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California Olive Oil Council's Sensory Panel Receives First Place Recognition from the American Oil Chemists Society

Approaching its 25th year, COOC continues to set standard for California's growing olive oil industry

Berkeley, Calif., October 11, 2016- The California Olive Oil Council (COOC) sensory panel, established in 1998, has received accolades for sensory proficiency, tying for first place in this year's American Oil Chemists Society (AOCS) laboratory proficiency testing program.

Founded in 1992, the COOC panel was the first of its kind in North America and works diligently to meet and exceed the rigorous demands of adherence to internationally-recognized calibration requirements. The panel's adherence to such requirements are recognition of its ability to uphold the COOC standards set forth for olive oil produced in California.

The COOC sensory panel participates in two separate sensory proficiency programs annually including the AOCS as well as the Gabinete de Servicios para la Calidad (GSC) program based in Spain.

As the COOC approaches its 25th anniversary on March 1, 2017, it continues to remain the leader in the American olive oil industry with its innovative educational and marketing programs and strict adherence to standards. The hallmark of the COOC is its Seal Certification Program, which was established in 1998. The program provides assurances to retailers and consumers that the oils in the program have met the COOC's exacting standard for extra virgin olive oil grade. Each year, the mandatory program requires that all grower/producer members submit their oils to the program ensuring high quality, traceability and transparency.

In 2015 the COOC introduced the Sensory Assessment Program, an innovative and economical way for retailers, brokers and distributors to determine if the olive oils that they sell or are considering selling meet the standard for extra virgin grade.

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The COOC (www.cooc.com) is a trade association with the mission of encouraging the consumption of certified California extra virgin olive oil through education, outreach and communications. The COOC is committed to upholding the highest standards within the olive oil industry through its Seal Certification Program. The COOC has over 400 members including growers and producers, service providers, retailers and other supporters of the California olive oil industry. The COOC represents over 90% of all olive oil production in California and the state produces over 99 % of the olive oil in the United States.

AOCS, founded in 1909 and based in Urbana, Illinois, is an internationally recognized professional organization that provides current and emerging research on oils, fats, and other related materials. The organization develops and upholds methods of analysis used in international trade and research.
www.aocs.org

Gabinete de Servicios para la Calidad (GSC), based in Spain, has been a provider of laboratory intercomparison programs since 1996. They are accredited by ENAC (Entidad Nacional de Acreditación), a body of the Spanish government designated to assess technical competence in accordance with international standards. www.gscsal.com