Impact Report
For the years July 2014 - June 2019

HOW IS THE OOCC PERFORMING?
This report was created to inform California’s olive oil industry about the activities and accomplishments of the OOCC over the past five years since the creation of this mandatory quality program. We encourage you to learn more at www.oliveoilcommission.org.
About the Olive Oil Commission of California

WHAT
The Olive Oil Commission of California is a government entity of the State of California. It supports California olive farmers by:
• Developing and enforcing standards for the purity and quality of California olive oil.
• Verifying California olive oil quality through mandatory government sampling and third-party analysis.
• Promoting simple, clear accurate labels for California olive oil.
• Conducting research to assist farmers in successfully growing a healthy, sustainable crop.

WHO
The OOCC was established and is funded by California olive oil farmers. California olive oil handlers who produce 5,000 gallons or more are required by law to participate in the OOCC’s mandatory government sampling and testing program. Producers with less than 5,000 gallons may voluntarily participate in the OOCC’s government sampling program.

WHY
The OOCC exists so that:
• California olive oil is accurately labeled.
• Customers can have confidence in the quality of California olive oil.
• All California olive oil is trusted and valued.
Chairman’s Letter

I am convinced that California olive oil is destined to be the “next big thing” as farmers look to plant commodities that are low-input, drought resistant and less reliant on labor.

What the OOCC is providing our customers. I believe this will go a long way to increasing demand for California olive oil.

Through the efforts of the OOCC research program, we are learning important information on how to grow quality olive oil in this state; how to protect it from pests; and how to ensure quality is maintained throughout the supply chain. This is critically important for growers who are looking for ways to grow a healthy, sustainable and profitable crop. I am convinced that California olive oil is destined to be the “next big thing” as farmers look to plant commodities that are low-input, drought resistant and less reliant on labor. California olive oil planting systems offer these benefits and more.

Meanwhile, through the programs of the OOCC, our industry is working together to achieve great things. But we’ve only just begun. There is much more work to do. I can tell you that the Board of the OOCC is committed to helping farmers grow more high-quality olive oil in California and providing support to ensure consumers understand and trust the value of our product.

Jeff Colombini
Olive Farmer
Lodi, CA
After a 2012 Congressional investigation of olive oil labeling found that broad and mostly unenforced standards lead to mislabeled product, a segment of California olive oil producers petitioned the California state Legislature to establish the Olive Oil Commission of California. Its objective is to provide more stringent standards for California olive oil and a mechanism for enforcing them. The OOCC was established in 2014 with general oversight from the California Department of Food and Agriculture.

California agricultural commodities have a long history of using mandated programs to differentiate California products from others in quality. The CDFA Extra Virgin Olive Oil Standard was developed for the OOCC by incorporating chemical and organoleptic metrics of oil quality from national and international standards. These science-based standards were recommended to the CDFA and following a public hearing, the standards were approved and implemented. California olive oil producers with 5,000 gallons or more of olive oil per year are required by law to participate in the OOCC program which includes a mandatory sampling and testing program to ensure their olive oil meets CDFA standards and is accurately labeled.

The OOCC refers to our standard for California Extra Virgin Olive Oil required under the California Department of Food and Agriculture as one of the most stringent in the world for good reason. The CA Extra Virgin Olive Oil standard includes all the tests and parameters found in the California Health and Safety Code. It also contains more stringent parameters for quality tests and incorporates the valuable tests for DAGs and PPP. Below is a chart comparing the CA Extra Virgin Olive standard to those under the United States Department of Agriculture and International Olive Council.

### About the parameters

- **Free fatty acid or free acidity (FFA)** — Some indication of oil quality based on fruit quality and handling. Although FFA does not change much over the life of oil, a lower FFA level at production will contribute to longer shelf life.

- **Peroxide value (PV)** — A measure of peroxide compounds arising from primary oxidation. A high peroxide value usually indicates poor processing, and that the oil might not keep well. The final stage in oxidation is peroxide breakage, resulting in the formation of new compounds that we can perceive as rancid smelling.

- **Ultra violet absorbency (UV)** — Absorbency at wavelengths. K232 is considered a critical marker for good quality extra virgin olive oil. Oxidation is the result of natural aging or indicative of poor handling or heating during the refining process.

- **Pyropheophytins (PPP)** — Breakdown products of chlorophyll. Over time, chlorophyll breaks down first into pheophytin, then into PPP, making PPP an excellent indicator of the age of an oil. Light and heat can accelerate the production of PPP.

- **1,2- and 1,3-diacylglycerol (DAGs)** — Higher levels in well-made fresh olive oil from good fruit and 1,3-DAG is higher in olive oil made from poor quality fruit or oxidized or refined olive oils. The ratio between 1,2-DAGs and 1,3-DAGs declines steadily and is a good indicator of the age of an oil.

- **Organoleptic analysis (Sensory)** — Analysis by a trained taste panel using official protocols is an important part of determining the grade of virgin olive oil. Taste panels identify and quantify defects and basic positive attributes in an olive oil. To be classified as extra virgin, an olive oil may have no defects in flavor, and must have fruitiness.

### CA Extra Virgin Olive Oil Standard at a Glance

<table>
<thead>
<tr>
<th>Parameter</th>
<th>USDA* and IOC*</th>
<th>CDFA*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free fatty acid (%/m/m)</td>
<td>≤ 0.8</td>
<td>≤ 0.5</td>
</tr>
<tr>
<td>Peroxide value (meq O₂/kg oil)</td>
<td>≤ 20</td>
<td>≤ 15</td>
</tr>
<tr>
<td>Absorbency in ultraviolet K₂₃₂</td>
<td>≤ 2.50</td>
<td>≤ 2.40</td>
</tr>
<tr>
<td>Absorbency in ultraviolet K₂₇₀</td>
<td>≤ 0.22</td>
<td>≤ 0.22</td>
</tr>
<tr>
<td>Absorbency in ultraviolet ΔK</td>
<td>≤ /0.01/</td>
<td>≤ /0.01/</td>
</tr>
<tr>
<td>Moisture and volatile matter (%/m/m)</td>
<td>≤ 0.2</td>
<td>≤ 0.2</td>
</tr>
<tr>
<td>Insoluble impurities (%/m/m)</td>
<td>≤ 0.1</td>
<td>≤ 0.1</td>
</tr>
<tr>
<td>Pyropheophytin a (PPP) (%)</td>
<td>–</td>
<td>≤ 17</td>
</tr>
<tr>
<td>1,2 Diacylglycerols (DAGs) (%)</td>
<td>–</td>
<td>≥ 35</td>
</tr>
<tr>
<td>Organoleptic analysis (Sensory) — Median defects</td>
<td>MeD = 0</td>
<td>MeD = 0</td>
</tr>
<tr>
<td>Median fruity</td>
<td>MeF &gt; 0</td>
<td>MeF &gt; 0</td>
</tr>
</tbody>
</table>

**USDA** - United States Department of Agriculture  
**IOC** - International Olive Council  
**CDFA** - California Department of Food and Agriculture
Standards lead to mislabeled product, a segment of the olive oil industry in the US is a major concern. Its objective is to provide more comprehensive and stringent parameters for the quality tests and incorporate valuable tests for DAGs and PPP. Below is a chart of the CDFA standards in the world for good reason. The CA Extra Virgin Olive Oil standard includes all the tests and parameters for olive oil purity found in the California Department of Food and Agriculture as one of the most comprehensive and the most stringent standards for California olive oil and a mechanism for enforcing them. The OOCC was established in 2014 and operates with general oversight from the State of California agricultural commodities have a long history of using mandated programs to differentiate California products from others in quality. The CDFA metrics of oil quality from a variety of national and international standards. These science-based standards were recommended to the CDFA and, following a public hearing, the standards were approved and took effect in 2015.

Extra Virgin Olive Oil Standard was developed for the OOCC by incorporating chemical and organoleptic metrics of oil quality from a variety of national and international standards. The OOCC refers to our standard for California Extra Virgin Olive Oil required under the California Department of Food and Agriculture as one of the most implemented. California olive oil producers with 5,000 gallons or more of olive oil per year are required by law to participate in the OOCC program which tracks and enforces the olive oil production. Growers who produce less than 5,000 gallons per year file a production report to the CDFA. The OOCC’s four years of data, those parameters are still too restrictive for the authentic olive oil produced in the USA, and these are the parameters the USDA standard was adjusted a little to adapt it to the range of authentic olive oil produced in the USA, and these are the parameters that are used in California. But as we see from the results of the OOCC’s four years of data, those parameters are still too restrictive for the fatty acids and sterols found in some California olive oils.

Research to support the development and improvement of California’s olive oil standards is one of the core mandates of the OOCC. In the case of fatty acid and sterol profiles, the OOCC has been conducting ongoing research that aims to ensure all genuine California olive oil will be encompassed by the purity parameters of the CDFA standard.

For each of the past four seasons, the UC Davis Olive Center has analyzed about 70 samples of monocultivar olive oil from different parts of the state to determine their percentages of different fatty acids and sterols. What they have found is that about 10 percent of the samples analyzed fall outside of the official parameters for fatty acids or sterols, which means they would not even be considered olive oil under some standards.

Fatty acids and sterols are part of the suite of analyses known as purity or authenticity tests. All oils are made up of different proportions of fatty acids—oleic, palmitic, linoleic, linolenic, etc—and contain varying amounts of different sterols. Brassicasterol, for example, is at high levels in canola oil. So, measuring these components of olive oil can be a useful way of detecting adulteration with other oils.

But importantly, values outside the official range for various fatty acids and sterols can also be the result of natural variation in the makeup of the olive due to climate, variety, maturity and other factors. This is why the evaluation of fatty acid and sterol profiles in California olive oil is so important.

The official fatty acid and sterol parameters contained in the International Olive Council (IOC) standard are based on olive oil produced from varieties grown in the traditional regions of the Mediterranean. Growers in other areas of the world are sometimes finding their genuine olive oil is outside those parameters, leading to a situation where a producer can have their absolutely authentic olive oil not qualify as “olive oil” under the IOC standard!

The USDA standard was adjusted a little to adapt it to the range of authentic olive oil produced in the USA, and these are the parameters that are used in California. But as we see from the results of the OOCC’s four years of data, those parameters are still too restrictive for the fatty acids and sterols found in some California olive oils.

The OOCC is amassing data to take this adaptation to the next level so the CDFA standard will accommodate the natural variability of all the olive oil produced within the state. This research on fatty acid and sterol profiles is what is needed to make a strong case for some new limits in the CDFA standard to ensure that all olive oils grown in California are able to comply.

### Evaluation of Fatty Acid and Sterol Profiles of California Olive Oils

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Verification of Olive Oil Grades

The overarching goal of the Olive Oil Commission of California is to ensure that olive oil produced in California is trusted and valued. This is being achieved through the OOCC’s mandatory government sampling and testing program.

What Test Results Mean

The results of the mandatory olive oil testing indicate that the OOCC is working to make a difference in the quality of olive oil produced in the state. More importantly, laboratory analysis shows that California producers are accurately labeling their product.

Independent testing shows that olive oils produced by OOCC program participants are consistent with the grade on packaging a significant percentage of the time. Although, 2018 tests found that 92 percent of the samples were accurately labeled — a drop from 100 percent in 2017 — this is still an improvement over the 2014 results when just 85 percent of the samples were labeled accurately.

Reports of fraud have resulted in confusion about how to select and buy quality olive oil. The OOCC represents the California olive oil industry’s commitment to improving the olive oil buying experience by establishing trust and credibility. This trust increases the value of California olive oil.

It’s important to note the 2018 testing found only 5 samples inconsistent with their labeled grade. Two samples were found to be of a higher grade than what was listed on the bottle. Producers of the other three samples were notified by the OOCC about independent test results and labels on the bottles were changed to reflect the accurate grade. This is exactly how mandatory government sampling and testing was designed to work and demonstrates the value of the OOCC program at ensuring California olive oil is correctly labeled.

- Inspectors from the California Department of Food and Agriculture collect a designated number of olive oil samples from each OOCC olive oil handler.
- Samples are sent to an accredited third-party laboratory for sensory and chemical analysis.
- Producers are required to test their own olive oil and results must be sent to the OOCC.
- Test results from samples collected by producers and from CDFA are forwarded to the UC Davis Olive Center.
- The UC Davis Olive Center compares lab testing results from producers and those from the government sampling program to:
  1. Confirm olive oils meet the minimum standards for olive oil grade;
  2. Ensure labeling matches the quality of olive oil in the bottle.
Retail Sampling 2017 & 2018

The Olive Oil Commission of California has completed two studies assessing the quality of California olive oil in a retail environment at least one year after harvest.

The first study was conducted in 2017 with 50 samples collected from retail locations in the Sacramento area, and the second study was conducted in 2018 with 50 samples collected from retail locations in the Fresno area. All samples from both the 2017 and 2018 studies were analyzed based on CDFA Extra Virgin Olive Oil Standards.

Overall, in both the 2017 and 2018 data, testing results indicate that olive oils produced by OOCC members are generally achieving better results than non-OOCC members with regards to maintaining the quality of California olive oil available for sale to consumers.

CA Extra Virgin Standard Testing

Overall, 74 percent of the samples of California olive oils collected in 2017 and 68 percent of the samples collected in 2018 from various retail outlets met the California Extra Virgin Olive Oil standard.

YEAR 2017

YEAR 2018

Passing Rate CA OOCC Standard Per Test

With the 2017 data, 37 of the 50 samples collected passed the California Extra Virgin Olive Oil Standard, while 13 failed at least one California standard for the grade. From the shelf testing data from 2018, 34 of the 50 samples collected passed the California Extra Virgin Olive Oil Standard, while 16 failed at least one California standard for the grade.
**$598,872**

**TOTAL RESEARCH DOLLARS INVESTED BY THE OOCC**

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**Research to Assist Olive Oil Growers**

The Olive Oil Commission of California is authorized to fund research that is beneficial to the California olive oil industry. The overarching objectives of research funded by the OOCC are to continually improve the quality of California olive oils and to assist farmers in successfully growing a healthy, sustainable crop. Since its foundation in 2014, the OOCC has invested $598,872 in research dollars across a variety of general categories.

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>Total</th>
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</thead>
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<td>Authenticity</td>
<td>$26,575</td>
<td>$25,700</td>
<td>$34,000</td>
<td>$34,000</td>
<td>$19,350</td>
<td>$139,625</td>
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<td>Quality</td>
<td>$12,000</td>
<td>$15,000</td>
<td>$59,000</td>
<td>$59,000</td>
<td>$9,000</td>
<td>$154,000</td>
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<tr>
<td>Pest/Disease</td>
<td>-</td>
<td>$21,000</td>
<td>$61,250</td>
<td>$57,000</td>
<td>$60,915</td>
<td>$200,165</td>
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<tr>
<td>Other</td>
<td>-</td>
<td>$3,544</td>
<td>$36,164</td>
<td>$27,924</td>
<td>$37,450</td>
<td>$105,082</td>
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<tr>
<td>Total</td>
<td>$38,575</td>
<td>$65,244</td>
<td>$190,414</td>
<td>$177,924</td>
<td>$126,715</td>
<td>$598,872</td>
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</table>
Research Categories

Pest & Disease Management
Over the past five years, the OOCC has conducted research into the management and control of existing and emerging olive diseases including Olive Knot and Neofabraea, or Olive Leaf Spot. As a result of this important research, the OOCC is seeking to register two products combating Neofabraea in olive orchards in California under an emergency pesticide exemption and is actively pursuing full pesticide certification of these products. The OOCC is also working on registering a promising new antibiotic for use in controlling olive knot.

Olive Oil Quality
Since the OOCC’s formation, research pertaining to olive oil quality has continued to be a high priority for the OOCC. A report on two important ongoing projects involving olive oil quality are explained on pages 5 and 6 of this report.

Olive Oil Authenticity
The OOCC has devoted considerable effort into studying fatty acid and sterol profiles for California olive oil and how it relates to olive oil standards in California and around the world. This work is described on page 4 of this report. As part of this work, data indicates that one of the fatty acids known as C17:1 is consistently being found at levels that are equal to or exceed the limit allowed in the California standard. The OOCC is working now to determine the best way to adjust standards so they accommodate all California olive oil producers.

Other
The OOCC has conducted a variety of other studies regarding variables affecting olive oil production. These include a series of literature reviews commissioned to provide producers with the most up-to-date information on important production practices (see right); and a study to provide the American Oil Chemists’ Society with data to help establish an official method for using Near Infrared Spectrometry as a predictor of harvest timing.

Along with actual projects, the OOCC’s research program also funds outreach to ensure producers have access to research findings by conducting various workshops. An Olive Oil Day is held each year to present important updates from OOCC’s contracted researchers.

A list of current projects and a complete archive of past OOCC research reports can be found on the website at www.oliveoilcommission.org/research.
Talking About the OOCC

The OOCC is working to educate restaurants, retailers and media about the benefits of purchasing California olive oil because it can be trusted.

Spreading the word about the California olive oil industry’s efforts to produce quality olive oil and verify its authenticity is an important function of the OOCC.

Initially, the OOCC communications efforts were targeted exclusively at the industry itself because the OOCC was not created to administer promotional programs. However, in 2016 the OOCC Board gained authority to conduct outreach activities toward audiences outside the industry including retailers, restaurants and consumer media. The goal of OOCC’s outreach is to educate target audiences about the mandatory government sampling and testing program that ensures California olive oil can be trusted.

The primary mode of communications for the OOCC is its website at www.oliveoilcommission.org. The website serves as a resource to explain the activities of the OOCC and to provide members access to important information.

Additionally, the OOCC issues an e-newsletter available to any interested party. The newsletters are distributed twice per month and contain news and updates about the OOCC and its various research projects. The organization also distributes press releases to consumer and grower media outlets and participates in trade shows.

Anyone interested in receiving the bimonthly OOCC e-newsletter can sign up at: www.oliveoilcommission.org/newsletter
Members in Good Standing

The OOCC operates with oversight from the California Department of Food and Agriculture. A board of directors is voted in to represent olive oil producers around the state. The Board provides direction for all OOCC activities and approves spending. Additionally, the OOCC has an Advisory Board which is comprised of olive oil producers with fewer than 5,000 gallon per year. The Advisory Board was formed so that producers who are not mandated by law to participate in the OOCC program are represented. Daily activities of the organization are handled by Agriculture Association Management Services in Sacramento, CA under the leadership of Chris Zanobini.

Members in Good Standing

OCC Members work hard to ensure their products meet California quality standards and are accurately labeled. The program is mandatory for producers with more than 5,000 gallons of olive oil per year and smaller producers may participate in the government sampling and testing program on a voluntary basis. Companies who satisfy all requirements of the OOCC are considered Members in Good Standing. The OOCC provides a certificate of membership each year verifying the company’s status as a member; members may use the OOCC logo on their packaging and a list of OOCC members is posted on the OOCC website. Below is a list of the OOCC Members in Good Standing for the current year.

Bariani Olive Oil  Enzo Olive Oil  Nick Sciabica and Sons
Boundary Bend/ Cobram Estate  Katz Farm*  Old Chatham Ranch*
California Olive Ranch  Il Fiorello Olive Oil*  Pepper Oaks Farm
Ciarlo Fruit and Nut*  La Panza Ranch  Seka Hills
Corto Olive Co.  Lucero Olive Oil  The Mill at Kings River
McEvoy of Marin  The Olive Press

*Producer’s annual olive oil volume does not exceed 5,000 per year and is participating in the OOCC program on a voluntary basis

Financials

The OOCC is funded through an assessment paid on each gallon of olive oil produced by members. The OOCC Board has the authority to set the assessment rate and approve spending. Below is a breakdown of income and spending for OOCC activities over the past five years.

<table>
<thead>
<tr>
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<tr>
<td>Actual in Gallons</td>
<td>2,148,113</td>
<td>3,696,771</td>
<td>2,547,004</td>
<td>3,377,129</td>
<td>2,500,000</td>
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<td>Assessment Rate</td>
<td>0.16</td>
<td>0.14</td>
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<tr>
<td>Carry Forward</td>
<td>$ -</td>
<td>$ 57,338</td>
<td>$ 345,604</td>
<td>$ 258,781</td>
<td>$ 242,283</td>
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<td>Assessments</td>
<td>$ 343,698</td>
<td>$ 517,548</td>
<td>$ 356,581</td>
<td>$ 472,798</td>
<td>$ 350,000</td>
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<td>Other</td>
<td>$ 17,075</td>
<td>$ -</td>
<td>$ 6,453</td>
<td>(6,274)</td>
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<td>Total Income and Carry Forward</td>
<td>$ 360,773</td>
<td>$ 574,886</td>
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<td>Professional Fees</td>
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<td>Operations</td>
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<td>$ 11,209</td>
<td>$ 9,953</td>
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<td>Travel and Meetings</td>
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<td>$ 5,389</td>
<td>$ 4,347</td>
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<td>Testing Expense</td>
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<td>$ 63,665</td>
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<td>Research</td>
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<td>$ 164,755</td>
<td>$ 123,850</td>
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<td>Outreach</td>
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<td>$ 7,871</td>
<td>$ 60,792</td>
<td>$ 94,581</td>
<td>$ 75,000</td>
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<td>Total Expenses</td>
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<td>$ 229,281</td>
<td>$ 449,856</td>
<td>$ 483,022</td>
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<tr>
<td>Carry Forward</td>
<td>$ 57,338</td>
<td>$ 345,605</td>
<td>$ 258,781</td>
<td>$ 242,283</td>
<td>$ 174,933</td>
</tr>
</tbody>
</table>
California Olive Oil Day
Sponsored by the Olive Oil Commission of California

WHEN
March 5, 2019

WHERE
Robert J. Cabral Ag Center
2101 East Earhart Ave., #100
Stockton, CA 95206

AGENDA
9:00 – 12:00PM
Presentations on OOCC Funded Research:
- UC Davis Olive Center Reports
- Olive Knot
- Peacock Spot/Neofabraea
- Literature Reviews: carbaryl alternatives for black scale, canopy management

12:00PM – 1:00PM
LUNCH

1:00 – 4:00PM
Quality Workshop:
How to Produce, Evaluate and Protect High Quality Extra Virgin Olive Oil

SAVE THE DATE
California Olive Oil Day
Sponsored by the Olive Oil Commission of California