



California Olive Oil Council

Membership Agreement 2020-2021

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 language on my website, in my communications or marketing materials.
- Any oil with the designation of extra virgin olive oil from California that is produced, bottled, marketed or labeled by me, 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, 2020 and all relevant updates throughout the course of the membership year; all marketing activities and materials will be consistent with those standards¹.
- All extra virgin olive oil produced, bottled, marketed or labeled will comply with COOC as well as state and federal requirements
- Use of the COOC Seal of Certification is contingent on compliance with stipulations as outlined in Exhibit A of the Standards 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 COOC Standards

I have read and understood the COOC’s California Extra Virgin Olive Oil Standards and Label & Promotional Material Disclosure Requirements (Exhibit B of the Standards). 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 2020-2021-member year runs from July 1, 2020 - June 30, 2021.

Signature of Primary Representative: _____ Date: _____

Primary Representative (print): _____

Company: _____

¹ COOC Standards: <https://www.cooc.com/wp-content/uploads/2020/08/2020-Attachment-B-Standards-Requirements.pdf>



California Olive Oil Council

Membership Agreement 2020-2021

Membership Profile, Level & Dues Calculation

Member Profile

Trade Name/DBA: _____

(As will be displayed on COOC website)

Legal Business Name: _____

(If applicable or different from Trade Name/DBA)

Primary Representative Name: _____ **Title:** _____

(This should be the primary contact person for the COOC)

Primary Phone: _____ **Mobile Phone:** _____

Fax: _____ **Website:** _____

Member Email: _____

(This email will also act as the member **username** for the COOC website; all representatives should know this username)

Primary Representative Email: _____

(If different from the Member Email)

Company Email for Consumers: _____

(Will be listed on *Meet the Members* page)

Facebook Page URL: <https://www.facebook.com/> _____

Instagram Handle URL: <https://www.instagram.com/> _____

Billing Address: _____

City: _____ **State:** _____ **Zip Code:** _____

County: _____ **Country:** _____

Shipping Address (If different from Billing Address - Please note that the COOC does NOT utilize services that deliver to a PO Box. This should be the location that items such as COOC Seal stickers are shipped to)

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

County: _____ **Country:** _____

Additional Representatives: These should be individuals that will be in regular contact with COOC staff, i.e. marketing contact, sales contact, milling contact, etc. (Do not list the primary representative below)

Name: _____ Title: _____

Phone: _____ Email: _____

Name: _____ Title: _____

Phone: _____ Email: _____

Name: _____ Title: _____

Phone: _____ Email: _____



California Olive Oil Council

Membership Agreement 2020-2021

E-communications: Other than the representatives listed above, please list any individuals who should receive our e-communications, including the OLEA Newsletter and e-blasts about events and opportunities. 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: _____

Services/Operations

Where to Buy (include links and list only if you have them on your website)

E-commerce page: _____

Retail store and farmer’s markets list: _____

Shipping information & fees: _____

Visit a Member Page

Check all that apply:

Tours Mill Visits Tasting Room Retail Store Accommodations (Restaurant, rentals, etc.)

Other: _____ Describe Accommodation: _____

Contact Person: _____ Title: _____

Phone: _____ Email: _____

Link to your ‘Visit’ webpage: _____

Address you allow visitors:

Billing Address Shipping Address Other: Street: _____

City: _____ State: _____ Zip Code: _____

Description (should include information such as hours, terms of visitation i.e. # of people per tour/tasting, parking, fees, club/subscription opportunities and if food is available for purchase): _____



California Olive Oil Council

Membership Agreement 2020-2021

Industry Resources (This will be listed on the *Industry Resources* page of the COOC website)

- Approved Labs
- Consulting
- Equipment & Fabrications
- Olive Tree Sourcing
- Agricultural Supplies & Pest Control
- Tabletop / Artwork
- Packaging/Bottling/Label/Art/Graphic Design
- Bulk Olive Oils
- Custom Mills (please list tonnage requirements below)
- Marketing
- Other: _____

Description of Services: (maximum character count: 250)



California Olive Oil Council

Membership Agreement 2020-2021

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 45 days after your renewal date 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:

<input type="checkbox"/> Tier 6 - 75,001 gallons or more per year	\$ 6,500.00
<input type="checkbox"/> Tier 5 - 20,001-75,000 gallons per year	\$ 4,500.00
<input type="checkbox"/> Tier 4 - 5,001-20,000 gallons per year	\$ 2,000.00
<input type="checkbox"/> Tier 3 - 2,501-5,000 gallons per year	\$ 1,000.00
<input type="checkbox"/> Tier 2 - 501-2,500 gallons per year	\$ 500.00
<input type="checkbox"/> Tier 1 - 100-500 gallons per year	\$ 400.00
<input type="checkbox"/> Micro-producer (<100 gallons) Tier	\$ 300.00
<input type="checkbox"/> Grower (<100 gallons) Tier	\$ 300.00
<input type="checkbox"/> Retailers Private Label Entities Tier	\$ 750.00
<input type="checkbox"/> Industry Affiliate Tier	\$ 500.00

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:

\$100

Other Amount \$ _____

Membership Dues	
Donations and Contributions	
Administrative Fee (Applied if 45 days past renewal date) - \$50.00	
Total	

Payment Information

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: _____

I am sending a check - Checks can be made out to the COOC. Mail Agreement and payment to 801 Camelia Street, Suite D, Berkeley, CA 94710