

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

- OOCC
- 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 for 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

