



Super-Premium Olive Oil Certification and the New World

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**Olive oil fraud –
The world's second oldest
profession**

Association 3E

- Association 3E was founded—in Italy—as a reaction to the rampant fraud and consumer confusion over quality in the olive oil industry

The 3E's: Excellence, Ethics & Economics

- A non-profit organization of academics, culinary professionals and olive oil producers
- Became international in 2003 with members in Spain, Greece, California and Italy
- Yearly conference “Beyond Extra Virgin”

Super-Premium Olive Oil Standard

- Selection for excellence, support of diversity and market differentiation—not homogenization
- A voluntary standard
- Standards much stricter than the legal standards

A learning experience for both olive oil producer and olive oil user

- Excellence is not a permanent right
- Continuous improvement
 - exchange of information, research, innovation
 - openness to ideas and experiences

Excellence based on data and documented behavior; a scientific and ethical standard

- Science-based
- Quantifiable
- Inclusive

**A system of evaluation that
looks at both the product
and the process**

Evaluation of the product— Analytical standards

- free acidity less than 0.3%
- peroxide value less than 7.5
(8.0 for organic oil)
- K 232 less than 1.85
(2.00 for organic oil)
- Absence of sensory defects
- Exceptional sensory quality —
detailed descriptive analysis

Documented transparency

- Traceability from tree to bottle and from tree to table (OliveToLive system)
- Product mass inventory from production until complete depletion — the demise of the “magical bottomless tank”
- “Trust but verify”

Evaluation of Process— The Annual Audit

- Yearly evaluation of the production process by trained auditors
- Special attention to critical control points — quality and traceability in production and storage
- Not a “recipe” approach—a recognition that different regions/cultivars/styles have different requirements in processing

What does the 3E approach accomplish?

- **Trust** – emphasis on traceability and transparency
- **Diversity** – critical support for “minor” cultivars; emphasis on descriptive analysis
- **Inclusivity** – open to any producer, anywhere, who is able to meet the standard

Okay.....

Working with Club Med?

- The quality divide is not between the Old World and the New World: there are great producers, mediocre producers and bad producers all around the world
- Excellent, ethical producers in traditional olive oil producing countries are as frustrated as we are
- Centuries of experience and tradition contribute a lot of richness to the olive oil culture

Voluntary?

- Legal standards are essential—the “level playing field”— but laws require a lot of compromises
- **There is a place for both legal standards and voluntary standards**
- A voluntary standard allows us to set the bar as high as we like

Mutual benefit

**Extra Virgin
Olive Oil**



**Super-Premium
Olive Oil**

- Affordability
- Value
- Cooking, dressing; used for everything
- Convenient; available at supermarket

- Prestige
- “Specialness”
- Condiment and finishing uses
- Tasting rooms/specialty stores; more face time with the consumer

It's a big tent!

- Plenty of room for artisan production, quality volume production, organic, local—the various segments support each other
- Super-premium olive oil has cachet with the media, high-end restaurants and “foodies”—the entire industry benefits from these olive oil ambassadors

Down with dogma

- One size does *not* fit all
- There's room for many different origins, production models, varieties, styles, delivery systems, etc.
- Divisiveness is counterproductive
- *We all want people to use more real extra virgin olive oil*

**The New World will lead,
and the Old World knows it**

How do we market excellence?

- **Social media:** decentralized, many voices, extremely important for the younger generation consumer – our future (P.S. Social media = CHEAP)
- **Restaurants:** critical allies in presenting great olive oil experiences; they have complete control over the presentation, pairing, etc.

Consumer education

- **The informed consumer is our greatest ally**
- Consumers tend to appreciate guidance & assurances
 - The Parker 100 pt scale
 - The Good Housekeeping Seal
- A guarantee of authenticity and quality
- Information about the product, its story and how to use it

Consumer education

It's a balancing act

- “Don't tell me what to like!”

VS

- “How do I know it's really good?”

Tone and attitude are critical

- “Don't make the mistake that we made with wine”
- It's never good to make people feel stupid



OLEOTECA® VILLA CAMPESTRI
TASTING CARD

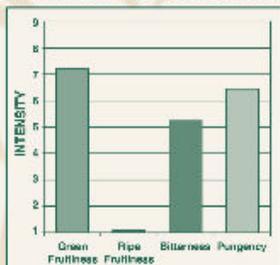
McEVOY RANCH

Petaluma, North Coast of California, USA
Super-premium olive oil
Selected and certified by Association 3E

Brand Name:	McEvoy Ranch
Traceability Code:	MMASEL0110
Company:	McEvoy of Marin, LLC
Address:	P.O. BOX 341, Petaluma, CA 94953, USA info@mcevoyranch.com (707) 778-2307, (866) 617-6779
Cultivars:	Frantoio 47%; Leccino 41%; Pendolino 5%; Coratina 2%; Maurino 2%; Moraiolo 2%; Leccio del Corno 1%
Harvest:	By hand, and with pneumatic and electric combs November 15, 2010 to January 15, 2011
Milling:	Daily milling in the family farm's own mill.

Founded in 1991 by Mrs. Nan Tucker McEvoy, the 550-acre McEvoy Ranch initiated development of its olive orchards with the importation of 3,000 rooted cuttings from Tuscany. Today the Ranch supports more than 18,000 trees on 80 acres in the Marin County hills west of Petaluma, California, 14 miles from the Pacific Ocean. The growing season is typified by cool nights and warm days, strongly influenced by maritime conditions. McEvoy farming practices are strictly organic. Both the orchards and production facility are certified organic by CCOF. Orchards are irrigated using drip irrigation and controlled deficit irrigation to conserve water and enhance oil quality. Fruit is harvested by hand and with pneumatic and electric combs, and transported immediately to the on-site *frantoio* for milling. Harvest typically occurs from early November through early December. Typical production is approximately 15,000 liters per year. Oil is bottled and labeled by hand as it is released.

The first sensory profile presents the intensity of the three main sensory attributes of extra virgin olive oil: fruitiness, bitterness and pungency/pepperness. For a more precise characterization of the oil, fruitiness has been evaluated as green and ripe fruitiness.



This is a typical profile of a "robust" olive oil. There are medium to strong notes of bitterness and pungency. The predominance of green fruitiness with a negligible note of ripe fruitiness is characteristic of olives harvested at an early stage of ripeness.

QuickTime® and a decompressor are needed to see this picture.

Oil ID Cards

The producer's info and story

The chemical data

Sensory profile

Guarantee of conformity to the standard

TMI?

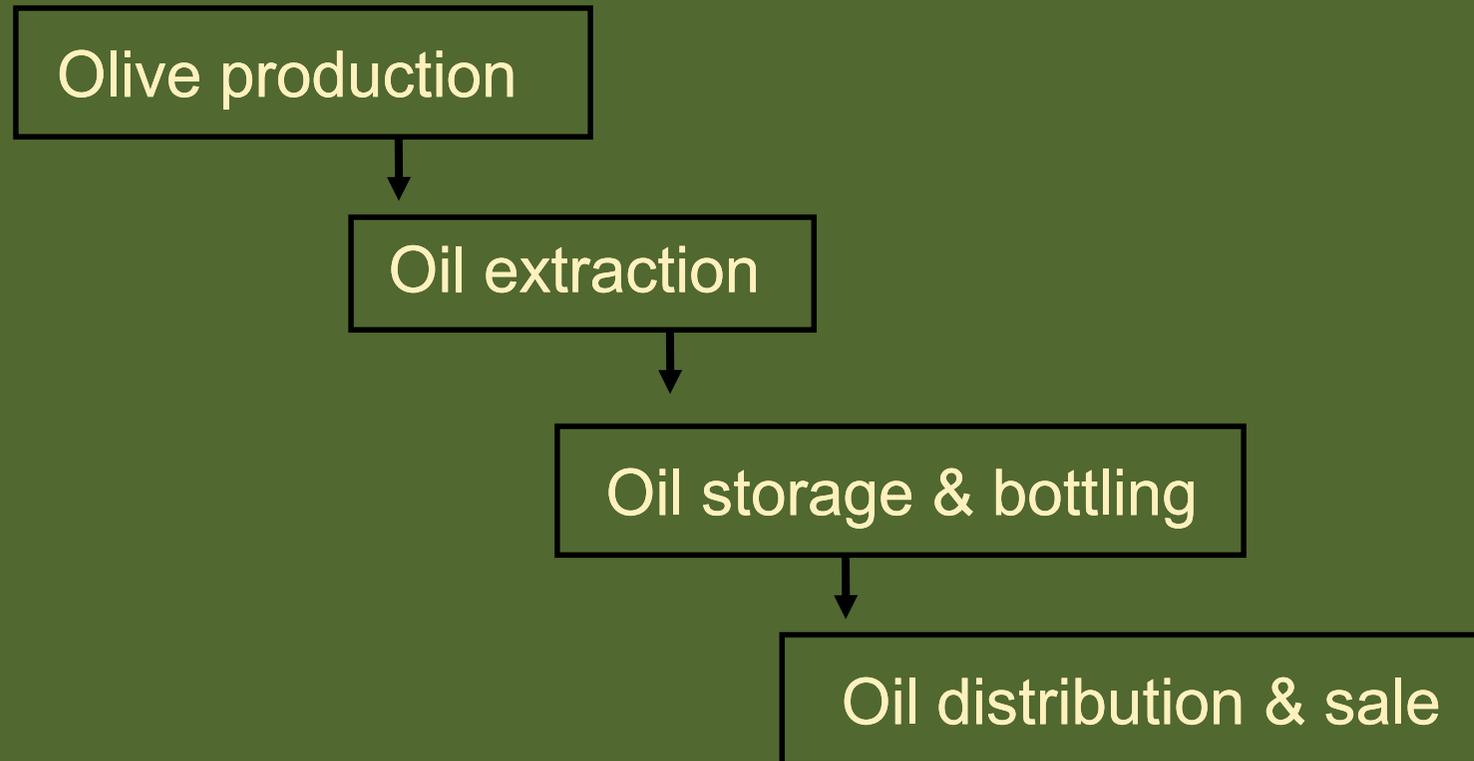
Growing an olive oil culture— Crucial in the US market

- Olive oil and food pairing—highlighting the fun and experimentation aspect
- Simple, easy ways to use olive oil at every meal
- **Ideas, not rules!**



A thorny problem....

The olive oil chain— A quality control challenge



*“A chain is only as strong
as its weakest link.”*



Oil Distribution & Sale



- Weakest link
- Can involve long period of time, great distances and terrible conditions
- Very difficult or impossible for producer to maintain control unless doing direct marketing

How to improve oil distribution & sale

- One solution is **short chain production**
 - Direct marketing, relationships with restaurants, etc
- ***Certify the distribution as well as the production?***

Earning trust

- The strength of a quality certification lies in **trust**
 - The trust of the producer that the process is fair and professional
 - The trust of the consumer that the guarantee is meaningful
- Certification should be kept strictly at arm's length—no conflict of interest

Branding Excellence

- A certification *must add value in the marketplace* to justify the associated costs
- Marketing the excellence guarantee as a trusted brand will be essential to its success

**A recognizable pan-world
guarantee of excellence
that brings assurance to
the consumer and added
value in the marketplace**

Thank you



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