would like to have their oils featured in these trainings please reach out to [**wendy@cooc.com**](mailto:wendy@cooc.com).

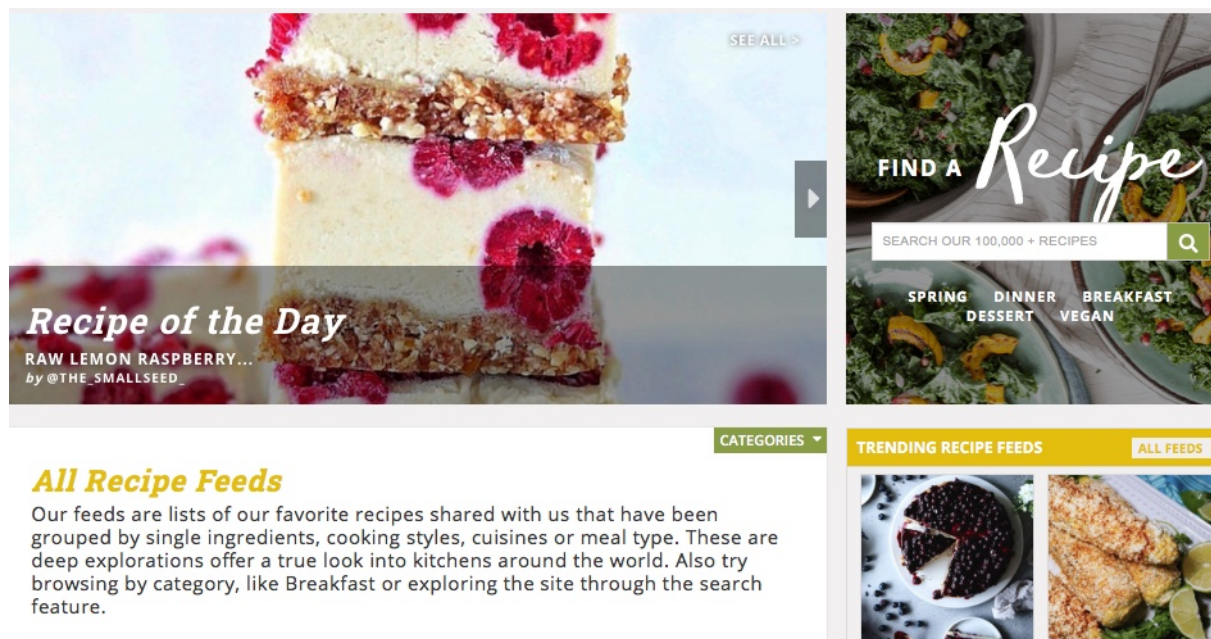
Starting the week of September 15th, "Countdown to Harvest" give-aways will begin on our IG and Facebook. One of these will be in partnership with CA GROWN. We will be reaching out to members who previously sent oils earmarked for marketing purposes.

During this year's harvest, the COOC will be highlighting the wonderful things you are doing on our Instagram. We would like to share what you enjoy most about harvest with our following. If you would like to be featured in these posts, we ask that you submit the content listed below:

- 2-5 photos
- 2-3 lines of text about your favorite part of harvest

There is no limit to how many posts we can make. Please send your content to wendy@cooc.com

The Feedfeed editorial kitchens are back in action and our program with them has officially begun. Each month we will be sending oil and educational information to their editorial teams in Brooklyn, NY and Los Angeles, CA. In return they will feature COOC-certified oils in their IG Stories. This opportunity is open to ALL MEMBERS. If you'd like to have your oil in the lineup please contact wendy@cooc.com to be put on the list to be scheduled. This is first come first serve opportunity. For those of you unfamiliar with Feedfeed, it is one of the world's largest crowdsourced food publications, powered by a community of millions of users sharing their content on social media. They have a monthly reach of 15M+ across all of their channels, with 45M impressions across all their channels.



Instagram and Social Media Resource Guide

We've completed our "Linking to Social Media" guide created to help members get onto Instagram and maximize the impact of their account with lots of tips and supportive applications for their reference. It will live on the members side of our website in a downloadable format.

To access it use click [here](#).

EVOO Fact & Nutrition Series for Social Media

We have been working on creating a library of educational posts for members to access. If you see a post that you'd like to use for your own social media channels simply let us know.

They are available to all. Below just a couple of examples. You can peruse our IG to see others we've previously posted.

EVOO Fact

OLIVES ARE SIMPLY CRUSHED TO PRODUCE EVOO, WHEREAS CANOLA, CORN, SOYBEAN, AND VEGETABLE OILS ARE CHEMICALLY-EXTRACTED, REFINED, BLEACHED AND DEODORIZED.



EVOO Nutrition Fact

EXTRA VIRGIN OLIVE OIL CONTAINS VITAMIN E WHICH IS RECOMMENDED TO SUPPORT HEALTHY SKIN AND REDUCE AGING EFFECTS.



Ask the Expert Series

This week we launched a new series where the public can ask our resident nutrition expert and Board Member Rachelle Bross nutritional questions about EVOO. This will be an ongoing series on our social channels every Mondays and Friday. We encourage you to submit commonly asked questions by your customers.

Monday's Ask the Expert

Do you have questions regarding the health benefits of EVOO?

Post your questions below or DM us.

One selected Q&A will be posted each Friday.



Rachelle Bross, Ph.D., R.D.

Ask the Expert

Q: I know extra virgin olive oil is good for your health, but if I use too much can it make me gain weight?

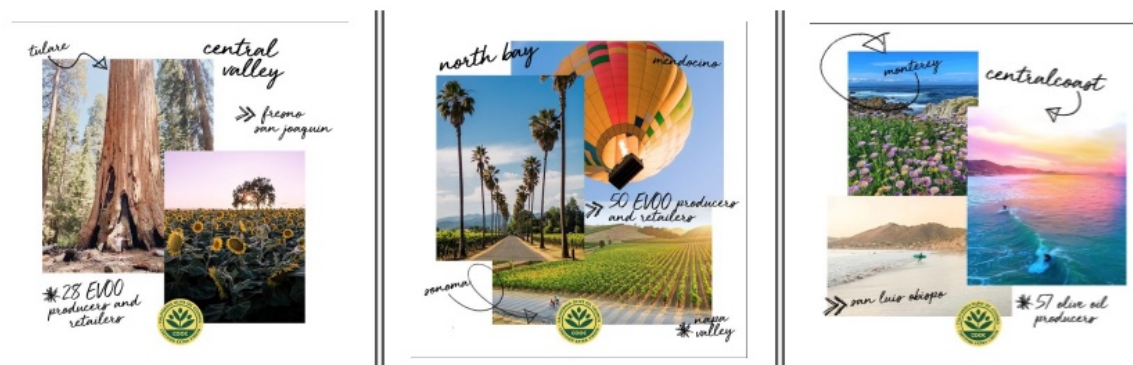
A: EVOO, like all oil, is an energy dense food which means portion control is important. Research shows that 4 tablespoons per day not only lowers the risk of heart disease but doesn't cause weight gain!



LOOK FOR THE COOC SEAL.
TRUST THE SEAL.

Regional IG/FB Series coming soon.

We have been working on a series of posts to put the spotlight on all the growing regions in the state of California.



Influencer Partnership with the COOC for Why CA Campaign

After being on hold for the last 5 months due to Covid19, our commitment to Silver Level Donor, Frantoio Grove and an influencer's partnership with @ful.filled finally came to fruition. With an aim to educate consumers about the COOC Seal and the incredible quality of California grown oils being produced across the state, @ful.filled delivered. With a following of 110k and a Saveur magazine award last year for Best Instagram under her belt, we felt she was the perfect fit. We were thrilled with her images that captured the beauty of Frantoio Groves olive oil.



COOC Culinary Partner Update

Since 2018 the COOC has been partnering and providing ICE with bi-yearly sensory training for their students, instructors and alumni chefs. We were very excited to learn about their expansion furthering their importance and reach into what will undoubtedly continue to turn out this country's most important chefs and culinary voices. Exposing and training these future chefs on California COOC-certified oil is invaluable.

Institute of Culinary Education Announces Agreement with International Culinary Center By ICE Staff

The Institute of Culinary Education is now the preeminent private culinary school in the country as part of an agreement with the International Culinary Center (ICC) — formerly The French Culinary Institute (FCI) — which will close after current students graduate, as reported in The New York Times.

ICE will bring the best aspects of ICC to its two campuses as part of a new agreement. This follows the opening of ICE's Los Angeles campus in 2018, and the introduction of the Natural Gourmet Center's plant-based cooking program in 2019.



Dorothy Cann Hamilton founded The French Culinary Institute (FCI) in 1984 at 462 Broadway in New York's SoHo neighborhood. In 2012, as the school expanded its curriculum beyond classic French techniques, FCI became the ICC to encompass its variety of offerings including bread, cake and wine programs. ICC's prominent alumni include Bobby Flay (who was a member of the first graduating class), Dan Barber, David Chang, Angie Mar and Christina Tosi, and the school's founding deans are culinary legends Jacques Pépin, Alain Sailhac, André Soltner and Jacques Torres.

"I am proud of the work my dear friends Dorothy Cann Hamilton, André Soltner, Alain Sailhac, Jacques Torres and myself have accomplished over the years to create a timeless hands-on curriculum for generations of FCI/ICC students," said Jacques Pépin, ICC dean of special programs. "I'm pleased that the school's heritage and legacy will live on for future culinary professionals at ICE."

One of only four Americans (including Julia Child, Thomas Keller and Alice Waters) to receive the Legion of Honor from the French government for promoting French cuisine in the U.S., Dorothy is known for her award-winning books and chef-based television and radio show, "Chef's Story."

"ICC is widely recognized as a pioneer and leader in culinary education, and we are proud and excited to bring aspects of the school's expertise, unique offerings and heritage to ICE," said ICE CEO Rick Smilow. "The ICC ethos will live on at ICE, and I'm delighted to welcome ICC's community to our campuses."

THE EVOLUTION AND ROOTS OF ICE



*The above depicts licensing agreements with ICC and NGI, not acquisitions.

ICE will evaluate ICC's curricula and programming to determine the best aspects to incorporate into its award-winning offerings and is intrigued at the prospect of inviting members of the ICC community to collaborate in the future. Elements of ICC's distinct sommelier training, farm-to-table offering with Blue Hill at Stone Barns, and bread and cake expertise could all enhance the ICE experience.

Read more in *The New York Times*, and visit our partner ice.edu/ICC.

Retail Sales Opportunity

Many of you have communicated the need for help in finding new channels for selling your oil.

An interesting opportunity that has been brought to our attention called yourmaker.direct. This online specialty marketplace is open to producers as well as retail members. Please note this is for retail sales. The only cost to members is the sales commission. They offer free setup and hosting. There is no sign up deadline for vendors. More information below.



Direct sales made simple

yourmaker.direct is a direct-sales retail shop for specialty foods makers and eaters.

However you plan to expand sales—whether you hand deliver, drop-ship, or expand curbside pickup—we have built-in solutions. You can customize your storefront. Activate your own promotions. Get lift from placement on our homepage and watch your story shine. Enjoy our strong local search component and exquisite product listings, searchable by item, brand or type. Transact directly with fine food lovers who value quality and want to see artisans thrive.

Easily set-up and customize your page

With our help, you can set up your page in a matter of hours. We will upload your product information at no cost and walk you through designing your page to tell your unique story. To get started click **HERE**.

Questions? Want to set up an appointment to learn more ? Contact Emily, Vendor Relations Director for YMD at **emily@yourmaker.direct**.

UC DAVIS OLIVE CENTER



Olive Center begins search for executive director

The Olive Center is seeking an executive director to succeed founding director Dan Flynn, who will continue to advise the center. The position requires skills in leadership and management, financial stewardship, education, outreach, marketing and communications. The director is responsible for managing the budget of the self-supporting center through producing campus-grown olive oil, organizing courses, pursuing research grants and developing philanthropic support. Dan says, "The successful applicant will be an ambassador for the center. The director partners with several groups: olive growers, processors and organizations; UC Davis students, faculty staff and administrators; and government and regulatory agencies. The director works collegially and protects the university's independence. The position requires an inspirational leader who can take the center to the next level in building California's crop of the future." The position will be posted at <https://hr.ucdavis.edu>

New study shows that EVOO can replace less-healthy fats

A **new UC Davis study** found that EVOO could replace butter in a variety of food preparations while maintaining flavor intensity and diversifying the flavor profile. Led by Dr. Jean-Xavier Guinard, the study was conducted in cooperation with The Culinary Institute of America. Four types of California olive oil (mild, medium, robust and defective) and two types of butter (mild and strong) were used in simple preparations of green beans, pasta, fish and cake. The COOC taste panel generated flavor profiles of the oil through descriptive analysis. The Olive Center is very grateful to the COOC and the late Bill Briwa, chef-instructor for The Culinary Institute of America, a co-author of the study and a leading expert in the culinary applications of extra virgin olive oil.

Events

Food safety & traceability: How to gain a competitive advantage based on supply chain transparency

DATE: 30 SEPTEMBER 2020 | TIME: 15:00 BST

A growing number of food producers have digital systems in place for track and trace, quality management and supply chain management. The digital systems capture tons of data that can be used to get a competitive advantage.

Learn how this data can be used to become more transparent to the consumers, in supply chain orchestration and to reduce food waste from the farm to the consumer.

To register for the event click [HERE](#).

Articles

A Registered Dietitian Weighs In On the Canola Oil vs Olive Oil Debate.

Olive Oil Vs Coconut Oil: Which One is Healthier?

Consumption of Food Fried in Olive Oil and Unhealthy Aging in a Mediterranean Country.

Your Extra Virgin Olive Oil Can Lower Your Blood Pressure

The Nutritional Myth About Olive Oil That Experts Are Begging You To Stop Believing

Recipes from the COOC Taste Panel

The OLA-RITA - *Salute, Giulio Zavolta*

1 ripe California cantaloupe cubed and frozen

Juice of 1 California navel orange

Juice of 1 California lemon

3/4 of a cup of California delicate to medium EVOO with fruit forward notes

2 cups of crushed ice

3/4 of a cup of all natural simple syrup

1 cup of Anejo Tequila

Optional - Add Aperol to liking for color and added complexity

Blend and serve immediately, serves 6

FYI - All the fresh ingredients (except for the EVOO, but of course ours was) are predominantly grown in the Central Valley.

I have a series of books that I collected on trips to France starting decades ago. Published by Robert Laffont in Paris, each book contains recipes from chefs who owned famous restaurants, including such luminaries as the Troisgros brothers, Michel Guérard, and others who were trailblazers at the time. They focus fresh ingredients cooked simply. I was particularly drawn to this technique for cooking vegetables in Ma Cuisine du Soleil, Les Recettes Originales de Roger Vergé. Not being a big fan of summer squash, this method elevates them to another level for me. The name comes from the traditional dishes in which they are made. I like to make individual servings in 5-inch cazuelas, but you could use a large cazuela or a shallow baking dish instead. - Fran Gage

Yellow and Green Zucchini with Fresh Thyme

4 servings

4 tablespoons (2 ounces) medium extra-virgin olive oil, divided
1 large onion (12 ounces), peeled, cut in half, and sliced
Fine sea salt
1 garlic clove, peeled and cut in half
4 medium-size zucchinis (about 1 1/4 pounds), 2 yellow and 2 green, no more than 1 1/2 inches in diameter
1 tablespoon fresh thyme leaves
Fleur de sel and freshly ground black pepper

Preheat the oven to 425°F.

Heat 2 tablespoons of the extra-virgin olive oil in a medium skillet over medium heat until it trembles, becomes aromatic, and easily coats the bottom of the skillet. Add the onion, sprinkle with salt, and cook over medium heat until it is soft and lightly colored, about 20 minutes. If the onion starts to dry out before it is ready, add a little more oil.

Meanwhile, rub the bottoms of the *cazuelas* with the garlic clove.

Cut the zucchinis into 1/4-inch slices.

Distribute the onions evenly in the *cazuelas*. Alternate layers of the zucchini on top of the onions, making five rows. Pack the slices in snugly, overlapping them both horizontally and vertically. They will stand up at a slight angle. Sprinkle the thyme leaves on top.

Drizzle with the remaining extra-virgin olive oil.

Sprinkle with fleur de sel and freshly ground black pepper.

Bake for 15 minutes. Remove the *cazuelas* and push down on the vegetables with a metal spatula. Return to the oven and bake until the vegetables are soft and starting to caramelize, about 15 more minutes.

Serve directly from the *cazuelas*.

I grew up with a mom and a grandmother who loved pie and cake for breakfast! And I love making cakes with olive oil. They are so moist and delicious. This recipe is one of my latest favorites and is great paired with morning coffee. Adapted from Samrin Nosrat's Salt Fat Acid Heat cookbook, I used an Arbequina but any mild extra virgin olive oil will do.

It's brilliant for birthdays and celebrations, and easy enough for weekday cooking. Because of the oil, it keeps beautifully so can be made ahead of time. Not that it's at all labour intensive. Including cooking time, it takes about forty minutes. Simple-Spectacular-Sold! - Best, Janelle Pekkain

Chocolate Midnight Cake

1/2 cup (2 oz) Dutch-process/good quality cocoa
1 1/2 cups (10 1/2 oz) sugar
1 teaspoon sea salt
1 3/4 cups (9 1/4 oz) flour
1 teaspoon bicarb (baking) soda
2 teaspoons vanilla extract

1/2 cup extra virgin olive oil
1 1/2 cups boiling water, or freshly brewed coffee (I used coffee)
2 large eggs, at room temperature
Vanilla cream, optional (recipe below)
Preheat oven to 350 deg F. Place rack in upper third of oven.
Grease and line two 8 inch cake tins.
Sift cocoa, sugar, salt, flour and baking soda into a large bowl.
Stir vanilla and oil together. Bring the water to a boil or brew the coffee.
Add it to the oil and 1/2 vanilla mixture.

Make a well in the center of the dry ingredients and gradually whisk in the water-oil until incorporated.
Gradually whisk in the eggs and stir til smooth. The mixture will be thin.

Divide batter evenly between the two tins, tapping the bottoms of them on the bench a few times to remove any air bubbles before putting in the oven for 25-30 minutes, or until a skewer inserted in the center of each cake comes out clean.

Cool cakes completely on a wire rack, then turn out.

If serving with vanilla cream, slice risen tops off each cake to create a relatively flat surface - it doesn't matter if you're not super-even as they will soon be covered in cream!

Place one layer on a plate and spread with half of the vanilla cream. Top with second layer and spoon remaining vanilla cream on the top. Refrigerate for two hours before serving.

Vanilla cream

Combine one cup heavy/whipping cream with one and a half teaspoons sugar and one teaspoon vanilla extract and whisk til soft peaks form.

FOSS

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

www.fossanalytics.com
(952) 974-9892

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Eden Prairie, MN 55344

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