# How to Communicate and Implement the Results of the OLEUM Project in the US

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#### Industry Facts

- US is the second largest olive oil market outside of the EU, with a retail market value of > \$5.5B.
- 71% of the US market share of olive oil is marketed as extra virgin.
- Olive production in California, Texas, Georgia and Florida.

### California Industry Facts

- As of August 2017, there are over 40,000 acres planted in California for the production of extra virgin olive oil.
- It is estimated that 20,000 new acres will be planted each year in California by 2020.
- There are over 400 growers/producers of olive oil in California.
- Over 75 olive varieties are grown in California for olive oil production
- The fall 2017 harvest produced 4.3 million gallons. The fall 2016 harvest produced 3.5 million gallons of extra virgin olive oil.
- There are over 40 mills in California with more under construction and/or expansion.

#### **Organization Landscape**

#### Government

• FDA

• USDA

Trade Groups

• COOC

- AOOPA
- WOOTG
- NAOOA

#### Others

- 00CC
- AOCS
- UC Davis

# FDA (Food and Drug Administration)

- Protects the public health by ensuring the safety of our nation's food supply, cosmetics, and other products
- Provides guidance and regulatory information for food safety, manufacturing processes, industry systems and import/export activities



# USDA (United States Department of Agriculture)

- Funded in 1862
- Federal agency for the farmers in the US
- Responsible for safety of agricultural, meat and egg products and conducts agricultural research



# COOC (California Olive Oil Council)

- Established in 1992
- Trade association to increase consumption of certified CA EVOO
- 400 members including growers, producers and retailers
- Represents over 90% of all CA olive oil production
- Taste panel for certification
- Consumer education, outreach and communication



### AOOPA (American Olive Oil Producers Associations)

- Established in 2012
- Trade organization to promote American olive oil industry
- Creates fair access to global markets
- Ensures the integrity and quality of olive oil for consumers
- Members from California, Florida, Georgia and Texas



# WOOTG (World Olive Oil Trade Group)

- Shares knowledge and ideas to expand and reinforce a fair global market for global olive oil
- Promotes industry growth worldwide through development of effective testing and labeling standards
- US (AOOPA), Australia, Chile, and South Africa

# NAOOA (North American Olive Oil Association)

- Trade association that promotes the consumption of olive oil and seeks government enforcement of quality and labeling requirements for olive oil
- Primary programs are for quality control and public relations
- NAOOA Certified Quality Seal requires participating brands agree to have samples taken directly from the retail marketplace, in the same manner any consumer would purchase them.



# OOCC (Olive Oil Commission of California)

- Supports olive oil farmers and handlers (> 5000 gallons)
  - Strict standards fro CA olive oil
  - Accurate labelled CA olive oil
  - Research
- Helps consumers to have confidence in CA olive oil



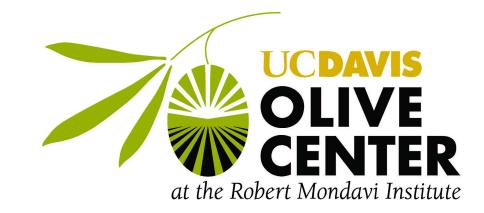
#### AOCS

- International Organization since 1909
- Provides emerging information and disseminate research results in oils, fat and lipids
- Develops analytical methods in global trade and research, conduct proficiency testing, provides reference materials and coordinates with ISO and Codex



#### UC Davis Olive Center

- Established in 2008
- To do for olives what UC Davis did for wine
- Works closely with organizations, governing agencies, individuals, industry and academia
- Conducts applied research on table olives and olive oil



#### How to Communicate and Implement

