

2009-10 Membership Agreement and Statement of Mission & Code of Ethics
California Olive Oil Council

The California Olive Oil Council is a non-profit trade and marketing association whose purpose is to promote the growing of olives and the production of olive oil in California. The COOC supports certified olive oil standards and provides grower, producer and consumer education. Central to that purpose is the establishment and maintenance of a reputation both for producing the highest quality oil, and for practicing unimpeachable truth in labeling. The members recognize that any labeling or marketing practice that is misleading to the consumer or unfair to competitors may jeopardize that reputation. Therefore, as a condition of membership in the COOC I agree as follows:

- I as well as any entity with which I am affiliated will make every effort to avoid misleading consumers with respect to olive oil.
- Any oil labeled as extra virgin olive oil from California that is produced, bottled or labeled by me or at my direction or at the direction of any entity with which I am affiliated will be certified as extra virgin by the COOC, and all marketing activities and materials will be consistent with the terms and conditions of that certification.
- Any oil labeled as extra virgin olive oil from areas other than California that is produced, bottled or labeled by me or at my direction or at the direction of any entity with which I am affiliated will conform to the relevant labeling standards of the International Olive Council in effect as of July 1st, 2009, and all marketing activities and materials will be consistent with those standards.
- I have read and understand the standards and requirements as outlined in Exhibit B-1 and B-2. (Enclosed)

I have read and understood the COOC's California Extra Virgin Olive Oil Standards and Label & Promotional Material Disclosure Requirements. I pledge to comply with both the letter and the spirit of this Statement of Mission & Code of Ethics, and agree that failure to do so constitutes good cause for termination of membership.

Legal Name of Member _____ Company _____

Address/City/State/Zipcode: _____ County _____

Phone: _____ Fax: _____ Email: _____

Membership Level & Dues Calculation Please check one. Explanations of tier categories enclosed **Any member, Any member, regardless of volume, may elect to support the COOC at a higher level.**

- Tier 4 For growers and producers and supporters of the industry. 10,000 gallons or more per annum \$ 1,000
- Tier 3 For growers and producers and supporters of the industry. 1,000 to 9,999 gallons per annum \$ 750
- Tier 2 For growers and producers and supporters of the industry. 101 to 999 gallons per annum or industry service or product suppliers \$ 450
- Tier 1 Low volume producers 100 gallons or less per annum or general interest (non-production) \$ 150 ___

Make check payable to COOC, PO Box 7520, Berkeley CA 94707-0520) or you may use MasterCard or Visa. CC

_____ Expiration date _____ 3 Digit Security Code _____

Circle type of credit card. MasterCard Visa Name as it appears on credit card _____

I certify that I am authorized to sign on behalf of the Member and so bind and commit the Member to contracts with the COOC, and that I am signing this Membership Agreement in that capacity

By (signature): _____ Date _____ Website _____ By

(Printed): _____ Title: _____

*For Tier 2-4 Members: 2nd Name: _____ E Mail _____