

EXHIBIT B-1 Member Year 2010-2011

California Extra Virgin Olive Oil Standards

- a) 100% of the oil is from olives grown in the State of California in the United States of America, obtained from the fruit solely by mechanical or other physical means under conditions including thermal conditions that do not lead to alterations in the oil, and which have not undergone any treatment other than washing, decantation, centrifugation and filtration.
- b) The oil has an 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 4.4 of the December 2009 IOC Standards.
- c) The oil, evaluated by the COOC Taste Panel, 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 March, the COOC has decided to refer to it by the *ending* year; for example, the 2010-11-harvest season is deemed to be the 2011 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.
- 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.