

— IN-PERSON EVENT —

OLIVES & OLIVE OIL:

ESTABLISHMENT, PRODUCTION & MARKETING
CONSIDERATIONS FOR SOUTHERN CALIFORNIA

MONDAY, APRIL 4, 2022 - AT THE FLOWER FIELDS IN CARLSBAD

UC
CE | University of California
Agriculture and Natural Resources



MELLANO & COMPANY



Olives & Olive Oil Workshop Agenda

- 9:00 am** **Welcome and Program Overview** - Ramiro Lobo, Farm Advisor, UCCE San Diego County
- 9:05 am** **UCANR Food Safety Technical Assistance Program** – Ariana Reyes, Community Education Specialist, UCCE San Diego County
- 9:15 am** **The Small Farm Tech Hub** – Elizabeth Vaughan, Tech Hub Specialist, Community Alliance with Family Farms (CAFF)
- 9:30 am** **Olive Orchard Establishment and Production** – Paul Vossen, Farm Advisor Emeritus, UCCE Sonoma County
- 10:30 am** **Specialty Olive Oils** - Variety Selection and Production Considerations - Paul Vossen, Farm Advisor Emeritus, UCCE Sonoma County
- 11:15** **Olives and Olive Oil Production in Southern California: Lessons from the Field** – Thom Curry, Temecula Olive Oil Company
- 1:30 pm** **Olive Orchard Tour at The Flower Field** (Irrigation, Nutrition, Pruning, Harvesting, Pest & Disease Management) – Paul Vossen, Thom Curry, Mike Mellano and Jess Williams, Mellano and Company

Issues and Challenges Identified

General Information:

- ✓ Need more info on cultivation and cultivars
- ✓ Want good foundation of knowledge to build upon
- ✓ Establishing olive orchards
- ✓ How to increase productivity

Water and Fertility Management:

- ✓ General fertilization guidelines
- ✓ Organic fertilization
- ✓ Water and Irrigation management, scheduling



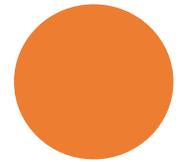
Issues and Challenges Identified

Pest and Disease Management:

- ✓ General pest and disease management information
- ✓ Olive tree diseases and disease management
- ✓ Tree health, pests, diseases
- ✓ Olive Fly Control

Orchard Management and Practices:

- ✓ General orchard maintenance
- ✓ Training olive trees
- ✓ Pruning, timing, training vs. production
- ✓ How to properly prune Kalamata olive trees



Issues and Challenges Identified

Harvest & Post-harvest Management:

- ✓ When to harvest olives...for canning and for oil
- ✓ Best way to process small batches for home use
- ✓ Finding someone to process the oil

Markets and Marketing

- ✓ How to market oil in small quantities?
- ✓ Market competition/saturation

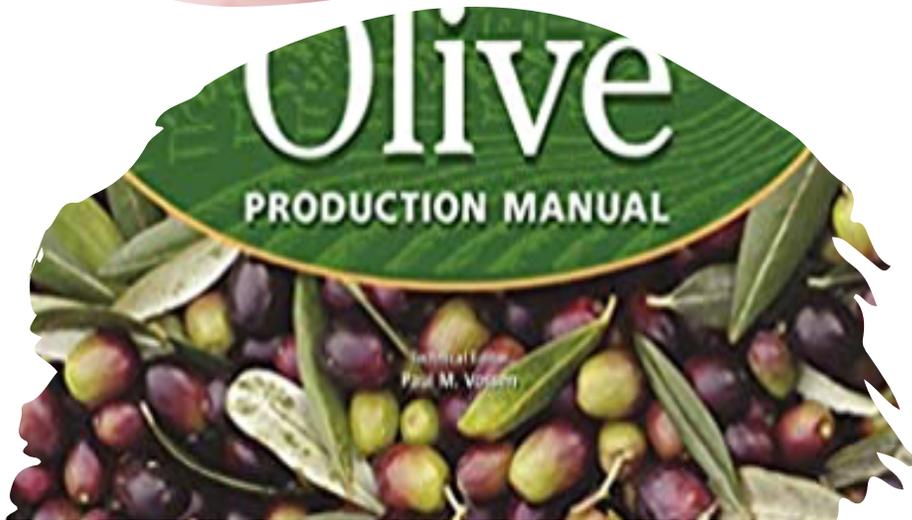


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Other Program Info and Evaluation

- Photography and Video
- Olive and Olive Oil production and marketing resources and presentations will be available in our [UCCE Web site](#)
- Link website and Evaluation Survey will be sent in follow up email
- Attendees who complete evaluation survey will be eligible to win Paul Vossen's Organic Olive Production Manual





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