



**CALIFORNIA
OLIVE OIL COUNCIL**
EST. 1992

OLEA NEWS

Issue No. 12

April 2023

COOC CENTRAL COAST MEET AND GREET

On April 12, 2023 Kiler Ridge Olive Farm will be hosting a COOC staff and directors meet and greet. All COOC members, California olive oil producers, wholesalers and retailers who are interested in learning more about the COOC are welcome to attend. The event will take place at Kiler Ridge Olive Farm, 1111 Kiler Canyon Rd. Paso Robles, CA 93446. RSVP by **April 7th, 2023** to Elise Oliver, eoliver@calapple.org.

OLIVE OIL SENSORY SEMINAR WITH EXPERT PABLO VOITZUK

COOC member, Gold Ridge Organic Farms, is hosting an olive oil sensory seminar with expert Pablo Voitzuk on Saturday April 22nd, 2023. The event will teach participants how to evaluate a wide range of local and international olive oils. Refreshments and boxed lunch are included with the ticket purchase. The event will take place from 9:00 am-12:30 pm at Gold Ridge Organic Farms. 3387 Canfield Rd Sebastopol, CA 95472. Click [here](#) for more information regarding the event and to reserve your seat.

UC DAVIS ADVANCED SENSORY EVALUATION OF OLIVE OILS CLASS

The UC Davis Olive Center is hosting an Advanced Sensory Evaluation of Olive Oils Class. This course is designed to improve the olive oil tasting ability for those who are experienced to do so. Dr. Agusti Romero, Olive Team Leader from IRTA in Catalonia, Spain will be in attendance as a presenter at the event. The course will take place for two days: Friday, June 9th to Saturday, June 10, 2023. Classes will take place between 8:30 AM and 5:00 PM. Breakfast, lunch and snacks will be provided to attendees. Early bird registration is available until April 30, 2023 and costs \$950. General registration is open until May 31 or until capacity is met and costs \$1,150. This course is expected to fill up quickly, register online to secure your seat [here](#).

2022 SEAL CERTIFICATION STILL OPEN

Any member submissions for the Seal Certification Program must be received by April 30, 2023 to have the opportunity to be tasted by the Modern Olives Taste Panel. Because the deadline for submission, was March 31, 2023, any oils submitted will incur a late fee. To achieve certification of your oil, please refer to the 2022 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.

COOC INFLUENCER COOKALONG EVENT

On March 23rd, the COOC hosted its second California Cookalong event in Venice Beach, CA. The event was attended by nine influencer participants, in addition to COOC staff. The COOC featured seven producers whose oils have been certified in 2022. These included: Mangini Ranch, Wild Groves, Bondolio, Corto, Enzo Olive Oil, Burroughs Family Farms, and San Miguel Olive Farm. The COOC was active on social media during the event.

Immediate feedback from the event was positive and several of the influencers, both during the event and following, posted “bonus” content that was in addition to the agreed upon deliverables. Influencers have begun posting their required content items, and we expect that the final metrics for this event and influencer partnership activity will be available at the end of April.

Recipe Spotlight: Fig Ice Cream Sundae with California EVOO

Ingredients

- 1 pint vanilla ice cream
- 5-6 fresh figs, sliced
- 2 tablespoons California extra virgin olive oil
- 1/4 cups toasted almonds, chopped
- Flaky sea salt

Procedure

Divide the ice cream among bowls. Drizzle with olive oil and top with fresh figs, toasted almonds and a pinch of flaky sea salt



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Find us on social media!



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CALENDAR OF EVENTS

- **Office Closed-Good Friday**
 - April 7, 2023
- **COOC Central Coast Meet and Greet**
 - April 12, 2023
- **Olive Oil Sensory Seminar**
 - April 22, 2023
- **UC Davis Sensory Evaluation Class**
 - June 9-10, 2023