

Olive Center Update

Dan Flynn

Sacramento Valley Olive Day
April 20, 2010

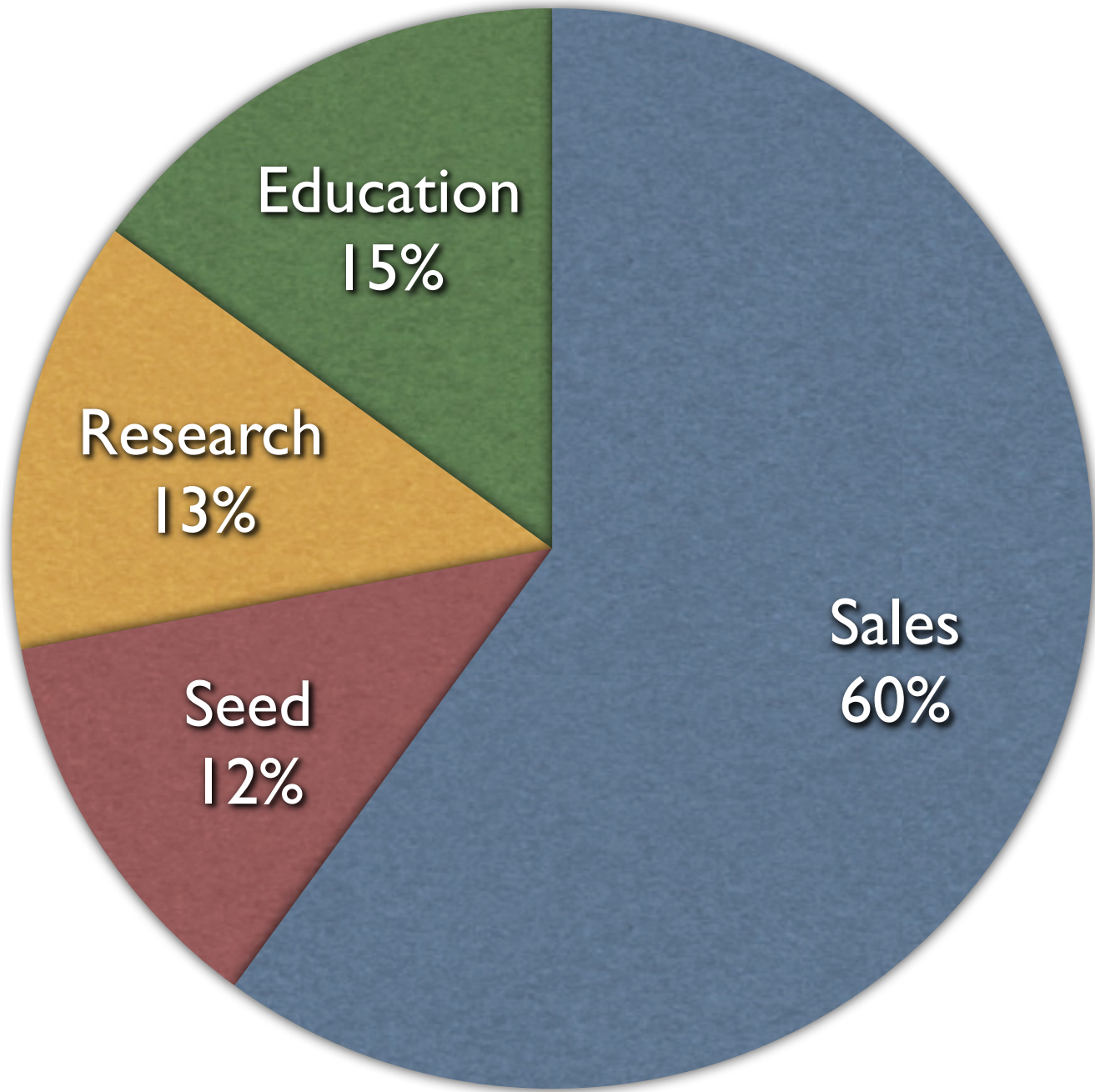


Robert Mondavi Institute for Wine and Food Science



Olive
CALIFORNIA

Largely self-supported



Revenue: 2009-10

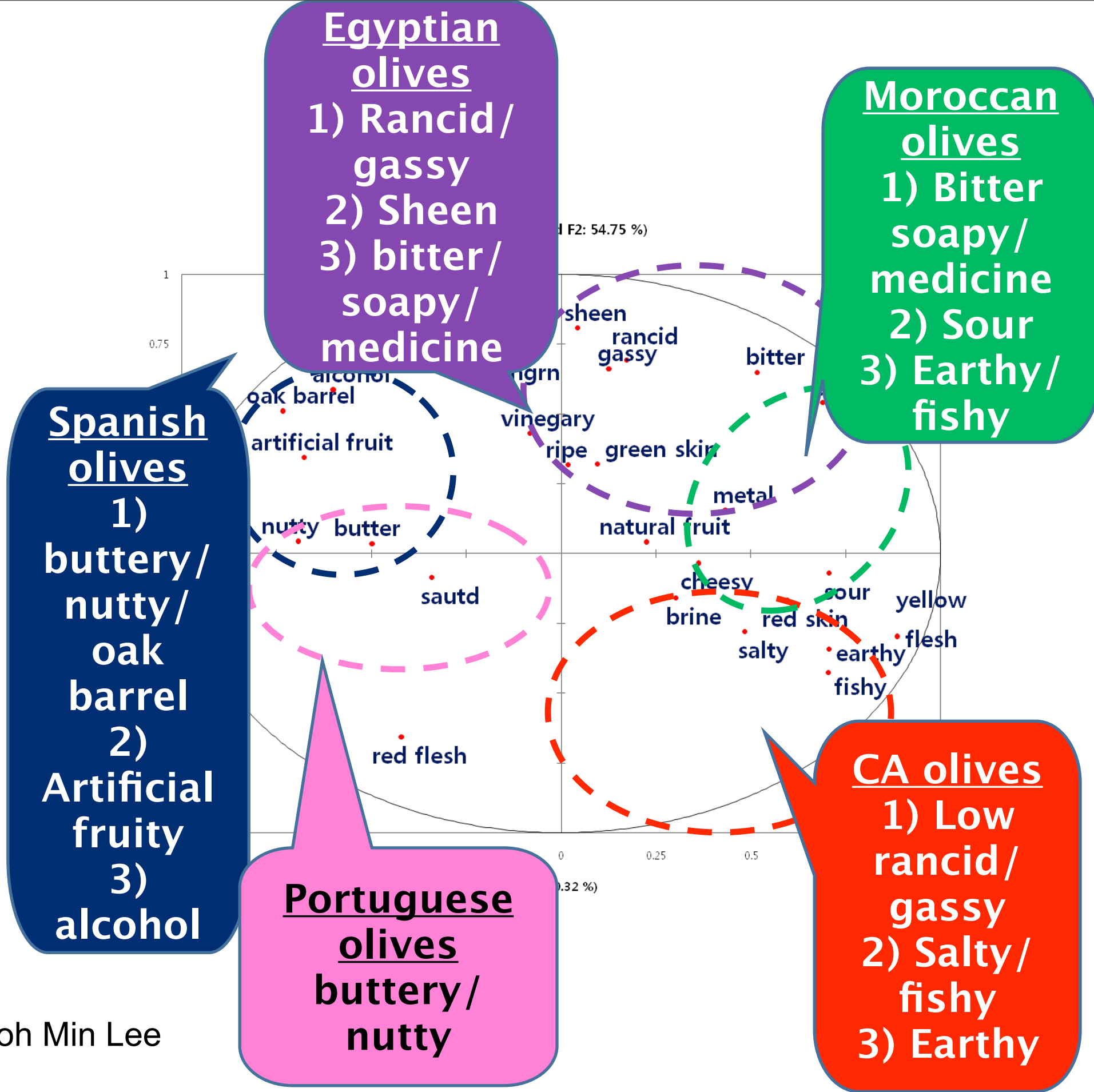


Table olive projects

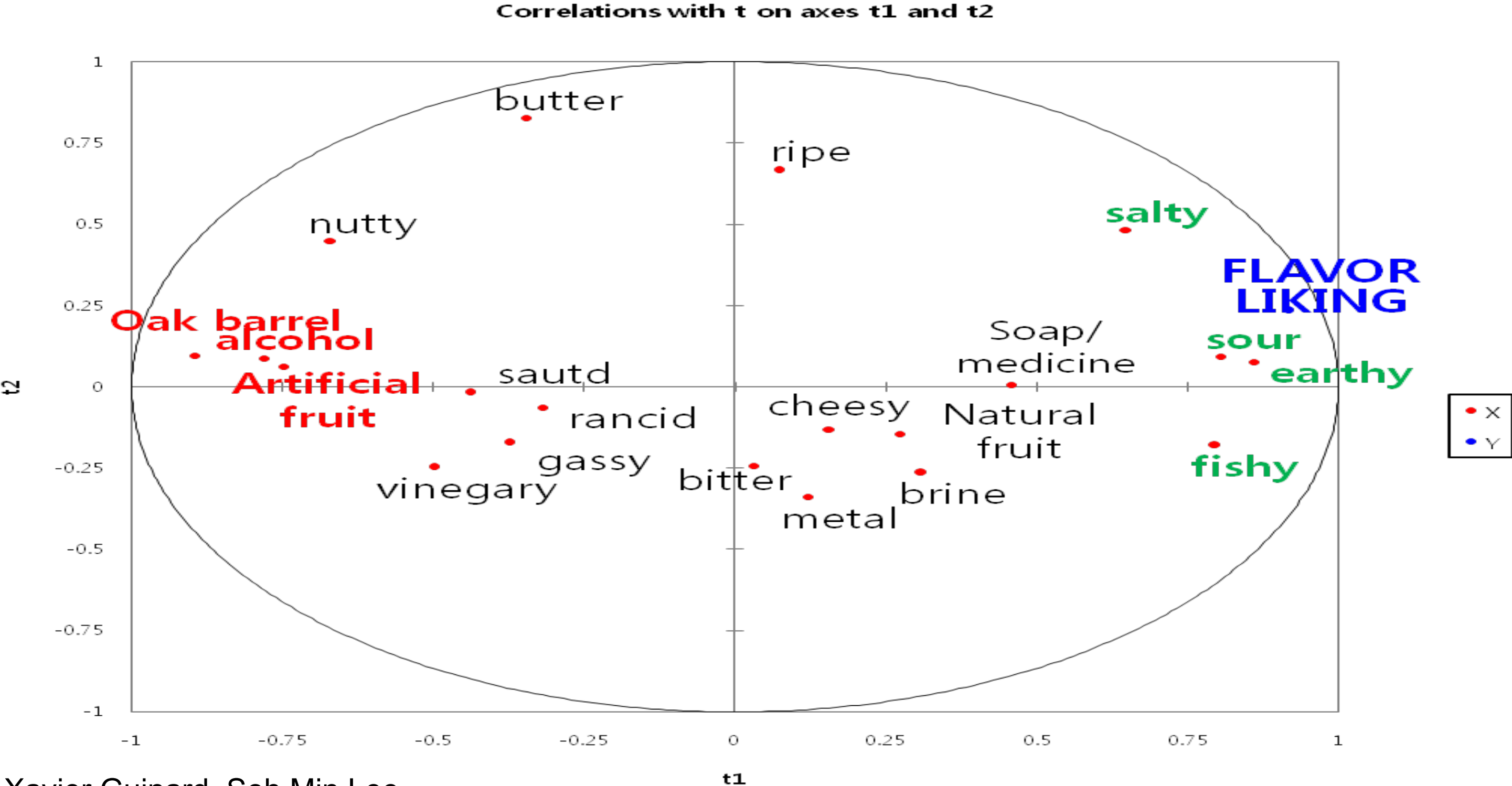
Sensory and consumer testing

- **Dr. Jean-Xavier Guinard**
- **Sponsored by the California Ripe Olive Coalition**





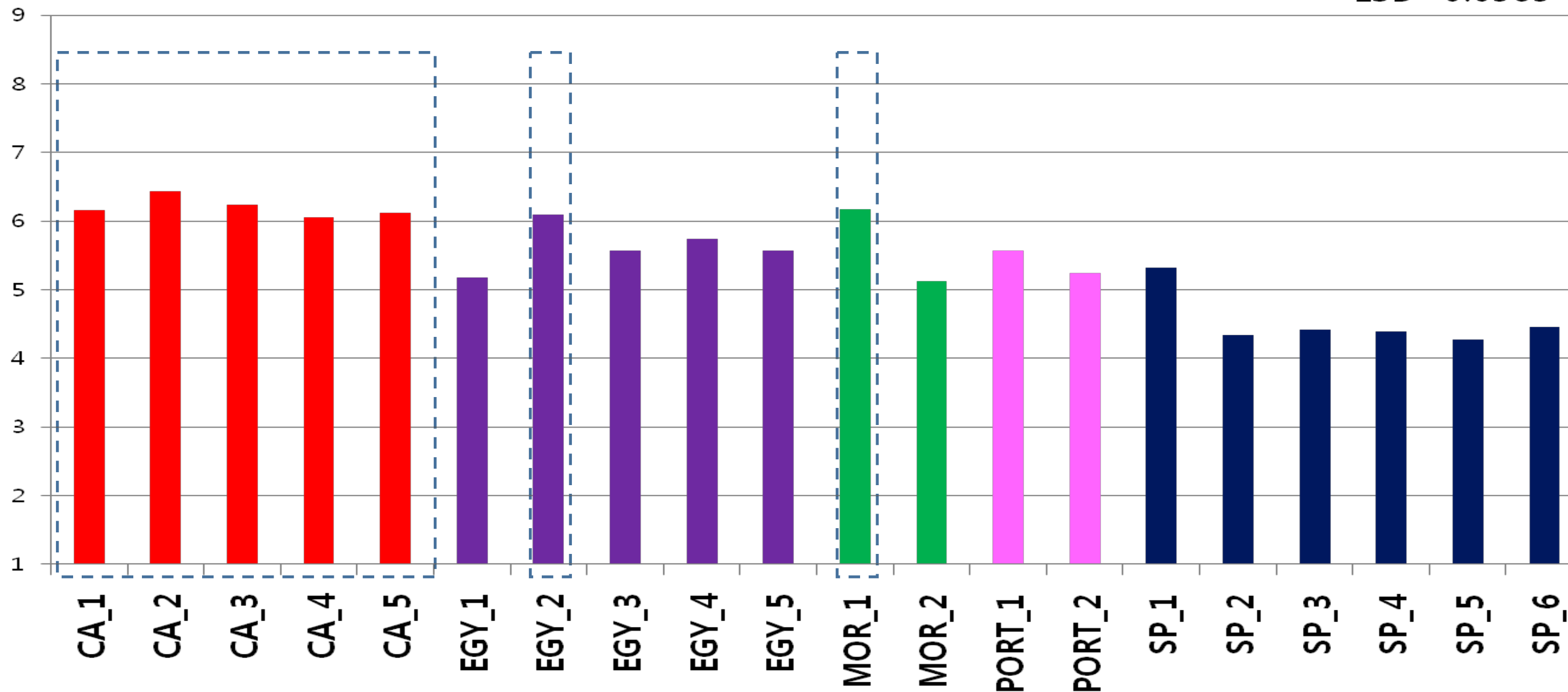
Drivers of flavor liking and disliking



California olives liked the most overall

OVERALL LIKING

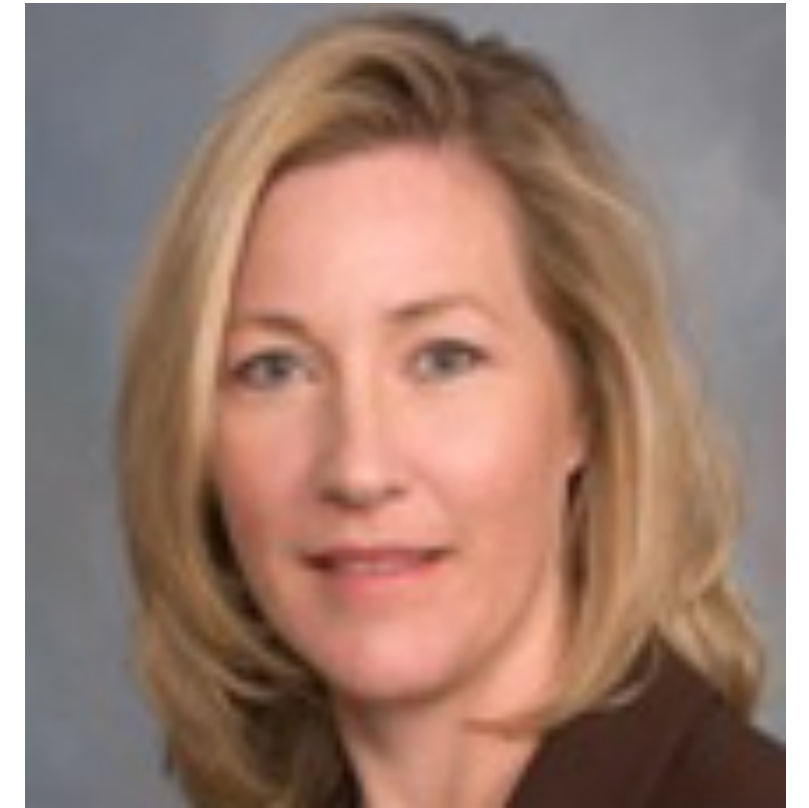
LSD=0.6383



Sensory and consumer testing

- **We will be training USDA inspectors in June**
- **We will be working with USDA lab in Albany in next phase**

Improving the nutritional quality of black-ripe olives



- **Dr. Alyson Mitchell**
- **Sponsored by the California Olive Committee**
- **Prevent the formation of acrylamide**
- **Improve the anti-oxidants in the finished product**

Extracting more value from black-ripe processing



- **Dr. William Ristenpart**
- **Sponsored by the California Olive Committee**
- **Coalesce the droplets of oil that go out with waste water**

Sicilian olive defect

- **Dr. Maria Marco**
- **Specialist in fermented foods**
- **Pinpointing the cause of a softening defect**



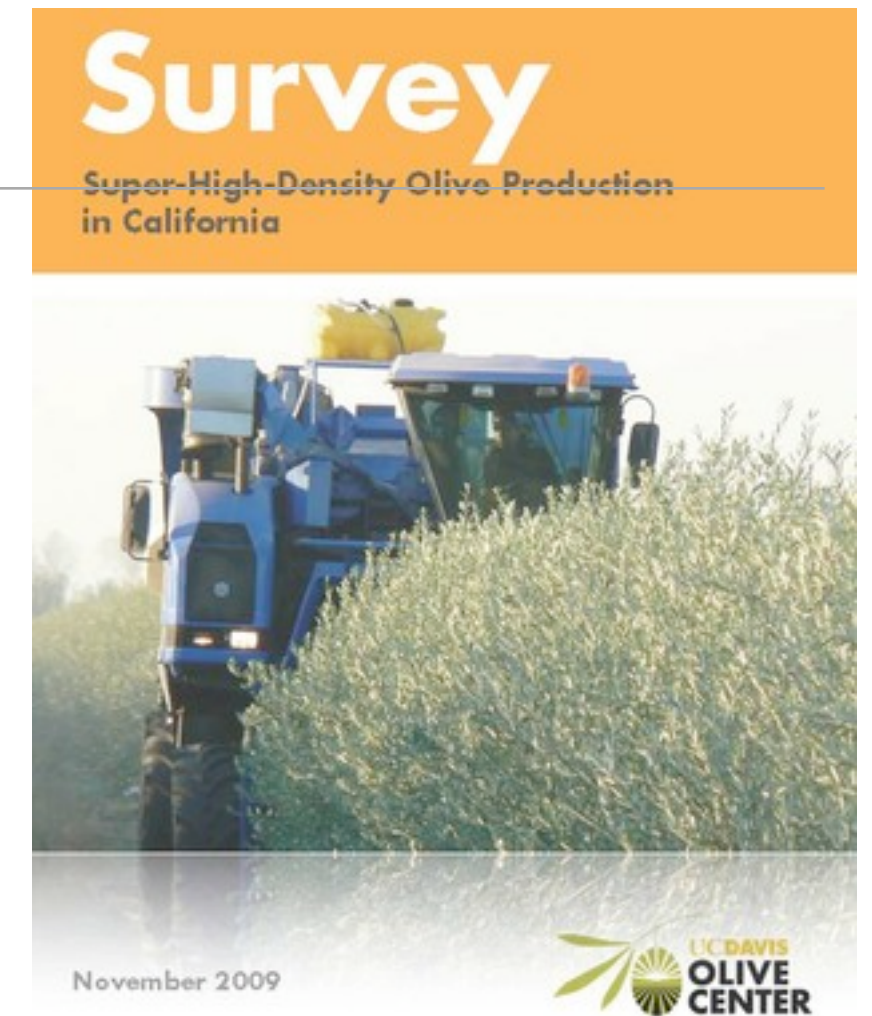
Olive oil projects

Grade standards

- **California Olive Oil Council**
- **Helped them get legislation passed**
- **Signed by Governor in 2008**

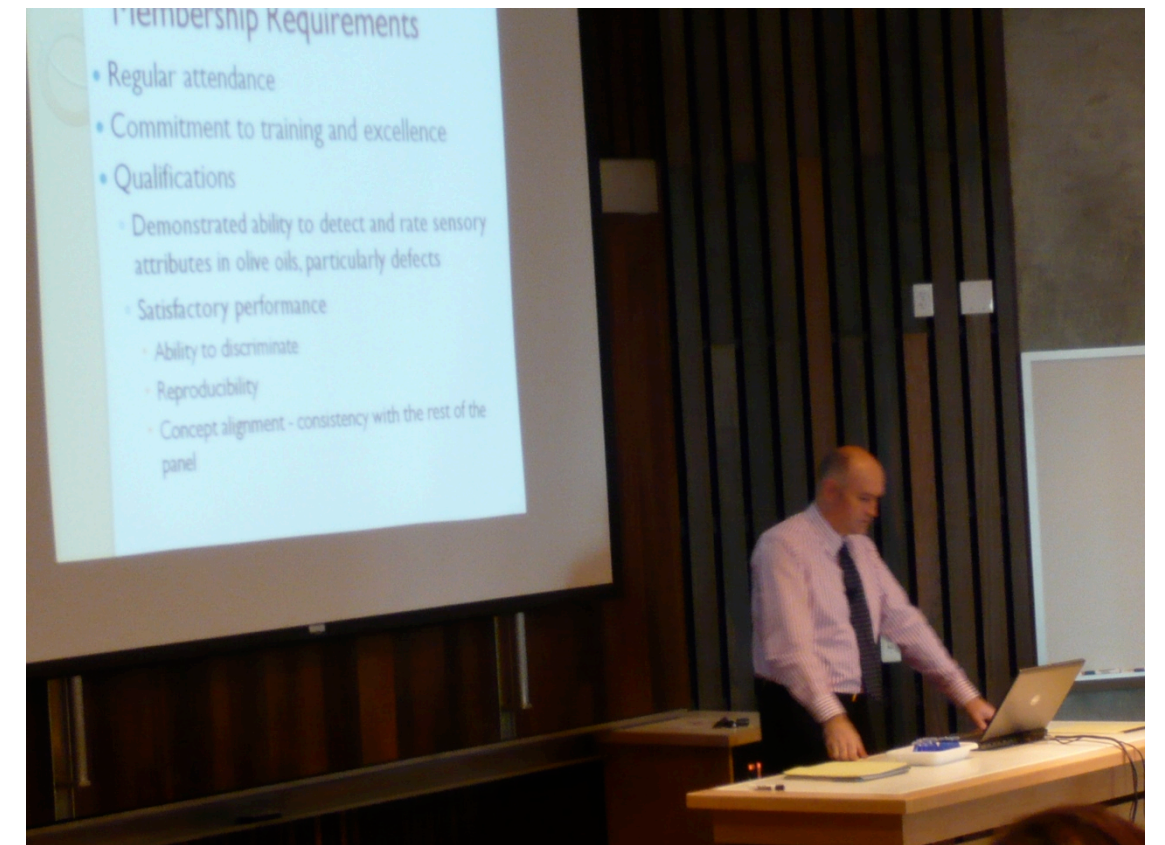
Super-high-density survey

- **Olive center staff**
- **Sponsored by California Olive Ranch/Nurstech**
- **Acreage at 17K, 15K planted since 2005**



Sensory and consumer research

- **Dr. Jean-Xavier Guinard**
- **First such study by an American university**



Education

- **Short courses have tripled**
- **Food science course**

International stature

- **Partnerships Italy, Spain, Australia**
- **Media Wine Spectator, Saveur, Sunset, USA Today, AP**
- **Major conference Culinary Institute of America**

Building a foundation for the future

- **New olive orchards 900 trees, 25 varieties**
- **Sensory panel**
- **Chemistry lab**
- **Olive tree certification/research funding**
- **Strategic planning; joint projects**

Thank you to our donors!

Bell-Carter

California Olive Committee

California Olive Oil Council

California Olive Ranch

California Ripe Olive Coalition

Copper Hill

Corto Olive

Creagri

Darrell Corti

Dry Creek Olive Company

Katz and Co.

Lucero

M&CP Farms

McEvoy Ranch

Musco Family Olive Company

Novavine

Nurstech

Olive Growers Council of California

Olive Oil Source

Pasolivo

Saltonstall Estate

Santa Cruz Olive Tree Nursery

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Stephen Pepe

The Olive Press

West Coast Products