



**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.

Milagros Castro

Milagros Castro joined the COOC taste panel about 15 years ago, after moving to the United States from Mexico. She is an agronomist who became interested in olive oil while farming her family's orchards, before involving herself in the California olive oil industry. She also studied olive culture in Italy and Spain. Milagros is a consultant in the olive oil industry for members such as Marciano Estate and leases a number of olive orchards. She attests much of her knowledge about olive oils and varieties, like her favorite Coratina, to the experiences she has had as a member of the COOC taste panel. Milagros stresses the importance of education about the olive oil industry and wants growers and producers to know that the taste panel members are always there to help!



COOC HOSTS VIRTUAL MARKETING EDUCATIONAL PANEL DISCUSSION

In June, the COOC hosted a marketing educational panel discussion featuring leaders in marketing within the agricultural industry. The three panelists each brought an interesting perspective to the table based on the experiences they have had during their careers. Panelists included: Denise Junqueiro, Global Marketing Executive and former Vice President of Marketing with Mission Produce; Amanda Higgins, Founder of Full Cup Solutions; and KC Cornwell of CA Grown. For a copy of the video recording link to watch the seminar, please contact the COOC office. Please also be on the lookout for future events such as this organized for members of the COOC.

OCEAN SHIPPING REFORM ACT

On Thursday, June 16, President Biden signed the Ocean Shipping Reform Act into law. This bill was introduced by Senator Amy Klobuchar from Minnesota in February 2022 and passed through the senate in March with strong bipartisan support. The Ocean Shipping Reform Act increases the authority of the Federal Maritime Commission to investigate complaints about detentions and Demurrage charges (i.e. late fees) charged by ocean carriers, determine whether these charges are reasonable, and order refunds for unreasonable charges. The Ocean Shipping Reform Act also prohibits ocean carriers, marine terminal operators, ocean transportation intermediaries from unreasonably refusing cargo space when available or resorting to discriminatory methods. The commission has been a supporter of this effort and will continue to monitor its progress. If you have any questions, please contact our office.

COOC SEEKING MEMBER RECIPES

In an effort to feature COOC Members on our social media channels and in other marketing initiatives and outreach efforts. The COOC is requesting that members send in any content or recipes they wish to be featured. Additionally, we are specifically looking for recipes to begin compiling a COOC Member Cookbook as well. Please submit all recipes and other content to Elizabeth Carranza at ecarranza@calapple.org. We appreciate your participation and look forward to receiving your content!

2022 FREEZE DAMAGE AND DISASTER REQUEST

As result of the late frost the week of February 25, 2022, a declaration request has been put out highlighting damage and loss caused from it. This request has been submitted by the Olive Oil Commission on behalf of the industry. It was reported to the USDA a minimum of 30% crop loss among the counties of Madera, Sutter, Merced, Butte, Colusa, Glenn, Yuba, Tehama, Yolo, and Solano. Another request made was to start including the 2022 freeze in existing assistance programs such as: WHIP + (Wildfire Hurricane Indemnity Program Plus). With the lack of insurance coverage for newer and smaller farmers there has been a request to explore options for farmers in this category.

CALIFORNIA DROUGHT UPDATE

Governor Newsom's California Blueprint proposed to invest \$2 billion for drought response, including \$100 million along with the prior investment of \$16 million during the current fiscal year. During the public meeting of the State Water Board, regulations were adopted that will require implementation of local water supplier's level 2 of their Water Shortage Contingency Plans. For those without a plan they are required limit outdoor water use by banning ornamental grass irrigation on commercial properties and businesses. It also restricts watering during the hottest time of the day and limited to two days per week.



COOC TEAM TOURED
BOUNDARY BEND'S MILL

2022 GROWING OLIVES FOR OIL PRODUCTION

On July 15th-16th, UC Davis is hosting a class on growing olives for oil production. The classes will take place from 8:30 am- 4:00 pm each day with lunch provided. There is a discount being offered to the industry: \$700 for registration. The code is: **MLIHMTDAKA**.

Register online at <https://registration.ucdavis.edu/Item/Details/832>

CALENDAR OF EVENTS

- **COOC in D.C.**
 - July 11-15, 2022
- **Seal Certification and Standards Committee Meeting**
 - July 21, 2022
- **Marketing Committee Meeting**
 - July 28, 2022
- **Member Service Committee Meeting**
 - August 12, 2022
- **OFFICE CLOSED - Labor Day**
 - September 5, 2022

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

If you would like to listen in on committee meetings please contact coliver@calapple.org for zoom information!

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Recipe Spotlight

Chunky Olive Oil Dip Appetizer

Ingredients:

- 4 ounces California extra virgin olive oil
- 2 cloves garlic minced
- Splash of balsamic vinegar
- 5 tomatoes seeded and diced
- 4 ounces each black and green olives chopped
- 4 oz. feta cheese
- 4 large basil leaves sliced thin

Directions:

- Pour olive oil in a shallow bowl or dish.
- Add garlic and stir.
- Drizzle with balsamic vinegar.
- Add tomatoes to the middle, keeping mounded.
- Add olives and feta to top.
- Sprinkle with basil strips.
- Top with black pepper and serve with slices of toasted baguette.

Recipe courtesy of californiagrown.org

