

The California Olive Oil Council was established in 1992.



Mission Statement

The COOC is a trade association with the mission of encouraging the consumption of certified California extra virgin olive oil through education, outreach and communications.

The COOC is committed to upholding the highest standards within the olive oil industry through its Seal Certification Program.

California Update



Production

California production is down dramatically this year.

Estimate is 2.5-2.8 million gallons versus 4 million gallons in 2017.

This coupled with an increase in the market share to 8.4 % has created a challenge.



News

- The COOC is now an accredited sensory panel with the International Olive Council. This brings the total to three accreditations including the America Oil Chemists Society (AOCS-Illinois) and Gabinete de Servicios para la Calidad (GSC-Madrid).
- The COOC is introducing a series of immersive one day educational modules focusing on retailers, brokers and distributors. Kickoff is April 30.
- The COOC expanded its presence at the Winter Fancy Food Show San Francisco by increasing the exhibition space from twenty to thirty feet and unveiling a new backdrop.

New Partnerships

New partnerships include the Institute of Culinary Education (Pasadena), American Heart Association (Northern California), Albertsons (Corporate) and Patachou Restaurant Group (Indiana).



The COOC and AOOPA

A COOC-AOOPA joint board meeting will be held in conjunction with the annual COOC member meeting March 24, 2019 at the Hyatt Regency Monterey.

The member meeting takes place March 22-23. All AOOPA members are welcome to attend the meeting. An information sheet with the hotel booking link as well as the meeting registration link is available.