



**California Olive Oil Council**

**Membership Agreement 2019-2020**

**Statement of Mission & Code of Ethics**

The California Olive Oil Council 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.

Central to that purpose is the establishment and maintenance of a reputation both for producing the highest quality oil and for practicing faultless 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. I will not use strident or inflammatory wordage on my website or in my communications or collateral.
- Any oil labeled as extra virgin olive oil from California that is produced, bottled, marketed 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 in effect as of July 1, 2019 and all relevant updates throughout the course of the membership year; all marketing activities and materials will be consistent with those standards.<sup>1</sup>
- Inherent in this agreement is the requirement that all product meet COOC as well as state and federal requirements.
- Use of the COOC Seal of Certification will fall in compliance with stipulations as outlined in Exhibit A and the annual certification documentation.
- If any action (legal or otherwise), or proceeding arises out of or relating to this Agreement, the COOC shall be entitled to receive, in addition to any other relief that may be granted, the reasonable attorneys' fees, costs and expenses incurred in the action or proceeding.
- I have read and understand the standards and requirements as outlined in the Standards

I have read and understood the COOC's California Extra Virgin Olive Oil Standards and Label & Promotional Material Disclosure Requirements (Exhibit B). I and all those associated with this membership 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 cause for review of membership status and may lead to membership termination. The 2019-20 member year runs from July 1, 2019 - June 30, 2020.

Signature of Primary Representative: \_\_\_\_\_ Date: \_\_\_\_\_

Primary Representative (Print): \_\_\_\_\_

Company: \_\_\_\_\_

<sup>1</sup> Standards (See page 5-7)



## California Olive Oil Council

### Membership Agreement 2019-2020

#### Membership Tiers and Programs

All members, regardless of production or affiliation, may contact the COOC to upgrade to any level during the member year. The COOC is a member-based and financed 501(c)(6) non-profit trade and marketing association. Your contribution of support is greatly appreciated.

Below are opportunities with membership of the COOC. Additionally, is a list of the Tier levels and fees at which companies (the member) can register at. For olive oil **producers**, Tier levels are dependent on an average of your total production over the last three consecutive harvests (2016, 2017 and 2018). Members not producing their own olive oil, registration is distinguished by growers, retailer/re-packer or an industry resource.

#### *Membership Benefits*

Becoming a member of the COOC grants:

- A listing on the COOC website *Meet Our Members* page with website and social media links directing consumers to your company
- A complete company listing is provided on all appropriate pages of the COOC website (i.e. *Bulk Olive Oils, Member Resources, etc.*)
- Opportunity to exhibit at COOC sponsored events highlighting your product
- Promotion of company brand through social media, communications and outreach, and year-round events.
- Access to leading industry resources and contacts
- Communications including industry news, events, competitions and more
- Invitation to COOC Annual Member Meeting
- Voting privileges for board elections

#### *California Grown Licensing Program*

As active members of *California Grown*, the COOC offers its membership the opportunity to apply for rights to the “*California Grown*” Advertising and Promotional Campaign. The California Department of Food and Agriculture along with the Buy California Marketing Agreement developed this campaign to increase awareness and consumption of California agricultural products (generic and branded) among California consumers.<sup>2</sup>



If interested in participation of this program, please indicate below and the COOC will contact you directly to provide details on the application process. Note that this program is available only to active COOC members. Licensing ends if COOC membership becomes inactive.

Yes, I am interested in receiving more information about California Grown and applying for use of the “California Grown” Advertising and Promotional Campaign.

Company: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

<sup>2</sup> <http://www.californiagrown.org/>



California Olive Oil Council

Membership Agreement 2019-2020

Membership Level & Dues Calculation

For explanations of tiers, refer to the Membership Tiers & Programs (See pages 3-4).

All members, regardless of production or affiliation, may contact the COOC to upgrade to any level during the membership year. Renewing members, completing this application after the August 15, 2019 renewal deadline are subject to a \$50 administrative fee. The COOC is a member-based and financed non-profit 501(c)(6) trade and marketing association. Your contribution of support is greatly appreciated.

Please check one:

Form with checkboxes for membership tiers: Tier 6 (\$6,500.00), Tier 5 (\$4,500.00), Tier 4 (\$2,000.00), Tier 3 (\$1,000.00), Tier 2 (\$500.00), Tier 1 (\$400.00), Growers | Micro-producer (<100 gallons) (\$300.00), Retailers | Re-packer (\$750.00), Industry Affiliate Level (\$500.00)

Trade Name/DBA: \_\_\_\_\_
(As should be displayed on COOC website)

Legal Business Name (if applicable): \_\_\_\_\_

Primary Representative Name: \_\_\_\_\_ Title: \_\_\_\_\_

Primary Phone: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Website: \_\_\_\_\_

Representative Email: \_\_\_\_\_

Consumer Contact Email: \_\_\_\_\_
(listing on Meet our Members page)

Facebook Page: <https://www.facebook.com/> \_\_\_\_\_

Instagram Handle: <https://www.instagram.com/> \_\_\_\_\_



**California Olive Oil Council**

**Membership Agreement 2019-2020**

**Billing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**County (California-based members):** \_\_\_\_\_ **Country:** \_\_\_\_\_

**Shipping** (If different than Billing Address - Please note that the COOC does NOT utilize services that deliver to a PO Box)

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**County (California-based members):** \_\_\_\_\_ **Country:** \_\_\_\_\_

**Additional Representatives:** If applicable, these should be individuals that will be in regular contact with COOC staff and consumers in efforts of the COOC mission, i.e. marketing contact, sales contact, milling contact, etc.

**Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**E-communications:** Other than the representatives listed above, please list any other individuals from your organization that should be receiving our e-communications, include the OLEA Newsletter and e-blasts about events and opportunities available to members. These individuals will only be added to our internal contact list and will not be listed on the COOC website.

**Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_



**California Olive Oil Council**

**Membership Agreement 2019-2020**

**Services/Operations (Check all that apply)**

- Grower       Producer       Packer       Miller       Retailer       Re-packager
- Micro-producer       Custom Miller

If a Custom Miller or a Packer:

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Only if you allow visitors:

- Ag-Tours       Retail Store       Tours       Tasting Room

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Address:  Billing       Shipping       Other

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Industry Resources (This will reflect on the *Industry Resources* page)

- Approved Labs       Consulting
- Equipment & Fabrications       Olive Tree Sourcing
- Agricultural Supplies & Pest Control       Tabletop / Artwork
- Packaging/Bottling/Label/Art       Bulk Olive Oils
- Other: \_\_\_\_\_

Description of Services: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



California Olive Oil Council

Membership Agreement 2019-2020

The COOC values your support

Why California Campaign: The COOC is embarking on our largest campaign to date. This important initiative will be to help educate consumers of the benefits and reasons to purchase 100% California EVOO and help them navigate the marketplace by seeking products that bear the COOC Seal. Our ultimate goal is to drive increased awareness, advocacy and purchase intent of 100% California EVOO while creating groundswell of sentiments from consumers, local CA growers, and leading brands and producers like you who can help to demonstrate a collective passion for 100% CA Seal Certified oils. We need the support of all our members and hope you will all join in this crucial industry-wide effort.

Check the box for your contribution:

Input boxes for \$100 and Other Amount \$

The COOC is grateful for general contributions that are made to help support the marketing and operations of our organization, including but, not limited to staffing, educational opportunities and outreach.

Check the box for your contribution:

Input boxes for \$100 and Other Amount \$

Payment Information

Table with 2 columns: Description, Amount. Rows include Membership Dues, Donations and Contributions, Administrative Fee, and Total.

CC#: \_\_\_\_\_ Expiration date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name as it appears on the card: \_\_\_\_\_

Business Name as it appears on the card (if applicable): \_\_\_\_\_

Billing Address (if different than above): \_\_\_\_\_

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.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Checks can be made out to the COOC. Mail Agreement and payment to 801 Camelia Street, Suite D, Berkeley, CA 94710

California Olive Oil Council • 801 Camelia Street, Suite D, Berkeley, CA 94710 • 888.718.9830 • info@cooc.com • www.cooc.com • Instagram @californiaevoo • Facebook @California Olive Oil Council