



California Olive Oil Council Standards & Requirements 2011 - 2012

As a condition of membership, all members who produce a California olive oil labeled as extra virgin must submit their oils annually to the Seal Certification Program and agree to abide by all requirements set forth in the Mark License Agreement.

EXHIBIT B-1

California Extra Virgin Olive Oil Standards for Certification

- a) 100% of the oil is from olives grown in the State of California in the United States of America, extracted from the fruit solely by mechanical means under conditions that do not lead to the deterioration of the oil.
- b) No chemicals or heat above 27 degrees Celsius were used in the extraction process.
- c) The oil has acidity, in terms of oleic free fatty acid, of not more than 0.5%, a peroxide value of 20 meq O₂/kg or less, and ultra violet absorbency for extra virgin olive oil per Section 52.1539 of the current USDA Standards. See UVA standards*. *(Please note that the COOC chemical values may change prior to October 15th of each year in advance of the certification program year. Members will receive 30 days notice of any changes.)*
- d) The oil, organoleptically evaluated by the California Olive Oil Council (COOC) or a panel recognized by the International Olive Council (IOC) is found to be of extra virgin quality.

EXHIBIT B-2.

Label & Promotional Material Disclosure Requirements

The following apply both to labels as well as to promotional materials of all kinds.

- 1) Varietal Names: If olive varietal names are used, then varietals comprising at least 85% of the fruit (by weight) must be listed, in their order of dominance.
- 2) Provenance:
 - (i) If reference is made to a specific region within California, then at least 85% of the oil must be from olives grown in that region.
 - (ii) If reference is made to a specific estate within California, then at least 95% of the oil must be from olives grown on that estate.
 - (iii) If any phrase such as a company name, brand name, or other word or group of words except for address or legal information, is in conflict with (i) and/or (ii), then the actual location or locations in which the olives were grown must be specified, in type not less than 1/3 the size of the phrase, and in geographic specificity no less precise than the phrase; if the oil is from a less-specific region than the phrase implies, then there must be a disclaimer indicating that the oil is not from the implied location, in type not less than 1/3 the size of the phrase.
- 3) Time of Harvest: If reference is made to a harvest date, then 100% of the olives used to make the oil must have been harvested during that time period. Because the harvest typically runs from October through January, the COOC has decided to refer to it by the *ending* year; for example, the 2011-2012 harvest season is deemed to be the 2012 harvest.

- 4) **Awards:** Any reference to an award, prize, or citation must apply to 100% of the oil, or, alternatively, must clearly state that the award, prize, or citation applies to a different product in type not less than 1/3 the size of the reference, and adjacent to the reference.
- 5) **Cultivation Methods:** No reference to cultivation standards or practices (such as *organic* or *sustainable*) may be made that is not applicable to at least 85% of the fruit (by weight) used to produce the oil and the reference must comply with state and federal definitions and regulations.
- 6) **Production Methods:** No reference to extraction methods (such as *stone crushed* or *cold pressed*) may be made that is not applicable to at least 85% of the fruit (by weight) used to produce the oil.

***UVA:** This test is required for production of 50 gallons or more. It is an indicator of oxidation, especially in oils that have been heated in the refining process. It measures the quantity of certain oxidized compounds that resonate on wavelengths of 232 and 270 nanometers (nm) in the ultraviolet spectrophotometer. Delta K may detect oil treatments with color removing substances and the presence of refined or Pomace oil by measuring absorbency differences. The UVA standards are: 232 nm < 2.5, 270 nm < 0.22 and Delta K < 0.01.



California Olive Oil Council (COOC)
801 Camelia Street, Suite D
Berkeley, CA 94710

www.cooc.com

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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 supports certified olive oil standards and provides grower, producer and consumer education.