



## **How to Talk About the Olive Oil Commission of California**

The Olive Oil Commission of California believes that membership in this mandatory program to verify olive oil standards enforced by the state of California can be beneficial to the promotion of individual olive oil brands. The Board encourages members to include the following statement in conversations with growers, buyers, consumers, media and other interested parties:

**As a member of the Olive Oil Commission of California, we are subject to the mandatory California Department of Food & Agriculture standard for olive oil, which is the most stringent standard in the United States.**

### **General Points about the OCCC.**

#### **Why does the OCCC exist?**

- ✓ The OCCC works to ensure California olive oil is trusted and valued.

#### **What does the OCCC do?**

- ✓ The OCCC requires accurate labeling for California olive oil.
- ✓ The OCCC verifies quality through a mandatory government sampling and testing program.
- ✓ The OCCC provides information from the testing program to individual companies so they can improve the quality of their olive oil.
- ✓ The OCCC conducts research that helps olive oil farmers produce a better quality product.

#### **How does the OCCC sampling and testing program benefit producers of olive oil?**

- ✓ The OCCC gives customers confidence about the quality of California olive oil.
- ✓ The OCCC provides a mandatory product specification for all California olive oils.
- ✓ Test results from the OCCC's mandatory third-party sampling program are valuable to producers and can help us make improvements in our product.
- ✓ Collectively, the information from the OCCC program can be used to improve future standards and labeling requirements for California olive oil.

### **How can we say the OOCC grade verified by CDFA is the most stringent in the U.S.?**

- ✓ The CDFA Standard is mandatory and enforced through the OOCC; the USDA olive oil standards are voluntary.
- ✓ The CDFA standard is the only domestic standard for olive oil that requires independent sampling and testing with government oversight.
- ✓ The CDFA Standard contains the following eight quality parameters:  
*Free Fatty Acid Content; Peroxide Value; Ultraviolet ; Absorbency; Moisture and Volatile Matter; Insoluble; Impurities; Pyropheophytin; 1,2 Diacylglycerols and Organoleptic (Sensory) Analysis.*
- ✓ The CDFA Standard includes the important PPP and DAGs tests to quantify olive oil aging and quality, and to detect adulteration with deodorized (soft refined) olive oil.
- ✓ The CDFA Standard includes the Purity Parameters of the USDA Standard via the California Health and Safety Code.
- ✓ The CDFA Standard includes strict guidelines for labeling language that prohibit the use of misleading terminology such as “Pure” and “Extra Light” to refer to refined olive oil blends.

### **How does the OOCC benefit consumers?**

- ✓ The OOCC improves the consumers buying experience.
- ✓ The OOCC promotes simple, accurate, truthful and reliable labeling.  
(For example, the OOCC has removed misleading terminology, such as “Light” and “Pure” from California olive oil labels.)
- ✓ The goal of the OOCC is for consumers to understand that when they buy California olive oil, it can be trusted.

### **How is the OOCC different from other entities that exist in the olive oil industry?**

- ✓ The OOCC is a mandatory government program.
- ✓ Under the OOCC, the California Department of Food and Agriculture oversees the verification of CA olive oil quality.
- ✓ The CDFA standard has the most stringent quality parameters in the US.
- ✓ The OOCC does not engage in product promotion or marketing.

### **What does the OOCC hope to accomplish?**

- ✓ The OOCC hopes to demonstrate that if California producers can guarantee a better quality product that:
  1. Consumers will have greater confidence in California olive oils.
  2. California olive oils will have greater value.

### **How to learn more about the OOCC?**

- ✓ For more information about the Olive Oil Commission of California, please visit our website at [www.oliveoilcommission.org](http://www.oliveoilcommission.org).
- ✓ Please sign up to receive our newsletter [here](#).