



The Future of Olive Oil in the United States

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WORLD OLIVE OIL EXHIBITION

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North American Olive Oil Association

is a not-for-profit trade group of olive oil marketers.

Our members sales comprise more than two-thirds of the olive oil consumed in the U.S. and Canada, and over **85% of proprietary branded olive oil sold in the U.S.**

Our mission is to promote the consumption of all types and origins of olive oil by communicating olive oil's health benefits, flavors and culinary versatility.

Our members are committed to quality, and that means meeting or exceeding the standards set by the International Olive Council (IOC) for all olive oil grades.



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And the best way to achieve these objectives is through collaboration with domestic industry to achieve common goals.

An American History Lesson



The history of the U.S. olive oil market over the last 35 years is a story of both success and failure.

The industry has been successful in promoting olive oil by conveying news about its health benefits. Research shows that health benefits are the key driver of olive oil sales in the U.S.

Health brought consumers to the category, but olive oil's taste and tradition made them passionate about it.

Boom!





Boom!

April 1985

The New York Times

Monounsaturated fats, like olive oil, can help in lowering levels of harmful cholesterol.

THERE is good news for people who are concerned about their health but are not quite ready to give up the tasty fats long associated with haute cuisine. Recent studies conducted at the University of Texas Health Science Center and elsewhere show that monounsaturated fats, like olive oil, may

by Dr. Ancel Keys and his colleagues from the University of Minnesota, showed that Finns, who consumed the most fat and the highest percentage of saturated animal fats, had the highest blood cholesterol levels and were most likely to die from heart disease at an early age. Americans were only slightly behind the Finns in their consumption of fats and in con-

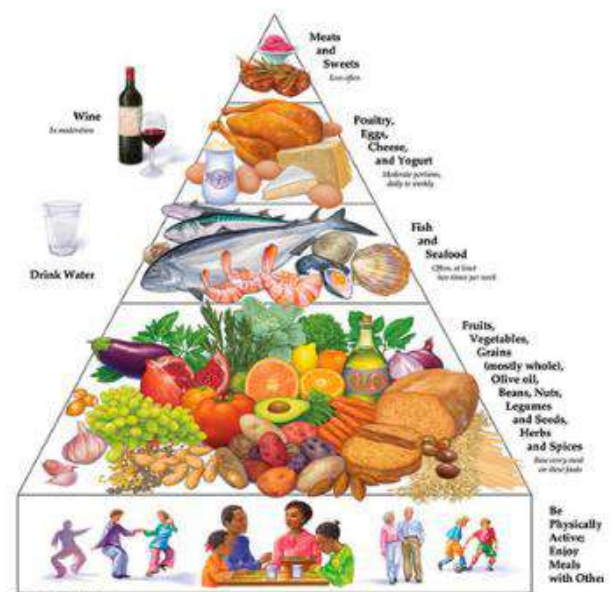
A few years ago, Dr. S Grundy, director of the Center for Human Nutrition at the University of Texas, and his collaborator, I H. Mattson of the University of California in San Diego, decided to look at the question of monounsaturated fats and heart disease.

In their most recent study, published in the February issue of the Journal of Lipid Research, they tested the effects of different diets in 20 patients fed special diets, each for four weeks. The most important effects were noted: polyunsaturated and monounsaturated fats lowered total cholesterol levels by approximately the same amount. Total blood cholesterol comprises artery-damaging LDL cholesterol — low-density lipoprotein and very low-density lipoprotein — which promote fatty deposits in blood vessels, plus heart-protective HDL cholesterol — high-density lipoprotein — which helps to el-

Boom!



Mediterranean Diet Pyramid



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MEDITERRANEAN DIET PYRAMID

In 1993 Oldways created the Mediterranean Diet Pyramid – in partnership with the Harvard School of Public Health and the WHO – as a healthier alternative to the USDA's original food pyramid. Today the Mediterranean Diet is more popular than ever, with new research every month documenting its benefits.

Starting at the base of the pyramid, you'll find an emphasis on activity and social connections. Moving upward, you'll see the core foods that you'll shop for and enjoy every day: whole grains, fruits, vegetables, beans, herbs, spices, nuts and healthy fats such as olive oil. Fish and seafood are typically eaten at least twice a week, and dairy foods – especially fermented dairy like yogurt and traditional cheese – are eaten frequently in moderate portions. Egg and occasional poultry are also part of the Mediterranean Diet, but red meat and sweets are rarely eaten. Water, and wine (for those who drink) are typical beverages.

Boom!



EVOO is extra-virgin olive oil. I first coined 'EVOO' on my cooking show because saying 'extra virgin olive oil' over and over was wordy, and I'm an impatient girl - that's why I make 30-minute meals!

— Rachael Ray —

AZ QUOTES



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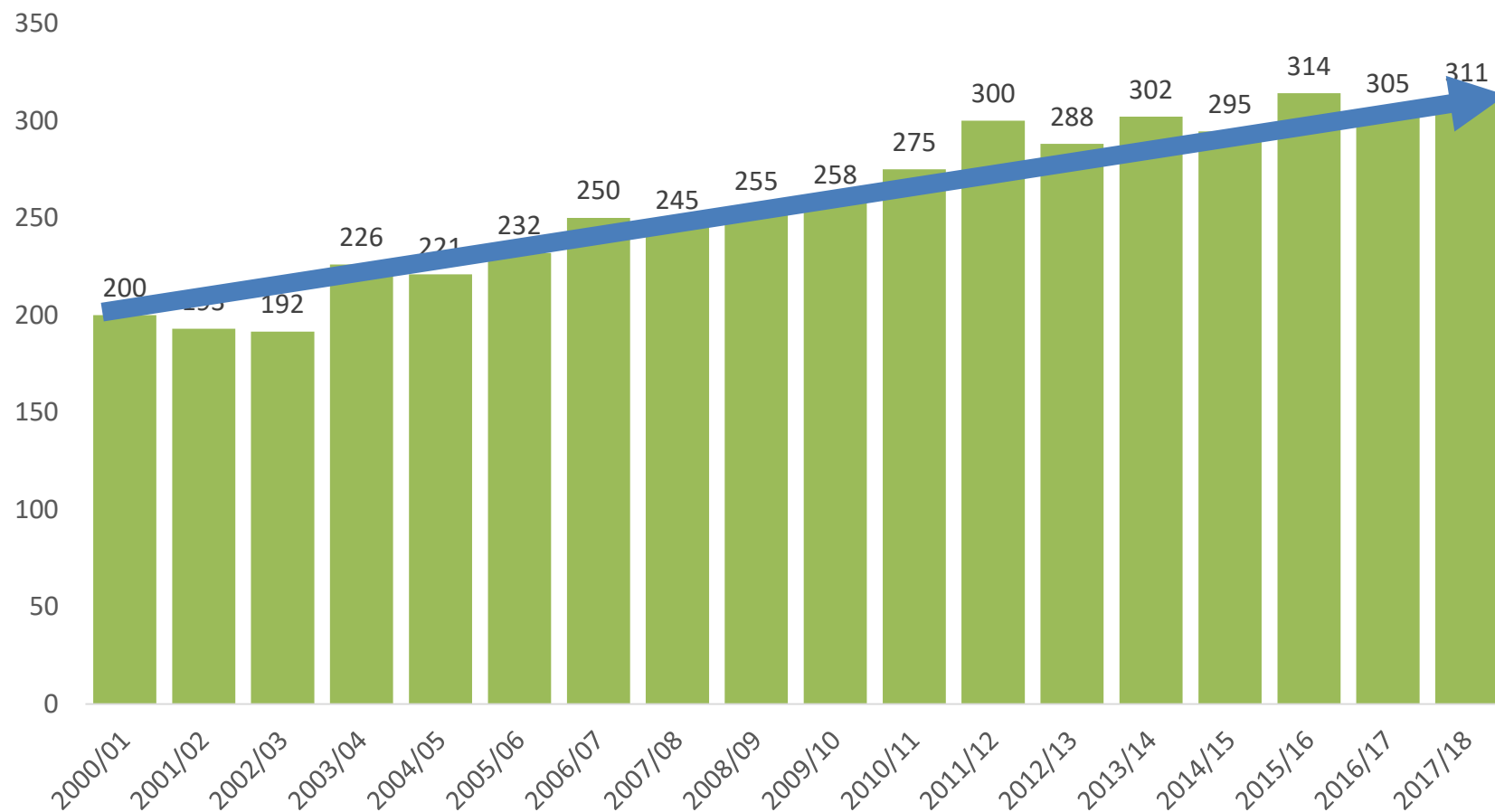
By 2012, for the first time U.S. imports hit **300,000 metric tons**.

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or an average of **27%** growth per year...the major part of which was in the first 15 years.



U.S. Imports, 2000-2018

(Metric Tons 1,000)

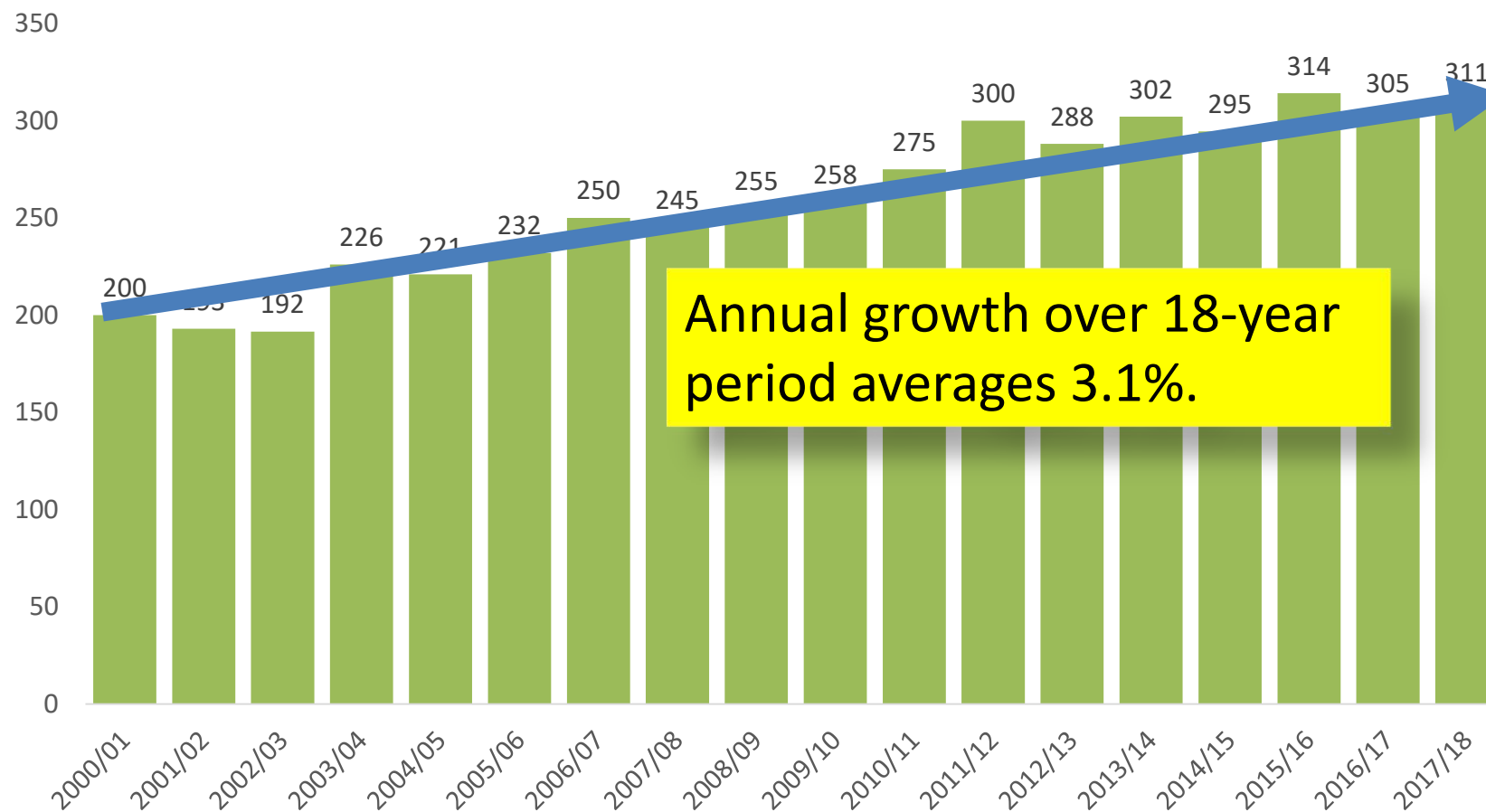


Source: IOC forecast reports November 2018



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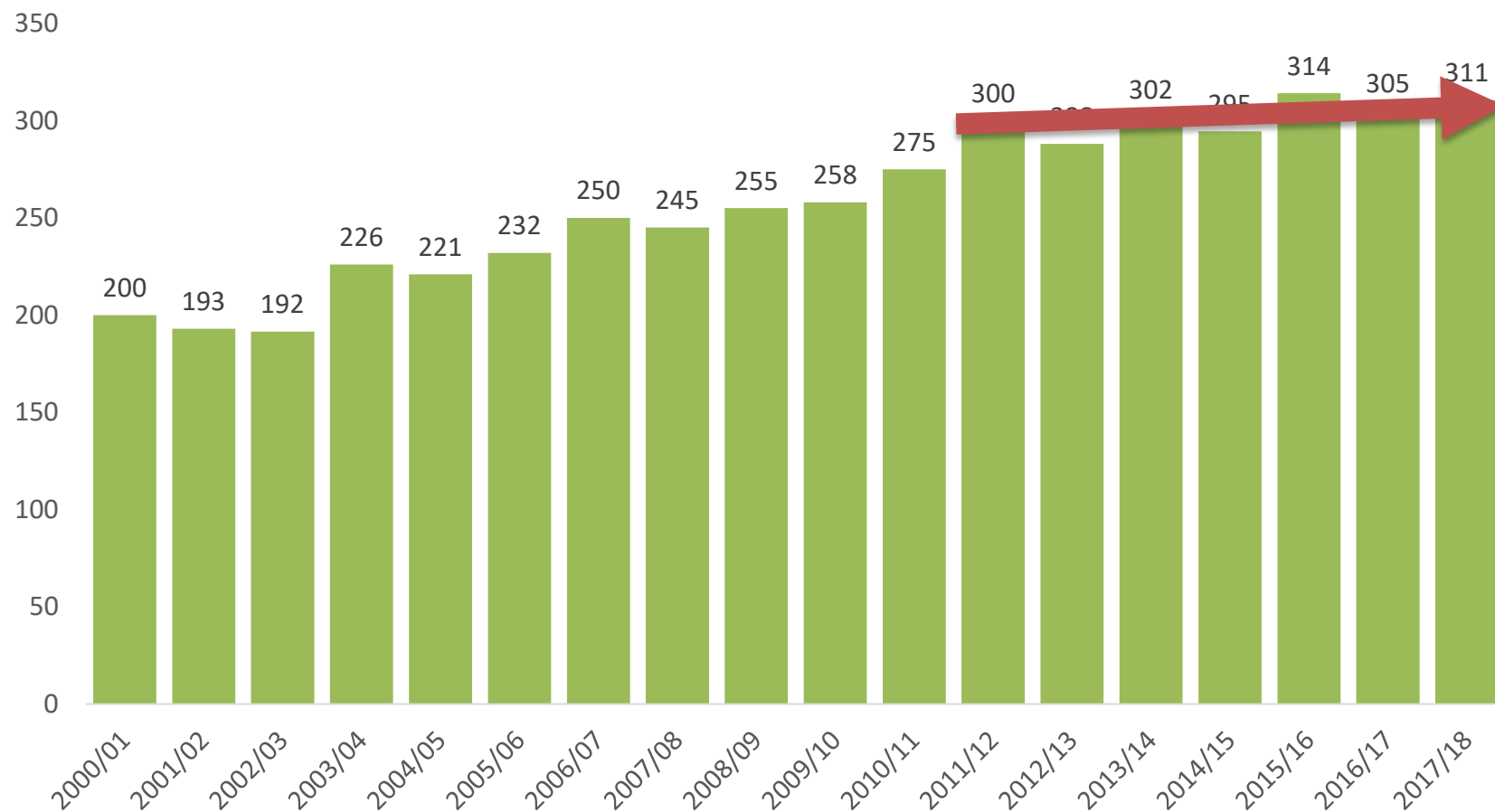
But is it?

NO! There are still 73 million U.S. households that don't buy olive oil. Potential for growth is enormous.



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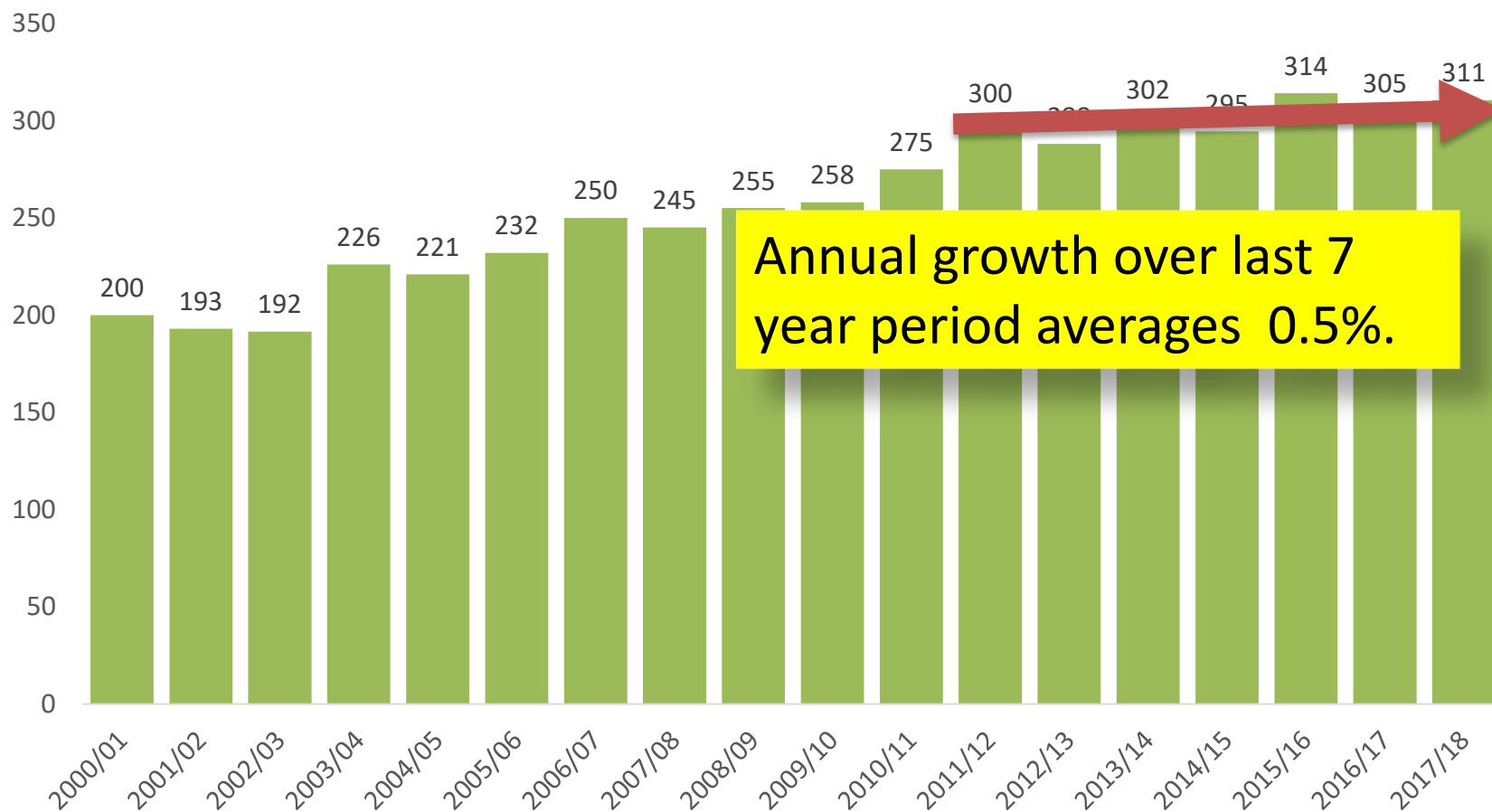


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Bust!

Report

Tests indicate that imported "extra virgin" olive oil often fails international and USDA standards

Frankel, E. N.; Mailer, R. J.; Shoemaker, C. F.; Wang, S. C.; Flynn, J. D.



The logo for Mother Jones, featuring the name in white text on a red rectangular background.

Your Olive Oil is Almost Certainly Fake

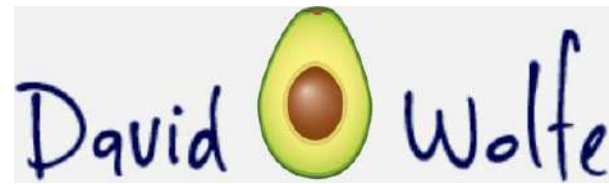
“When the University of California-Davis researchers tested olive oil bought off the shelf in 2010, they found that 69 percent of imported ‘extra-virgin’ samples failed to meet international standards.”

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Cloudy Claims About Olive Oil

In a report a year ago, UC Davis researchers found that 69 percent of imported ‘extra virgin’ olive oil (and 10 percent of domestic oil) wasn’t what it pretended to be. Even the best-known brands showed signs of adulteration (blended with inferior grades of olive oil or cheaper oils from soybeans hazelnuts and sunflower seeds).

In 2017 alone, the UC Davis reports were mentioned in **nearly two-thirds (63%)** of mainstream negative news coverage about “fake” or “fraudulent” olive oil.

The name 'David Wolfe' written in a blue, cursive font, with a realistic illustration of an avocado in the center.

14 Brands of Fake Olive Oil You NEED to Avoid!!!

According to tests done by the UC Davis Olive Center, 69% of all store-bought extra virgin olive oils in the United States are most likely fake.

The text 'Olive Oil Times' in white, bold font, positioned at the top of a dark image of a woman's face.A close-up, dark image of a woman's face, looking directly at the camera with a serious expression.

**80 Percent is the
New 69 Percent**

As if 69 percent has lost its shock value in five short years, and as if to feed the ever-hungry needs of sensational journalism, we’re suddenly hearing a lot about 80 percent. Eighty percent is the new 69 percent when you really want to drill home how much olive oil is “fake” in the world.



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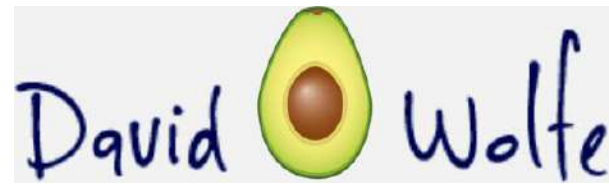
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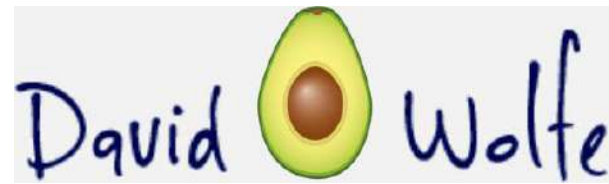
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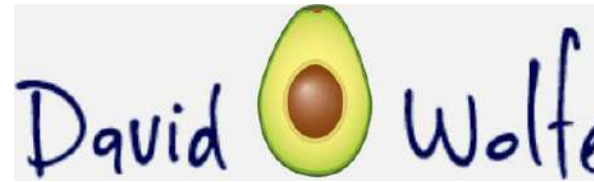
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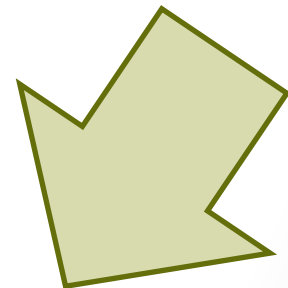
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Bust!



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MNN.com > Food & Drink > Healthy Eating

Sautéing? Olive oil may not be your best choice

It all has to do with the smoke point of the oil.



ROBIN SHREEVES

February 9, 2019, 12:13 p.m.



You're Using Olive Oil All Wrong

thedailymeal.com/cook/using-olive-oil-wrong

January 24, 2019



January 24, 2019

By

[Holly Van Hare](#)

Editor

Using the wrong cooking method is a waste of good olive oil

If you're frying an egg or making a stir-fry, you might default to pouring extra virgin olive oil in your pan. Olive oil is good for you! But if you're cooking with it over high heat on the stove, you're using this healthy oil all wrong.

10 Things You Didn't Know About Olive Oil

Oils of all kinds have something called a smoke point. The smoke point of an oil is the temperature at which it will (you guessed it) smoke. But there's more happening than just the release of a few wisps of smoke. The smoke rising from your pan is evidence of





The key to growing consumption in the U.S. again is education. As always, this means conveying messages of health and deliciousness. But in addition, we must eliminate confusion, restore trust in the category, and dispel myths such as that you can't cook with extra virgin olive oil.



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1. Standard of Identity--FDA



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1. Standard of Identity--FDA
2. Research & Promotion Order--USDA



1. Standard of Identity

- There is no national standard for the definition of the different types and grades of olive oils. Four U.S. states have standards or definitions, but they are different. The USDA adopted the IOC standards several years ago as voluntary guidelines, but have not updated them since.
- This creates confusion among consumers and the trade. For example, there can be confusion over how to label “pomace olive oil.”
- Lack of a uniform standard also makes it difficult to enforce standards and maintain an orderly marketplace.



2. Research & Promotion Orders

- Creating a federal law with United States Department of Agriculture oversight that gives an industry the ability to collect assessments from producers and importers and reinvest these dollars into a ***unified marketing plan to grow consumption.***
- Managed by a ***diverse board of directors*** made up of importers and U.S. producers.
- A ***reliable source of promotion resources*** to promote olive oil to U.S. consumers.
- Equivalent of the Interprofesional organization.



◆◆ ALWAYS IN SEASON ◆◆



How life unfolds:





Research & Promotion Order Programs
have proven effective in growing U.S.
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Mangos

- Mango production dominated by foreign producers—U.S. produces approximately 1% of world production.
- In the 12 years after the creation of the board, per capita consumption almost doubled, from 1.88 pounds/person, to 3.42 pounds/person in 2017 (82 percent growth).

Avocado consumption in the U.S. almost tripled over 14 years.

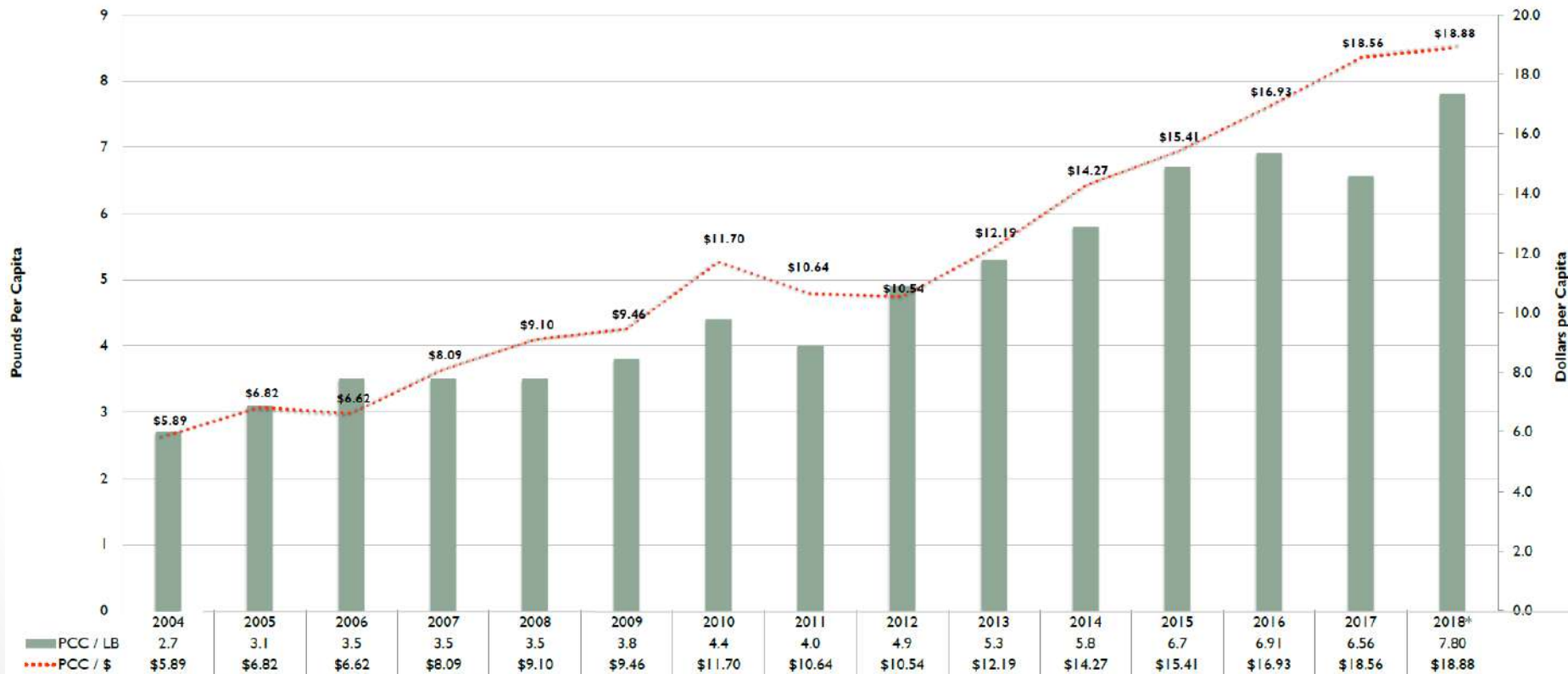




HASS AVOCADO BOARD

**HASS AVOCADO
PER CAPITA CONSUMPTION**

CALENDAR YEAR - 2004-2018



*Estimated
 Volume Data: Hass Avocado Board Assessable Volume + Organic Imports
 Price Per Pound Data: IRI Freshlook MULO (calculated as follows: avg price per unit for the year multiplied by 2.22)
 Population: U.S. Census Data

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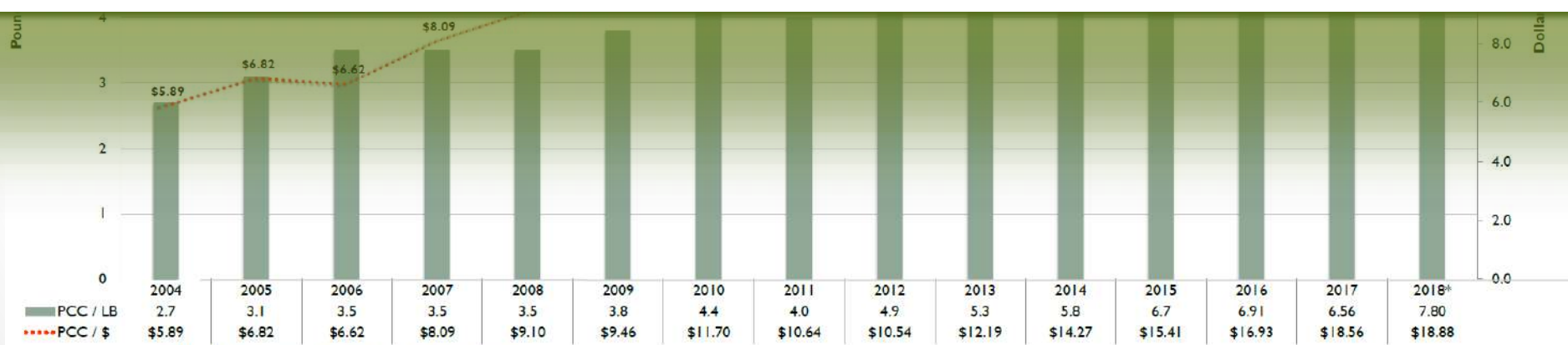


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CALENDAR YEAR - 2004-2018

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018*
PCC / LB	2.7	3.1	3.5	3.5	3.5	3.8	4.4	4.0	4.9	5.3	5.8	6.7	6.91	6.56	7.80
PCC / \$	\$5.89	\$6.82	\$6.62	\$8.09	\$9.10	\$9.46	\$11.70	\$10.64	\$10.54	\$12.19	\$14.27	\$15.41	\$16.93	\$18.56	\$18.88



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Cooperation and Collaboration with Domestic Industry





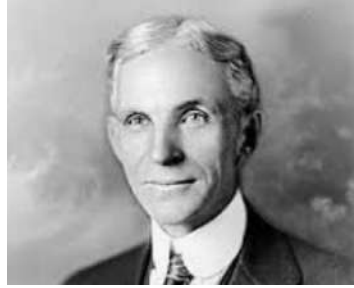
R&PO: Attitude and Usage Study

- Unified marketing plan must be created based on empirical data and market research.
- Our 2018 Attitude and Usage study helped us to determine what is important to consumers...what they understand about olive oil and what they do not, and what it will take to get olive oil users to consume more.
- Second phase needed—market research on U.S. consumers who do not purchase olive oil, which include 73 million households. I have a proposal for such a study, but do not yet have the funding.



Standard of Identity: Cooperation

- Lawyers and consultants for NAOOA and AOOPA are now working together to pave the way through the U.S. Congress and the federal agencies for an olive oil standard of identity.
- Working together for 9 months to develop consensus on standard for United States.
- Details of the standard are still being discussed, but it will be robust, and at insistence of domestic industry—and retailers—will likely include consideration of PPP and DAGs.
- Standard will likely also include a “safe harbor” from liability for off-the-shelf quality irregularities such as PPP for companies that can prove they followed good manufacturing practices and labeled products with supportable sell-by dates.



*Coming together is a beginning,
staying together is progress, and
working together is success.*

Henry Ford



Thank you.