



**CALIFORNIA  
OLIVE OIL COUNCIL**  
EST. 1992

# OLEA NEWS

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## **COOC TASTE PANELIST SPOTLIGHT**

The COOC Seal Certification Process is conducted with the help of the COOC Taste Panel. In order for an oil to carry the COOC Seal, it must pass a sensory evaluation by our panelists, who have completed extensive education and training courses. This season, we would like to highlight our taste panelists. Each newsletter, we will feature a different panelist that has continued to support the COOC and our mission to uphold the highest quality of California Extra Virgin Olive Oil.



### **Nancy Lilly**

Nancy is from Sonoma, California where her and her husband, Tony, are actively involved in the agriculture industry. Currently, they farm wine grapes and olives, but have experience with a variety of other crops and animals, including cattle. Nancy's love for the olive oil industry began after she took a production course offered at UC Davis in 1995. Shortly after she completed a sensory evaluation course and was asked to join the COOC Taste Panel. She has been a valued member of the Taste Panel since its inception in 1998. Outside of the COOC, Nancy also served as a founding member of the UC Davis Taste Panel and has experience judging numerous olive oil competitions. Some of the competitions she's been involved with include LA Olive Oil and Olive Japan. Olive Japan is based in Tokyo and features over 600 oils from around the world. Currently, Nancy enjoys using Picual and Greek Karoneiki oil varieties in her cooking, she regularly uses olive oil throughout her day from cooking eggs to drizzling it in her soup. The COOC appreciates Nancy's commitment and dedication to the California olive oil industry. Her knowledge and experience are a great asset to the California Olive Oil Council.

## **COOC COMMITTEE APPLICATION CLOSES SOON**

The COOC Board of Directors would like to invite interested COOC members to sit on COOC Committees. There are three committees available for members: Seal Certification and Standards, Member Services, and Marketing. To submit an application, please contact Elise Oliver at [eoliver@calapple.org](mailto:eoliver@calapple.org). If you are interested in applying, she will send you a link to complete the application form. Applications close on March 1, 2022. Please contact the office if you have any questions.

## **COOC COMPETITION IS ACCEPTING SUBMISSIONS**

The COOC is excited to announce the opening of the 2022 COOC Competition! This competition is exclusively for extra virgin olive oils produced during the 2021 harvest season. If you are interested in submitting oils to be judged in the Competition, please visit our website to complete the form. More information can be found under "the COOC Seal" tab, in the "COOC Competition" section. Submission cost is \$100 per olive oil, and oils must be submitted by March 14, 2022 to the Institute for Food and Agriculture. The COOC will be assessing a maximum of 100 oils this year. Please feel free to call our office at (559) 578-8074 if you have any questions.

## SEAL CERTIFICATION CLOSES MARCH 31, 2022

There is still time to submit olive oil to the 2021 Seal Certification Program. The COOC will be accepting olive oil submissions until March 31, 2022. Any member submissions before this date will have the opportunity to be tasted by our COOC Taste Panel. To achieve certification of your oil, please refer to the 2021 Seal Certification Kit that can be found on our website. If you have any questions, feel free to contact our office at (559) 578-8074.

## THANK YOU FOR YOUR CONTRIBUTIONS

The COOC Board of Directors and staff would like to thank the COOC members for their financial contributions to the organization. Without the support of our members, the COOC would not be able to continue advancing the COOC mission and supporting California extra virgin olive oil. The contributions have allowed our organization to move towards financial solvency. Thank you again for your additional contribution above and beyond your membership dues.

## AOOPA/ NAOOA WEBINAR

The American Olive Oil Producers Association (AOOPA) and the North American Olive Oil Association (NAOOA) hosted an educational webinar discussing the idea of creating a National Olive Oil Research and Promotion Board on February 11, 2022. AOOPA and NAOOA hope to grow consumption of olive oil in the U.S. by utilizing existing information and new research to effectively drive consumer education and promotion. If you are interested in learning more about what occurred during this webinar, or receiving the link to the recording please email Elise Oliver at [eoliver@calapple.org](mailto:eoliver@calapple.org).

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### CALENDAR OF EVENTS

- **COOC Committee Applications Close**
  - March 1, 2022
- **COOC Competition Submissions Period Ends**
  - March 14, 2022
- **Seal Certification Closes**
  - March 31, 2022
- **OFFICE CLOSED - Good Friday**
  - April 15, 2022

*Some events are being held virtually. Please contact the COOC office for more information.*



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