



**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.

Arden Kremer



Arden first entered the California Olive Oil industry 25 years ago when she was asked to attend a UC Davis seminar on olive oil sensory and evaluation. Later she trained to be a taste panel leader. After joining the COOC panel, she received an opportunity with 5 other panelists to attend a five-day seminar at the University of Imperia in Italy. During this intense seminar, she learned much about the science and statistics that factor into tasting olive oil and was taught how to train others to become panelists. As a leader on the COOC taste panel, she frequently judges various statewide competitions. One of her highlights of being on the COOC taste panel, was doing several culinary experiments with a NY Times food editor. One test was cooking scrambled eggs with olive oil, generic oil, and butter to taste the differences. Arden has enjoyed building strong friendships with her colleagues on the COOC panel and watching the California Olive Oil Industry grow in quality and quantity.

GRANT UPDATE

The California Olive Oil Council was awarded a California Department of Food and Agriculture (CDFA) Specialty Crop Block Grant (SCBG) to conduct a series of marketing activities promoting COOC-Seal Certified Extra Virgin Olive Oil. This project will focus on highlighting the health and usage benefits of California EVOO through a series of live cooking demonstrations, educational videos, and a national media campaign. To date, the COOC has been working on the following objectives within this grant project:

- The COOC Marketing Committee conducted an in-person strategic planning session in an effort to develop key objectives and goals to serve as the foundation for this grant program and future marketing initiatives.
- Using these key objectives, marketing firm, PREM PR & Social, has developed a PR plan and timeline for the national media campaign portion of the program and framework for the educational videos.
- PREM PR & Social has worked with the COOC Marketing Committee to begin planning the first live cooking event. The event will be held in Northern California (location to be announced shortly) in early 2023. This inaugural event will serve as the first of four planned in-person live cooking events. A group of well-known social media influencers will be invited to attend these cooking events to learn more about the usage of EVOO in a variety of culinary applications, the high quality attributes of COOC-seal certified EVOO, and the COOC Seal Certification Process.
- Finally, PREM PR & Social has secured several media opportunities to conduct “live” (remote) olive oil tasting demonstrations with Bloomberg and The Denver Post. These tastings are set to take place in September 2022.

In addition to the ongoing grant activities, the COOC is also currently working on applications for additional CDFA SCBG funding opportunities for 2023. The COOC will continue to update the industry on our ongoing grant activities and application status. Please contact the COOC office if you have any questions.

QUARTER 3 TOWN HALL

Thank you to everyone who attended our Quarter 3 Town Hall held on September 9th. If you were unable to attend, please see the below link to a recording to receive updates on COOC activities. Please do not hesitate to reach out to the COOC office with any questions.

<https://us02web.zoom.us/rec/share/YN8vV2G0wEoXcqKEKYqlweXCadjxRwHGdRo-ktYIusB25OtInYlt1D6YSKq4KDsX.nFBwsvDA-fDRM4jU>

2022 SEAL CERTIFICATION UPDATE

The Seal Certification season is approaching! In preparation for the opening of Seal Certification on November 1st, the Seal Certification Kit will be distributed to members on October 1st. Please do not hesitate to reach out to the COOC office with any questions on the contents of the Kit.

CA EVOO HARVEST CONTENT TO TAKE OVER COOC SOCIAL MEDIA

The California Olive Oil Council is looking for member content to feature on our social media during this year's harvest season! Please send us any photos or videos you have so we can work to incorporate them into our harvest content plans for this year's season! Wishing you all a successful harvest this year, and we truly appreciate your support!

CALENDAR OF EVENTS

- **United Fresh Washington D.C. Conference**
 - **Date: September 26-28, 2022**
- **Produce Marketing Association Fresh Summit**
 - **Date: October 27-29, 2022**

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



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Find us on social media!



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@californiaevoo

Recipe courtesy of: CA
Grown and Teri Turner
of No Crumbs Left

EDIBLE EAST BAY-OLIVE OIL HEAVEN

Last year, Edible East Bay devoted much of its 2021 Winter Holiday Issue to olive harvest and new harvest oils! This included an [online resource](#) to the makers, producers, restaurants, and retailers in California that make, use, and champion CA EVOO!

It is time to update the guide with Olive Harvest 2022 offerings, activities, events, etc. Digital deadline is **October 15th**.

The digital listing of 20 words is free! Please include company name, olio nuovo and/or new harvest oil offerings, where to find (tasting rooms, key retailer) and any tasting events. Please include URLs! To include a photo and additional language there is a charge of \$200. Retailers and restaurants with olio nuovo offerings and events will be included.

Please send your listings to Roberta Klugman at rklugman@robertaklugman.com

Recipe Spotlight

No Crumbs Left Tomato Confit

Ingredients

- 5 cups cherry or grape tomatoes
- 2 1/2 cups CA extra virgin olive oil
- 1 cup fresh basil leaves
- 2 garlic cloves, crushed
- 1 teaspoon Kosher salt

Directions

- Preheat oven to 350 F.
- In a shallow baking dish (11x7 inch works well), immerse the tomatoes in the olive oil, ensuring tomatoes are completely covered. Tuck the basil leaves and garlic into the dish and sprinkle with salt. Bake for 30 minutes, or until the tomatoes are tender, hot and bubbling.
- Remove from the oven and let cool to room temperature. Once cooled, transfer the tomatoes and oil to glass jars, making sure oil completely covers the tomatoes, and seal the jars.

