



California Olive Oil Council

About the COOC:

The COOC is a non-profit trade and marketing association whose purpose is to promote the production and consumption of California extra virgin olive oil.

The COOC is dedicated to promoting quality extra virgin olive oils made in California. Through our Seal Certification program, we help everyone from home cooks to restaurants find guaranteed extra virgin olive oil for their kitchen.

- The COOC has over 400 members including growers and producers, service providers, retailers and other supporters of the California olive oil industry
- Growers and producers make up the greatest number of members
- The COOC represents over 90 % of all olive oil production in California.
- As of September 2011, there are approximately 30,000 acres planted in California for the production of extra virgin olive oil
- It is estimated that 5,000 new acres will be planted each year in California through 2020
- There are over 400 growers/producers of olive oil in California
- Over 50 olive varieties are grown in California
- It is estimated that the 2010-2011 harvest produced 1.2 million gallons.
- California olive oil production has doubled since 2008
- There are 40 mills in California with more under construction and/or expansion
- The COOC Taste Panel, founded in 1998, certified just over 200 olive oils in 2010. The estimate for 2011 is over 250 oils.

In addition to providing high quality extra virgin olive oil at competitive pricing, the increased production of olive oil grown and produced in California is a boon to many related agriculture businesses, such as nurseries, orchard management, glass, and packaging companies.