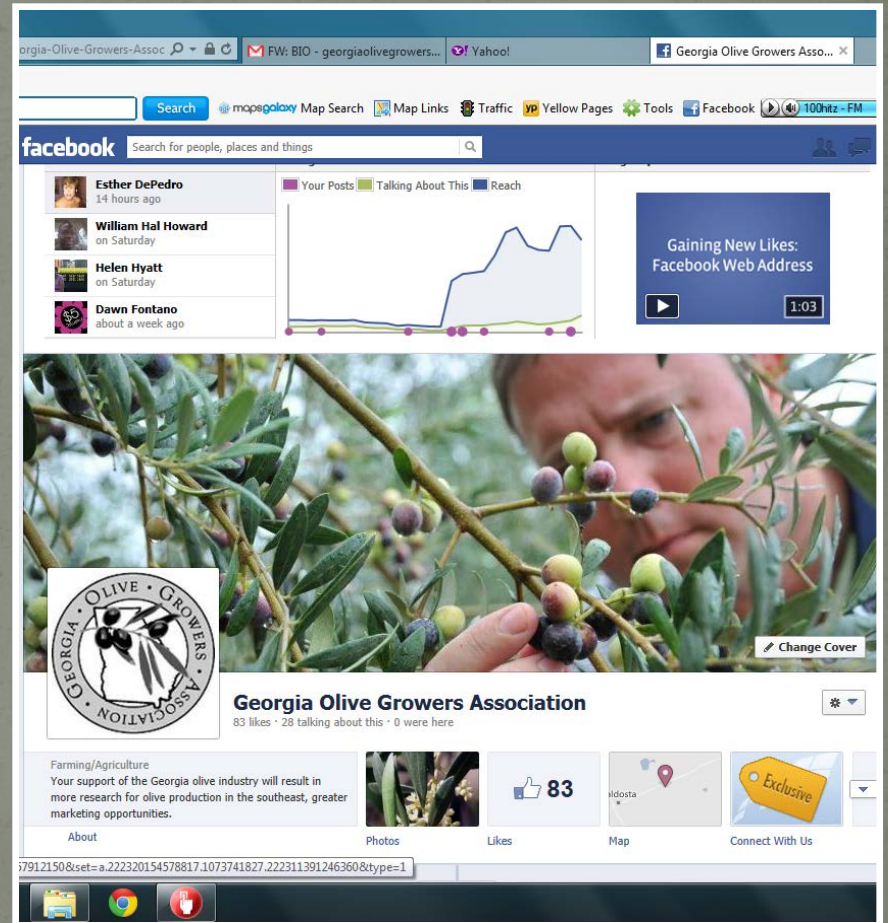
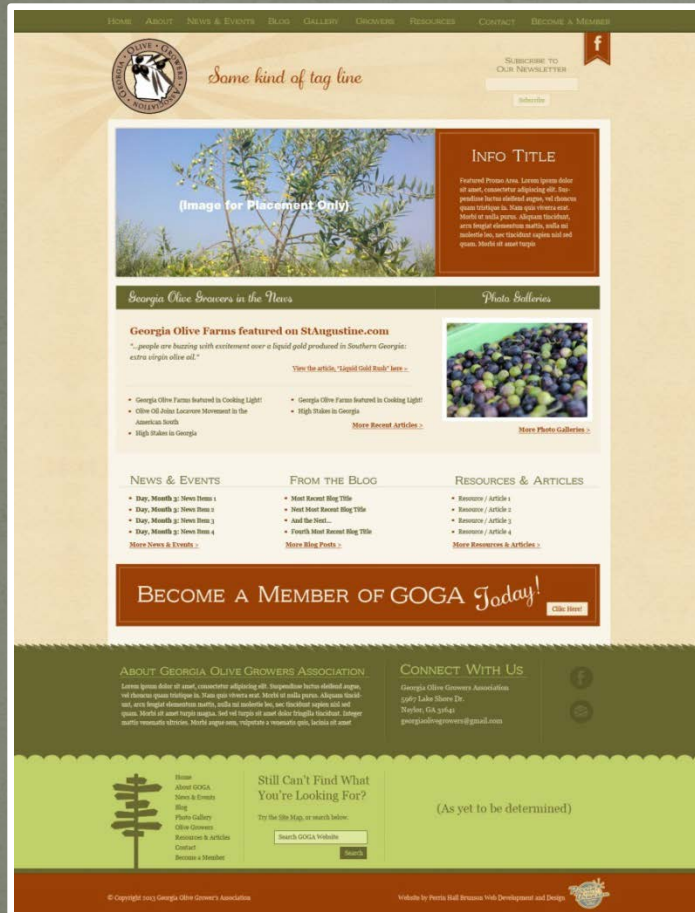


Welcome



Update



Resource Panel

Donnie Smith, —Georgia Center of Innovation for Agriculture

Bruce Green—Georgia Department of Economic Development

Rhonda Geiger—Georgia Department of Economic Development

Paul Thompson—Georgia Department of Agriculture

Jason Deal—Georgia Department of Agriculture

Ruby Riesinger—Valdosta State University SBDC

Bill Boone—University of Georgia SBDC

Stan Moore—USDA/NRCS

Grower Panel

Kevin Shaw—Georgia Olive Farms & Gayla's Grits

Don Mueller—Green Gate Olive Grove

Sam Shaw—Georgia Olive Tree Nursery & Farming

Paul Miller—Extra Virgin Alliance

Bob Krueger—Krueger Family Farms

Berrien Sutton—Still Pond Farms & Georgia Olive Farms

Traditional Orchard Planting and Southeast Olive Production

Don Mueller
Green Gate Olive Grove
Panama City, FL





























Thank you!

Don Mueller
Green Gate Olive Grove
Panama City, FL

(850) 763-6355
info@greengateolivegrove.com

www.greengateolivegrove.com

Networking Break and Exhibits

Sponsored by
Georgia Department of Economic Development



Keynote Speaker

Kimberly Houlding



Director of Government
and Industry Relations
American Olive Oil
Producers Association
(AOOPA)



The Future of the Domestic Olive Oil Industry

By
Kimberly Houlding
American Olive Oil Producers
Association



U.S. OLIVE OIL INDUSTRY

California	Texas	Georgia	Florida
<ul style="list-style-type: none">• More than 30,000 planted acres• Acreage expected to expand 10% annually• Approximately 40 mills• 2.5m gallons of olive oil produced	<ul style="list-style-type: none">• Approximately 2,500 planted acres• Acreage expected to double next 12 months• 4 mills with a new mill planned to be developed in 2014	<ul style="list-style-type: none">• More than 250 planted acres• Acreage expected to double in the next 12 months• Produced the first EVOO on the east coast in over 100 years in 2011• New commercial mill and storage facility under construction	<ul style="list-style-type: none">• Approximately 100 planted acres• Additional acreage expansion anticipated

Additional Olive Oil Production

- Arizona has more than 1,800 acres of olive trees for oil production and a milling facility
- Maui has several 1,000 trees planted and has 50-75 growers
- There is limited plantings on Oahu
- Maui's first milling facility is being developed this year
- University of Hawaii is conducting crop trials at their research station

MARKET OUTLOOK

- Poor Crop in Spain – 30% drop in the global production for 2012/2013
- Global prices for current crop EVOO increased from \$9 to \$14 in the past 9 months
- Anticipated industry retail price increases of 10-20%
- Olive Oil Consumption:
 - Down in Spain 14%
 - In USA up 9% in the last year

ISSUES

China Scrutinizes Olive Oil Imports from Italy

January 07 2012 | Filed in: [Asia](#)
By Vikas Vij | *Olive Oil Times Contributor*

Nineteen Arrested Over Alleged Olive Oil Fraud

Posted on February 10 2012 | Categorized in: European Union
By Julie Butler
Olive Oil Times Contributor | Reporting from Barcelona

Spanish police this week arrested 19 people allegedly linked to a complex network engaged in multi-million euro olive oil fraud, money laundering and tax evasion.

According to Diaro Jaén, the police – who swooped on Wednesday after a year-long probe by a Madrid-based economic crime unit – **believe that companies involved in the ‘ring’ had been selling other, lower quality vegetable oils as extra virgin.**

Spanish Consumer Group Finds Nearly One in Three Olive Oils Mislabeled

October 26 2012 | Filed in: European Union
by Julie Butler
A Spanish consumer body says nine out of 34 extra virgin olive oils it tested were really virgin olive oil and one was lampante.

New Book Accuses Council of Holding Olive Oil to ‘Lowest Denominator’

Posted on November 20 2011 | Categorized in: Olive Oil World
By Curtis Cord, Olive Oil Times Executive Editor
In the new book, *Extra Virginity: The Sublime and Scandalous World of Olive Oil*, there’s plenty of blame to go around for the “widespread dumbing down of olive oil quality,” but author Tom Mueller reserves perhaps his most direct castigation for the International Olive Council.

Olive Regions Work on Joint Strategy to Maintain EU Subsidies

April 02 2012 | Filed in: European Union
by Julie Butler
A new olive oil lobby group is urgently preparing a position paper to protect its members from threatened subsidy cuts by the European Commission.

THREE MAIN ISSUES

- Quality Issues
- Tariffs
- Subsidies

WITHIN THE THREE ARE MORE

Federal Marketing Order

International Standards

National Standard

State Standards

Good Science

Enforcement

Import Provision

International Trade Barriers

USITC Investigation

Research Funding

Just to name a few...

Federal Marketing Order

- FACTS: There is no drafted marketing order
- IF industry moves forward 18 – 24 month process (lots of hearings)
- IF USDA says should move forward then a vote of the industry
- Renewed every 5 – 6 years
- Order is a government entity with oversight by USDA
- Activities may include: marketing/promotion; research; grades and standards

OTHERS VERY ORGANIZED

Europeans

- Hired top lobbyist
- Already met with USDA, Senators, Congressional members and staff.
- Australia Standards Established
- South Africa Looking at Adopting Similar Standards
- U.S. Producers Had No Voice

INDUSTRY DECISIONS

- What are we doing as an industry?
- Accept European rules?
- Organize and become part of the conversation?

AOOPA

- Organization made up of U.S. olive oil producers
- CA
- FL
- GA
- TX
- U.S. and International Issues
- Organization to Provide Unified Voice
- Already Produced Dramatic Results

ACCOMPLISHMENTS

- Coordinated domestic producers and international allies for multiple aspects of USITC Investigation
- Coordinated an Olive Oil Tasting on Capitol Hill: featured olive oil from California, Texas, Georgia and Florida
- Discussed issues related to the competitiveness of the U.S. olive oil industry with key members of the Administration and Congress

SIGNIFICANT CHANGES BEGINNING

- USITC Investigation
- Import Provision (making an equal playing field)
- Discussions Of International Trade Issues
- Adding To The Debate
- Increased Awareness Of The Issues

THE LATEST HEADLINES

Dr Oz: 65% of Olive Oil is Fake!
Dr. Oz is uncovering the biggest supermarket lies that you need to hear about! <http://www.drozfans.com/dr-oz-food/dr-oz-fake-olive-oil-vs-cocaine-profits-dr-oz-olive-oil-purity-test/>

Olive Oil Producers Seek 'Level Playing Field' in Global Market

The Los Angeles Times 2012-12-08: WASHINGTON — California olive oil producer Pat Ricchiuti feels the squeeze of foreign competition. So do his counterparts in Texas, Georgia and a handful of other states. Now, with the help of congressional allies, these leading U.S. olive oil producers are forcing a closer look at a tough global market. In a U.S. International Trade Commission hearing this week, officials ratcheted up a yearlong investigation that could end up pitting importers against domestic producers and one country against another. "We just want a level playing field so we can compete," said Ricchiuti, president of Enzo

http://article.wn.com/view/2012/12/08/Olive_oil_producers_seek_level_playing_field_in_global_marke/related_news

Three Fronts Converging in U.S. Olive Oil Industry

Posted on December 03, 2012

by Nancy Flagg

Olive Oil Times Contributor | Reporting from Sacramento

Three fronts, and the opposition to them, underscore the growing strength and voice of the U.S. domestic olive oil industry.

USITC Holds Hearing on Olive Oil Market Conditions

Posted on December 06 2012 | Categorized in: Olive Oil World

By Curtis Cord

Olive Oil Times Executive Editor | New York

USITC Holds Hearing on Olive Oil Market Conditions | Olive Oil Times



Enzo Ricchiuti (left), chairman of the American Olive Oil Association, prepared to testify Wednesday at the United States International Trade Commission in Washington.

MORE HEADLINES

European Commission Asked to Act on Threat of U.S. 'Trade Barriers'

by Julie Butler

Concerns have been raised in the European Parliament about potential harm for E.U. exporters from the proposed U.S. marketing order.

<http://www.oliveoiltimes.com/tag/olive-oil-standards>

European Parliament Provides Some Comfort for Spanish Olive Oil

March 18 2013 | Filed in: [European Union](#)

by Julie Butler

Olive Oil Times Contributor | Reporting from Barcelona

A hatchet still hovers over subsidies paid to farmers, but the Parliament gave them some hope of easing the imminent blow.

<http://www.oliveoiltimes.com/olive-oil-business/europe-provides-some-comfort-for-spanish-olive-oil/33402>

Trade Group Sues Olive Oil Producer for Deceptive Labeling

February 07 2013 | Filed in: [North America](#)

by Nancy Flagg

Olive Oil Times Contributor | Reporting from Sacramento
It was the first time the North American Olive Oil Association, a trade group of importers, has taken legal action against a producer.

South African Olive Oil Producers Seek Reforms

April 30 2013 | Filed in: Africa and The Middle East

by Omeros Demetriou

Olive Oil Times Contributor | Reporting from Cape Town, South Africa

A new chapter for South African olive oil is taking shape with several major developments promising reform for the local industry

Details Emerge of Europe's Crackdown on Olive Oil Fraud

January 25 2013 | Filed in: European Union

by Julie

Proposed anti-fraud measures in the European Union would require member states to do more targeted checks of olive oil.

THE “MO” FACTOR

- Momentum Is Building Behind The Industry
- U.S. Is Now Becoming Part Of the Discussion
- Several Issues Still Coming
- Putting Together Infrastructure
- Have A Great Opportunity To Change The Industry
- THE FIGHT IS EARLY AND IT HAS JUST BEGUN!

GOOD NEWS

Mediterranean Diet Shown to Ward Off Heart Attack and Stroke

By GINA KOLATA

Published: February 25, 2013

About 30 percent of heart attacks, strokes and deaths from heart disease can be prevented in people at high risk if they switch to a Mediterranean diet rich in olive oil, nuts, beans, fish, fruits and vegetables, and even drink wine with meals, a large and rigorous new study has found.

<http://www.nytimes.com/2013/02/26/health/mediterranean-diet-can-cut-heart-disease-study-finds.html?pagewanted=all&r=o>

‘Space Laser’ Can Detect Fraudulent Olive Oil

by Naomi Tupper

POSTED ON FEBRUARY 17 2013

A new laser device developed to detect carbon on Mars, could be used detect food fakes, including fraudulent olive oil, here on earth. <http://www.oliveoiltimes.com/olive-oil-basics/space-laser-detects-fraudulent-olive-oil/32854>

Improved DNA Tracing Puts Olive Oil Adulterers on Notice

by Julie Butler

Spanish scientists claim they are close to offering “paternity tests” for virgin olive oil which would be a powerful ally against fraud

<http://www.oliveoiltimes.com/olive-oil-business/improved-dna-tracing-puts-olive-oil-adulterers-on-notice/33881>

2013 GOALS

- Ongoing exploration of ways to level the playing field for domestic producers to compete with international producers
- Continue to be a liaison between the U.S. olive oil industry and the world olive oil industry

NEED YOUR HELP

Need To Stay In The Fight

AOOPA

- Asking all American producers to participate
- Help keep fighting the good fight
- Stay informed on all the latest developments
- Be a resource and a voice for the American Olive Oil Industry



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Kimberly Houlding
Director of Government and Industry Relations
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(559) 472-7838

Legislative Update

Paul Miller



President, Australian Olive Association

Jason Shaw



Partner, Georgia Olive Farms

Washington Team



Featured Chef

Chef Dave Snyder



Owner/Executive Chef
Halyard Restaurant Group
St. Simons Island, Georgia

Presentation

In Recognition and Appreciation
for his generous contributions and
support of the olive industry in the
Southeastern United States.

His Mentorship and Dedication
has truly blessed us all.

In Closing

Door Prize Drawing

Lunch

Short Growers Member Meeting

Farm Tour and Store Visit