



Florida Olive Council Report 2019



AOOPA Annual Meeting – Jekyll Island, GA

Background

- Florida Olive Council, LAA est. 2011
- Florida Limited Agricultural Assn. IRS 501(c)(3)
- Ag Research and Advocacy Organization
 - 30 Participating Grower Members
 - 5 Research Partners
 - 10 Research Sites
- Annual Budget <\$50,0000

Florida Olive Overview

- Olives planted in Florida since 1600s
- 500+ acres currently planted
- Oldest producing grove = 20 years
- 80+ active growers
- High, Medium and Low Density Installations
- Two (2) modern olive mills
- Oil Production (Florida fruit): < 1000 gallons

Current Projects

Low Chill Cultivar Development

Goal: Discover an olive variety requiring less than 100 chill hours.
Partners: UF-IFAS, Hardee County, USDA, U. of Cordoba (Spain)

- 40% of Florida Citrus Groves are Abandoned
- Citrus Production Down by 90% in 20 years
- \$10 Billion lost revenue – 7,000 Jobs gone
- Virtually NO Research on Alternative Crops



2016

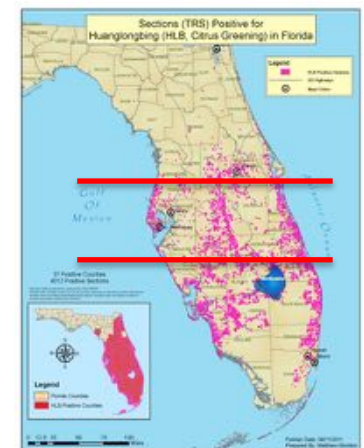
- Cultivar research in Spain and Croatia
- Establish partnerships for research execution

2017

- Graft and Root 27 Olive Varieties (MENA, Levant, South America)
- Establish and Fund *Pioneer Plant Lab* at UF-IFAS Dept. of Hort.

2018

- Create and Populate On-line Database for Olive Research
- Graft and Root 40 Olive Varieties (MENA, Levant, South America)





Current Projects

Soils Research

Goal: Discover olive cultivars suitable for re-claimed phosphate mine soil.

Partners: *UF-IFAS, Mosaic Corporation*

- Variety Trial Planted 2014
- High Density Trial Planted 2015
- Ongoing Evaluation
- Cv. Empeltre, a standout



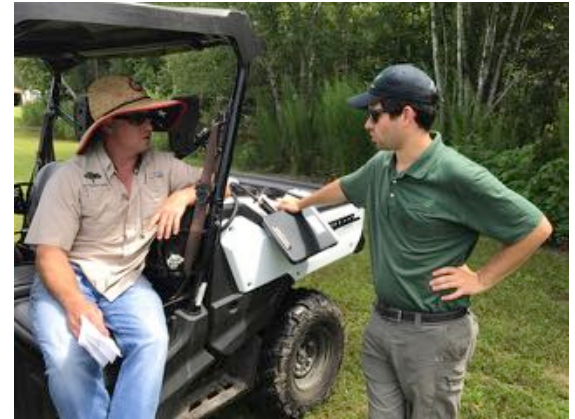
Current Projects

Florida Olive Benchmark Survey

Goal: Document varieties, cultivation practices, soil and oil chemistry in existing FL olive groves

2017

- Design Florida Olive Research Plan
- Develop SQL Database for Documentation
- Conduct Site Survey of 30 Olive Plantations
- Document Soil and Leaf Tissue Data
- Document Oil Chemistry



2018

- Conduct Follow-up Survey at 2017 Sites
- Document Soil and Leaf Tissue Data
- Document Oil Chemistry



2019

- Data Base Verification and Validation
- Initial Analysis and Reports

Other Projects

- Olive Leaf Extract Research
 - Partners: USDA, Hardee County, Lykes Brothers
- 4-H Club Olive Research Grove – Ocala
 - Partners: UF-IFAS, Marion County
- Pioneer Plant Lab Funding Initiative
 - Partners: UF-IFAS, Hardee County
- Pruning and Cultivation Video
 - Partners: UF-IFAS, Marion County

QUESTIONS?

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