



**CALIFORNIA  
OLIVE OIL COUNCIL**  
EST. 1992

# OLEA NEWS

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## **MARKETING COMMITTEE GRANT**

Marketing plans for the COOC in the upcoming months, consist of video production, plans for a third cookalong, a structured social media schedule, and an International Cookbook. The first video, intended to educate United States home cooks on EVOO, is completed and will be posted on COOC's social media platforms and is already posted on the COOC website. This video discusses the hard work and generations of experience that goes into producing pristine California EVOO. We encourage members to post this video to their own social media pages or website, repost the video from the COOC's social media pages (information located on page 2 of this newsletter), and tag the COOC when posting any California EVOO related content.

Production of the second video will begin shortly and highlight a few of the female growers in the industry, facts about the industry, the three intensities of EVOO, how to choose the most complimentary oil for your dish, and tips for buying and storing California EVOO.

The third cookalong, which is anticipated to happen in September, will be in the Wine Country area where both influencers and producers can participate. The next virtual tasting is happening with Laura McIntosh, a nationally recognized TV Host and Executive Producer of the lifestyle show, Bringing it Home.

Recently, the COOC has established a structured social media plan in-house where posts go out three times a week with different segments including Member Feature Monday, Fun Fact Friday, and a number of delicious recipes including California EVOO! Members will begin receiving information on Social Media 101 for guidance on how to post on each social media platform and the different components of each one.

The COOC is also participating in an International Cookbook where the industry is getting one page to explain the history of the COOC, include a grower's story, and explain what the COOC seal represents. This cookbook will be sold at all US Embassies and displayed at all Ambassador's houses.

## **CALIFORNIA STATEWIDE OLIVE SEMINAR VIDEOS**

The 2023 California Statewide Olive Seminar videos are online! You can access them via the following link <https://ucanr.edu/2023olivevideos> or by visiting the UCCE Sonoma County website, <http://ucanr.edu/ncipm>. Click on the California Statewide Olive Seminar link on the left-hand side of the website to access the videos.

## **COOC ANNUAL MEMBER MEETING**

We heard from our members that the October AMM was not ideal, so with the assistance from our Board Members, we were able to move the meeting to **March 15-17, 2024!** It will be held at Hyatt Regency Monterey Hotel and Spa. More information will be provided regarding registration and booking hotel rooms as the date approaches. For any questions, please feel free to contact the COOC office.

## SEAL CERTIFICATION UPDATE

2023 Seal Certification Season will be underway soon! The COOC will be partnering with Modern Olives for the 2023 season. The annual Seal Certification packet will be sent out on October 1st, with the COOC officially accepting samples on November 1st. The Seal Certification Kit will contain all details regarding logistics of sending in samples and payment. As a reminder, the micro-producer membership includes submission of one oil into the program. Producers tier 1-6 and private label entities membership includes submission of two oils into the program. Any oils submitted thereafter, are \$150 per oil. Please do not hesitate to reach out with any questions. Thank you!



### CALENDAR OF EVENTS

- **OFFICE CLOSED-LABOR DAY**
  - September 4, 2023
- **OPENING DAY- SEAL CERT.**
  - October 1, 2023



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## *Recipe Spotlight: with California EVOO Roasted Cherry Tomato Caprese*

*Recipe by: Adam Rapoport*

### Ingredients

- 2 pints cherry tomatoes
- 4 sprigs thyme
- 4 garlic cloves, smashed
- 1/4 cup CA EVOO
- Kosher salt
- 8 ounces fresh buffalo or cow mozzarella (about 1 ball), room temperature, torn into large pieces
- Flaky sea salt
- Country-style bread, brushed with oil, toasted in oven (for serving)

### Procedure

Preheat oven to 350°F. Toss tomatoes, thyme, garlic, and CA EVOO on a rimmed baking sheet to coat and season lightly with kosher salt. Spread out in a single layer and roast until tomatoes are bursting and lightly browned, 40–45 minutes; let cool. Arrange mozzarella on a platter and spoon warm tomato mixture with juices over; sprinkle with sea salt. Serve with CA EVOO toasted bread for soaking up all those extra juices.

