

# California Olive Oil Council Membership 101

The COOC community is a vast network of producers, merchants, industry affiliates, and professionals who share your passion for exceptional California Extra Virgin olive oil.



# Our Story: 34 Years of Excellence

## Founded in 1992

COOC was established by a group of olive oil growers and enthusiasts, led by founder Lila Jaeger. What began as a passionate initiative has grown into the heart of California's olive oil industry.

## Our Mission

We promote certified extra virgin California olive oil through education, outreach, and communication. Today, roughly 100 members represent the diverse landscape of California olive oil production.

From micro-producers to larger operations, every member has access to the many benefits COOC offers. We're proud to represent the full spectrum of olive oil professionals.



# The COOC Seal Certification Program

A primary goal of membership is highlighting the highest quality extra virgin olive oil California has to offer. All members producing 100% California olive oil submit their oil annually for Seal Certification to be labeled as extra virgin.



## Standardized Grading

Provides producers with a consistent method for certifying their 100% California olive oil as extra virgin.



## Consumer Assurance

Gives consumers and retailers confidence that purchased oil is genuinely extra virgin quality.



## Market Distinction

Enables certified producers to distinguish their products in the competitive marketplace.



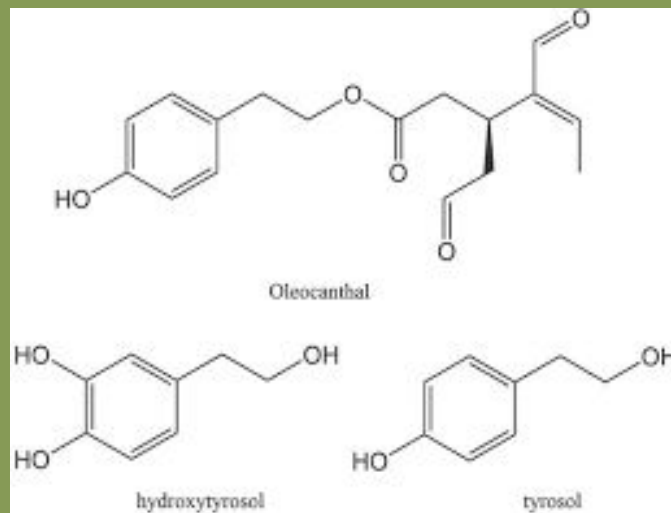
# Rigorous Two-Part Certification Process

The Seal Certification Program opens every November and concludes the following November.

## Chemical Analysis

Laboratory testing ensures oils use no chemicals or extreme heat during extraction and uphold the highest standards including having a Free Acidity (FFA) level equal or below .5 grams per 100 (.5%).

\*By comparison the IOC and EU FFA standard is no more than .8%.



## Sensory Evaluation

Sensory evaluation ensures oils are free from defects and demonstrate fruitiness.



# Bulk Sales Program

Our Bulk Sales Program helps members manage excess product or fill supply gaps efficiently.

Members can participate in the Bulk Sales Program either as **buyers** or **sellers**.

This program was created to support our community's business needs and **foster collaboration among members**.



# Marketing Opportunities

Many membership benefits come through extensive marketing opportunities designed to elevate your brand and California olive oil as a whole.



## Trade Shows

Participate in industry trade shows to showcase your products and connect with buyers, retailers, and fellow producers.



## Social Media Promotion

Gain exposure through COOC's social channels and participate in social media takeovers to reach new audiences.

## National Media Campaigns

Benefit from coordinated media outreach that promotes California olive oil and highlights individual member brands.



## Annual EVOO Competition

Enter the prestigious COOC EVOO Competition to earn recognition and awards for your exceptional olive oils.



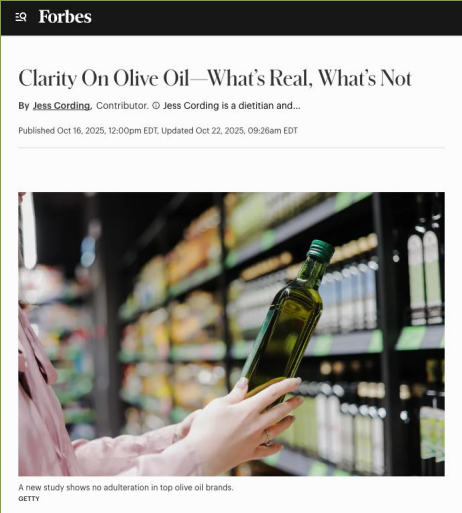
# Sampling Program

As representatives and advocates for California olive oil companies, we frequently connect with prominent journalists and influencers for educational and media purposes. Our media outreach promotes California olive oil as a whole while highlighting individual members.

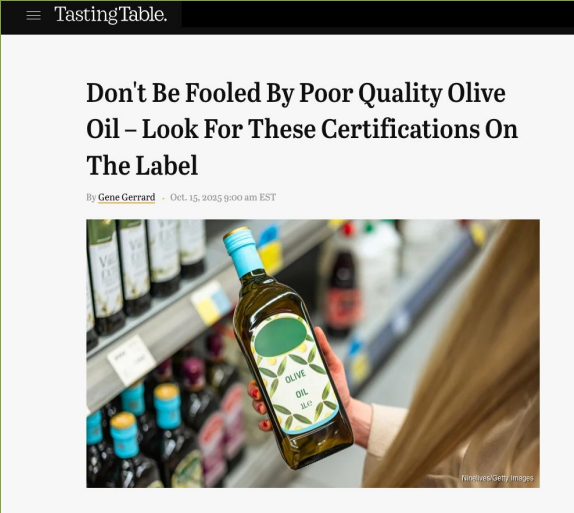
We strive to include as many members as possible when sharing olive oil samples with journalists, and run different sampling cycles throughout each year.



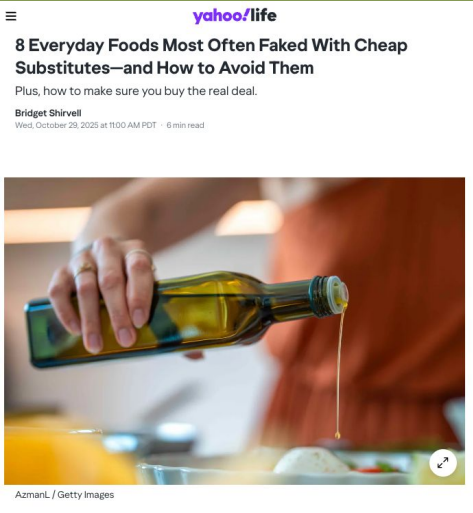
# COOC In the Press



Forbes



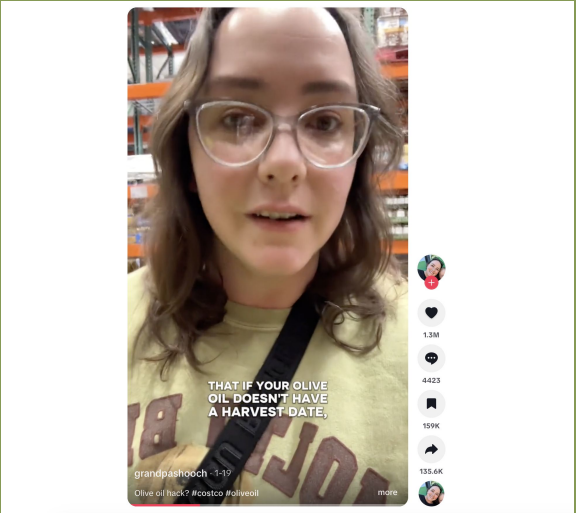
Tasting Table



Yahoo! Life



MindBodyGreen



TikTok

# Educational Resources

We offer COOC members, and the general public, comprehensive educational resources for all things olive oil. Our goal is to educate consumers, farmers, producers, retailers, chefs, and culinary professionals.



## Olive Oil 101

Fundamentals and basics



## Health & Nutrition

Benefits and wellness



## Buying Tips

Purchasing guidance



## In the Kitchen

Culinary applications



## How to Taste

Sensory evaluation

# Board Committees & Leadership

Executive Director, Suzanne Moreau

COOC has three board committees open for members to apply to: Marketing, Member Services, and Seal Certification and Standards.



**Vincent Ricchiuti**

President, Enzo Olive Oil



**Chris Calvert**

Vice President, Ciarlo Fruit & Nut



**Audrey Burnam**

Treasurer, Kiler Ridge Olive Farm



**David Garci-Aguirre**

Secretary, Corto

Additional board members include Christine Veio Klouidakis, Kyle Sawatzky, Ty Ohanneson, Cynthia Jackson, Sara Dominguez, Natalia Ruiz, and Marco Bussolotto. Audrey Burnam, Chair of Member Services, is available to discuss membership questions at [audreyburnam@kilerridge.com](mailto:audreyburnam@kilerridge.com).

# Membership Process and Fees

The current COOC membership cycle goes from July 1st, 2026 through June 30th, 2027.

COOC membership is tiered, so members will pay a different amount depending on their services offered and production level. See all membership levels here:

Learn more about how to join, fill out the Membership Agreement Form, and pay the membership fee [here](#).

|                                                     |                 |
|-----------------------------------------------------|-----------------|
| <u><b>Tier 6</b></u>                                | <b>\$15,950</b> |
| <u><b>Tier 5</b></u>                                | <b>\$10,950</b> |
| <u><b>Tier 4</b></u>                                | <b>\$4,700</b>  |
| <u><b>Tier 3</b></u>                                | <b>\$2,200</b>  |
| <u><b>Tier 2</b></u>                                | <b>\$950</b>    |
| <u><b>Tier 1</b></u>                                | <b>\$700</b>    |
| <u><b>Micro-producer (&lt;100 gallons) Tier</b></u> | <b>\$300</b>    |
| <u><b>Private Label Entities Tier</b></u>           | <b>\$750</b>    |
| <u><b>Industry Affiliate Tier</b></u>               | <b>\$500</b>    |
| <u><b>Friend of the Industry</b></u>                | <b>\$250</b>    |

# Stay Connected on Social Media

## Instagram

Follow us [@californiaevoo](#) for daily inspiration, member spotlights, and olive oil education.

## Facebook

Add us on Facebook: [California Olive Oil Council](#) for community updates and events.



California Olive Oil Council

580  
posts

3,873  
followers

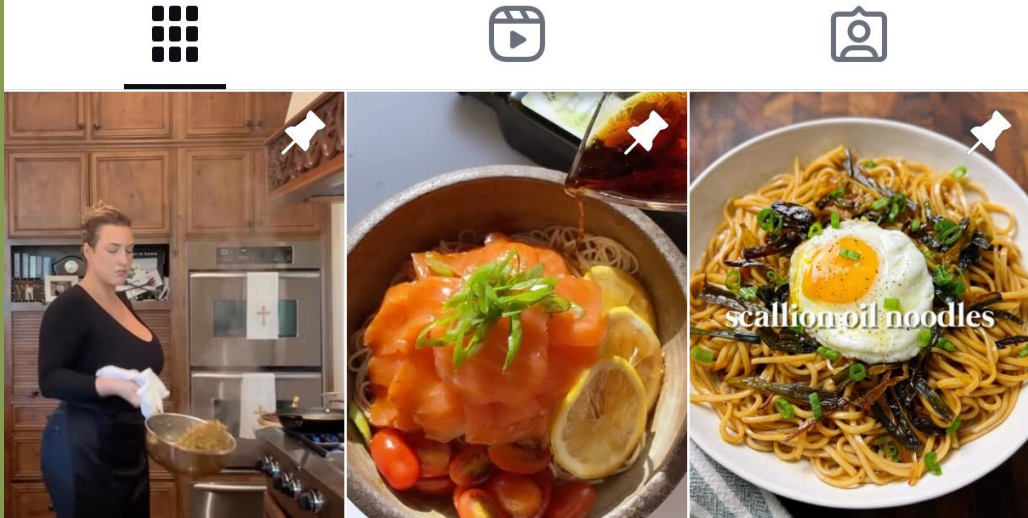
570  
following

How do you know your extra virgin olive oil is the real deal?  
Look for the COOC Seal.  
TRUST THE SEAL.

[cooc.com](#) and 2 more

- Following ▾
- Message
- Contact
- +⊕

-   
COOC EVE...
-   
#CAEVOOP...
-   
COOC EVE...
-   
Recipes
-   
Events



# Contact Us

## Membership & General Inquiries

Suzanne Moreau

Executive Director

Email: [suzanne@cooc.com](mailto:suzanne@cooc.com)

Phone: (559) 578-8074

