



**CALIFORNIA  
OLIVE OIL COUNCIL**  
EST. 1992

# Newsletter

*Issue No. 1*

## COOC MANAGEMENT UPDATE

In August 2021, the California Apple Commission became the management team for the California Olive Oil Council. The Apple Commission is committed to furthering the COOC's mission of encouraging the consumption of certified California extra virgin olive oil through education, outreach and communications. The new COOC team is listed below:



**Todd Sanders**  
**Executive Director**

Todd Sanders currently serves as the Executive Director of the California Olive Oil Council. Mr. Sanders has extensive experience in marketing and association management.

Mr. Sanders was born and raised in the High Sierra ski resort community of Mammoth Lakes, California. He excelled in sports and was eventually recruited by Whittier College for both football and basketball. He graduated from California State University, Fullerton with a B.A. degree in Psychology. He later pursued a Master's degree in International Relations from California State University, Fresno.



**Elizabeth Carranza**  
**Director of Trade & Technical Affairs**

Elizabeth Carranza currently serves as the Director of Trade and Technical Affairs for the California Olive Oil Council. Elizabeth has experience in marketing, research, exports, and policy.

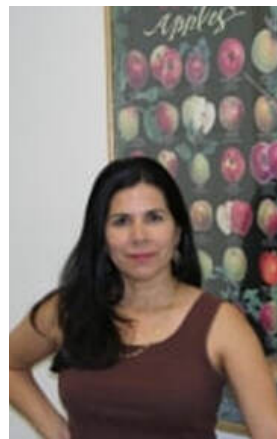
Elizabeth grew up in the Central Valley in Porterville, CA and received her Bachelor's degree in Agricultural Business from California State University, Fresno. She also obtained her Master's degree in Communication Management from the University of Southern California.



**Elise Oliver**  
**Program Supervisor**

Elise Oliver currently serves as the Program Supervisor for the California Olive Oil Council. Elise grew up in Fresno, CA and received her Bachelor's degree in Political Science from the University of California, Davis.

Elise is excited to combine the knowledge she gained from earning her degree with her love of agriculture to serve the industry in her role.



**Janette Ramos**  
**Office Manager**

Janette Ramos is the Office Manager for the California Olive Oil Council. As Office Manager, Janette carries out the day-to-day administrative tasks of the office such as managing the front office desk, maintaining office records, systematic filing, and sustaining reports.



**Riley Barney**  
**Intern**

Riley Barney currently serves as the Intern with the California Olive Oil Council. Riley was raised in the Central Valley in Chowchilla, CA. She is currently pursuing a Bachelor's degree in both Agricultural Business and Communication at California State University, Fresno. Riley looks forward to serving the industry and learning more during her internship.

## COOC MEMBERSHIP

The California Olive Oil Council Board of Directors and staff have been working diligently to reach out to those with noncurrent memberships or those that are nearing expiration. If you have any questions regarding the status of your membership, please contact Elise Oliver at (559) 578-8074 or by email at [eoliver@calapple.org](mailto:eoliver@calapple.org).

## CALIFORNIA OLIVE OIL COUNCIL 2021 SEAL CERTIFICATION PROGRAM HAS BEGUN

The COOC is excited to announce the opening of the 2021 Seal Certification Program. To carry the COOC seal, an oil must first undergo a chemical analysis and then a sensory evaluation. These standards ensure that when consumers purchase olive oil with the COOC seal, they are guaranteed fresh, California-grown extra virgin olive oil. This year, the COOC will be conducting the Seal Certification Program with the assistance of the Institute for Food and Agriculture (IFA) at California State University, Fresno. The Director of IFA, Dr. Susan Pheasant, will be overseeing the logistics of receiving, packaging, and shipping oil to the COOC Sensory Panel members. Dr. Pheasant and her team will also be responsible for organizing the sensory panelists and interpreting the results. If you have any questions, please do not hesitate to contact the California Olive Oil Council office at (559) 578-8074. The COOC would like to thank the members for their continued support, and looks forward to a successful Seal Certification year!

### Find us on social media!



@CaliforniaOlive  
OilCouncil



@californiaevoo



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## GOVERNOR NEWSOM EXPANDS DROUGHT EMERGENCY STATEWIDE AND URGES CALIFORNIANS TO REDOUBLE WATER CONSERVATION EFFORTS

As California faces potentially a third year of drought, Governor Newsom issued a proclamation extending drought emergency statewide. The record low storage in California's largest reservoirs and record high temperatures experienced in August 2021, are forcing difficult decisions to be made. The proclamation requires local water suppliers to implement water shortage contingency plans and prepare for a third dry year. The proclamation also authorizes the Governor's Office of Emergency Services to provide assistance and funding under the California Disaster Assistance Act to support the emergency response and delivery of drinking water and water for public health and safety. Lastly, the Governor's California Comeback Plan invests \$5.2 billion over three years to support immediate drought response and long-term water resilience. To view the full proclamation click [here](#).

### CALENDAR OF EVENTS

- **Produce Marketing Association (PMA) Fresh Summit, New Orleans, LA**
  - October 28-30, 2021- CANCELLED
- **OFFICE CLOSED- Veterans Day**
  - November 11, 2021
- **OFFICE CLOSED- Thanksgiving**
  - November 25-26, 2021
- **Fruit Logistica, Berlin, Germany**
  - February 9-11, 2022

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