



## **The American Olive Oil Industry Challenges and Opportunities**

**AOOPA Annual Member Meeting & GOGA  
Conference  
Jekyll Island, Georgia**

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National American Olive Oil Producer Trade Association  
- Founded in 2012

### **Mission**

Promote

- Industry Growth
- Fair Trade Rules and Market Access
- Quality Standards All Consumers Can Trust



# Advocacy



## Congress

### Administration

- USDA - FAS, AMS, FSA, RMA, NIFA
- USTR
- USITC
- FDA
- State Department
- Department of Commerce

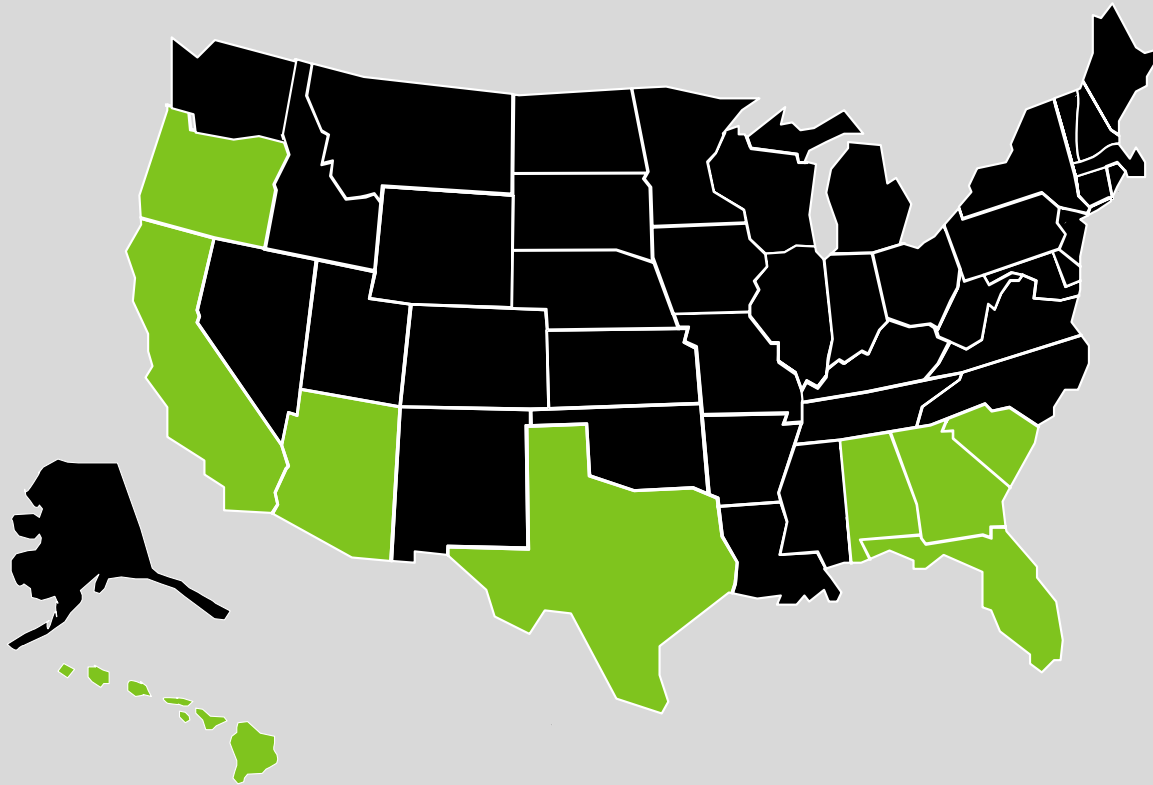


## International:

- Codex Alimentarius Commission
- IOC
- WCO
- WTO

*"If you're not at the table, you're on the menu"*

# *Olive Oil Across the United States*





# US OLIVE OIL INDUSTRY OVERVIEW

US Trend: Continued increase in planted acres for olive oil production as growers:

- Diversify their farming portfolio
- Manage available water
- Research viable alternative crops in their growing region

Production Volume

- Approx. 48,000 acres of Olive Trees
- 3.8 million gallons (2017)

Number of Mills

- 45 across nine states

US Consumption

- 2<sup>nd</sup> Largest Outside of European Union
- 92 million gallons

US CONSUMERS  
TREND TO  
QUALITY &  
HEALTH

## 2018 Consumer Attitude & Usage Study

Conducted on behalf of AOOPA and NAOOA

### What Consumers Are Saying:

- 60% agree olive oil is one of the healthiest cooking oils
- 7 in 10 of the consumers single out Extra Virgin as the healthiest
- Almost ½ would purchase MORE olive oil if they learned about health benefits that they were previously unaware of



# YALE OLIVE INSTITUTE



## Yale School of Public Health – Olive Oil Symposium

- 21 Presenters representing diverse perspectives- agronomy, industry, government, organizations, entrepreneurship, health, nutrition, gastronomy, and chemistry.

### Four Working Groups:

- Chemistry/Metabolomics
- Human Health/Nutrition/Education
- Agronomy/Agriculture
- Industry/Organizations/Innovation/Entrepreneurship

### Vision

*An independent, international center of olive knowledge and studies*





## National & International Policy Engagement

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- Agriculture Technical Advisory Committee for Processed Foods (ATAC)
  - USMCA
  - US – EU
  - US – UK
  - US – Japan
- Olive Oil Standards
  - Codex Alimentarius Commission
    - CCFO 26
  - US National Standard
    - FDA
    - USDA

## National Olive Oil Research Forum (NOORF)

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### 2019 USDA NIFA SCRI GRANT

- Est. Budget: \$3.5M
- UC Davis, Texas A&M Agrilife Extension, and University of Florida
- Correlate olive oil quality with olive grove management practices
- Grower Participation

## World Olive Oil Trade Group (WOOTG)

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USA, AUS, Chile, & S.Africa

- Share Information
- Coalition in International Bodies
- WOOTG Standard

# NATIONAL OLIVE OIL STANDARD

## FDA

- HEALTHY INNOVATION, SAFER FAMILIES: FDA'S 2018 STRATEGIC POLICY ROADMAP - January 2018
  - Dr. Scott Gottlieb, Commissioner of Food and Drugs - "Reducing the Burden of Chronic Disease," March 2018

**"... improvements in diet and nutrition offer us one of our greatest opportunities to have a profound and generational impact on human health."**
- FDA's Comprehensive, Multi-Year Nutrition Innovation Strategy – June 2018
  - Modernizing Standards of Identity
- \$2M for SOI in the 2019 Agriculture Appropriations Bill

## House and Senate Agriculture, Rural Development, Food and Drug Appropriations Committee Report-FY 2019

*Olive Oil* —the Committee directs the FDA to establish a separate U.S. Standard of Identity for different grades of olive oil (e.g. refined, virgin and extra virgin) and olive-pomace oils.

## USDA





## Opportunities in 2019

- US National Olive Oil Standard
- National Olive Oil Research Forum (NOORF)
  - USDA NIFA SCRI GRANT
- Advocate for Fair Trade Policy
  - Agriculture Technical Advisory Committee (ATAC)
  - World Olive Oil Trade Group (WOOTG)
- AOOA Code of Practice



THANK  
YOU

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