

California Olive Oil Day – March 3, 2022

We're back! Please join the Olive Oil Commission of California (O OCC) for California Olive Oil Day on March 3, 2022, at the Robert Cabral Agriculture Center in Stockton. During this meeting, industry experts and researchers will present information on the latest innovation and research critical to the production of top-quality extra virgin olive oil.

The meeting will begin at 9 a.m. with a welcome from O OCC Executive Director, Chris Zanobini and Research Committee Chairman, Michael Fox.

New research will be presented on several topics pertaining to olive orchard and disease management and best growing practices. These topics will include: water management strategies for hedgerow olive orchards in California; evaluation of canopy management practices on established Super High-Density olives for olive oil production; investigating young tree decline as a result of autumn frost events; epidemiology and management of olive knot; and evaluation of new fungicides in the control of olive leaf spot/peacock spot.

The research in this session will be presented by Giulia Marino, Dept of Plant Science, University of California, Davis; Ciriaco Chavez, Boundary Bend; Mohammed Nouri, UC Cooperative Extension Orchard Systems Advisor, San Joaquin County; and James Adaskaveg, Professor, Dept of Plant Pathology, UC Riverside.

Javier A Fernandez Salvador, Executive Director of the UC Davis Olive Center will then provide an update on the Center's activities and Selina Wang will present findings of the Olive Center's analysis of 2020 olive oil quality data collected as part of the O OCC's mandatory sampling and testing program. Wang will also present findings from the Olive Center's evaluation of fatty acid and sterol profiles.

Wang will then provide reports on the UC Ag and Natural Resources Production Manual for Olive Oil and the latest findings from a study on utilizing olive pomace to make pavement. These presentations will be followed by an update on the establishment of benchmark data for the olive oil industry in California from Kyle J. Birchard of Integrative Economics, LLC.

Attendees can also expect to hear updates from Kimberly Holding, CEO of the American Olive Oil Producers Association (AOOPA), and Shanna Rahman, Board Chair of the California Olive Oil Council (COOC).

The day will conclude at 12:30 p.m. with lunch provided by the O OCC. To RSVP, please email anne@agamsi.com.

[Click here for the 2022 California Olive Oil Day Agenda.](#)