

ATTACHMENT B

Standard Exhibits & Requirements 2018-2019

As a condition of membership, **all members** who produce a California olive oil labeled as extra virgin must submit their oils annually and prior to the deadline, to the Seal Certification Program and agree to abide by all requirements set forth in the Certification Mark and Intellectual Property License Agreement. Failure to submit the oils by the deadline will result in termination of membership. Re-packers must complete all appropriate documentation thoroughly by the deadline to remain in good standing. The requirements are provided each year prior to the harvest as noted in Exhibit A below.

EXHIBIT A California Extra Virgin Olive Oil Standards for Certification

- 1) 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.
- 2) The oil has acidity, in terms of oleic free fatty acid, of not more than 0.5%, a peroxide value of 15 meq O<sub>2</sub>/kg or less, and ultra violet absorbency for extra virgin olive oil<sup>1</sup>. See UVA standards.<sup>2</sup> (Please note that the COOC chemical values and other requirements may change prior to October 1<sup>st</sup> of each year in advance of the certification program year. Members will receive a minimum of 30-day notice of any changes.)
- 3) The oil must be organoleptically evaluated by the California Olive Oil Council Sensory Panel or approved, accredited panel with collating reports (offered to producers with > 5,000 gallons of production; Tiers 4-6) and found to be free of defects.

Table 1: COOC Standards & Requirements for Certification		
All Producers		
Sensory	Median of Defects	0
	Median of Fruity	> 0
Free Acidity (FFA) (%m/m)		≤ 0.5
Peroxide Value (PV) (meq O <sub>2</sub> /kg oil)		≤ 15
UV Absorbency (UV)	K232	≤ 2.4
	K270	≤ 0.22
	Delta K	≤ 0.01
Producers > 5,000 gallons		
Moisture and Volatiles (MOI) (%m/m)		≤ 0.2
Insoluble Impurities (INS) (%m/m)		≤ 0.1
DAGs (%)		≥ 35
PPP (%)		≤ 17

EXHIBIT B Label & Promotional Material Disclosure Requirements

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

Labeling practice for **all** products sold and marketed by COOC members should uphold the mission of the California Olive Oil Council to provide the utmost transparency when referring to extra virgin olive oil. Any language that may be perceived as misleading to consumers with respect to olive oil may be considered a violation of the COOC Code of Ethics.

- (1) Varietal Names: If an oil is named under the same nomenclature of the olive varietal used, then the oil must comprise of at least 85% of the fruit (by weight) denoted.
- (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

<sup>1</sup> CDFA Grade and Labeling Standards for Olive, Refined-Olive Oil and Olive Pomace, Section 6

<sup>2</sup> UVA: This test is required for all producers. 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 < 2.4, 270 nm < 0.22 and Delta K < 0.01.

**Attachments of Reference**

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 bulk of the harvest typically takes place between October to December, the COOC seal certification year refers to the harvest year; for example, the 2018-19 harvest season is deemed to be the 2018 certification year.
- (4) Awards: Any reference to an award, prize, certification, or citation must apply to 100% of the oil and clearly state so. Awards must refer to current awards only, not previous years.
- (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 may be made that is not applicable to at least 85% of the fruit (by weight) used to produce the oil.
- (7) Should the member be marketing and/or selling olive oils that do not abide by extra virgin standards, the COOC may not be referenced, nor shall the product be marketed or sold as extra virgin<sup>3</sup>.

**EXHIBIT C Harvest & ‘Best Buy’ Dates**

- 1) The COOC requires the use of harvest date either in the form of the COOC Mark (of which harvest year is embedded) or if approved for the Generic Mark, harvest month and year must be clearly indicated on packaging.
- 2) Best buy dates are not a requirement of the COOC; however, if such is indicated, the date denoted must not exceed 24-month post-harvest.
  - a) Any variance in the above noted recommendation must be supported by technical evidence outlined in Table 1
  - b) The COOC’s recommendation is to not exceed 18 months post-harvest.

**EXHIBIT D Trademark and Artwork**

- 1) The California Olive Oil Council holds registered ownership of The California Olive Oil Council Certification Mark. Upon full completion of the Certification Mark and Intellectual Property License Agreement, permission to use the COOC Certification Mark (United States Patent & Trademark Office Registration Number 4674159) on packaging and for use of marketing, in accordance with, and subject to, the provisions of the Agreement.
- 2) Use of COOC Marks should not portray adaptations in color (See Table 2), proportion, nor be abridged to any dimensions smaller than 7/8’’ in diameter.
- 3) The Marks should not be altered in any way other than noted above, unless written permissions have been provided by the COOC.

<b>Table 2: COOC Marks Color Scheme</b>				
	Green & Yellow Seal	Green & White Seal	Black & White Seal	Grey Scale Seal
PMS	Green: 343 Yellow: 127	Green: 343 Black: 0	Black: 100% White: (Black) 0%	Black: 100% Grey: (Black)15%

**EXHIBIT E Filtering and Racking**

Though not an enforced requirement, in order to preserve the highest quality of your olive oil(s), it is the COOC’s recommendation that producers remove sediment and water from their oil by means of processes such as filtration and/or racking. Excess sediment is amongst the most common contributing factors for oils not meeting extra virgin grade due to anaerobic fermentation, which may also result in a short shelf life.

<sup>3</sup> See Attachment D