



Olive Notes

Serving Solano & Yolo Counties!

February 2009 - Issue 3



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Update on the Olive Mill Feasibility Study for Solano and Yolo Counties

Luis Sierra, CA Center for Cooperative Development

Progress on the feasibility study is moving forward. The Calif. Center for Cooperative Development, the steering committee, and consultants worked hard to come up with a concise set of questions to ask olive growers in a survey that was sent out via email and postal mail in November. We have discovered that from our original list of 42 growers in Yolo and 23 in Solano that many are either in partnership with or are employees of other growers. We've also found that some folks that had recently expressed interest, but had not been known to be olive growers, have started planting. And yes, there are a few that have gotten out of olive growing altogether. Our current numbers show that there are about 36 Olive Oil Producing Operations in Yolo and 19 in Solano. We've received 15 surveys from Yolo and 10 from Solano, and still expect a few more to come in by Jan. 30. Thank you to all those who have responded! It's still not too late to turn in your survey, and if you want a new copy, Luis will send one through email or postal mail right away. Contact Luis via email or phone at Lsierra@cccd.coop; phone: 530-297-1032.

We are now starting to analyze the responses to learn how many of different olive varieties are planted or will soon be planted, whether or not growers want fee-for-service or regional blending, how likely they are to want to use a new regional mill, and what other services are important, such as bottling.

On Thursday, March 5, 4-6 pm, At Mike Madison's farm the Steering Committee is meeting.

CCCD and consultants will report back to the steering committee the analysis of the survey responses and market research, and ask the steering committee for guidance on making final assumptions that will be used in the financial and operating models. Please contact Luis Sierra if you would like to be included in these announcements.

Submitted By

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OLIVE AS A NEW CROP



A full day of information on olives grown for oil in California.
Learn from the UCCE experts and tour producing orchards.

March 19th, 2009 7:30am-5pm

Heidrick Ag History Center & University of California Cooperative Extension

Location: Heidrick Museum in Woodland

1962 Hays Lane, Woodland, Ca., 95776

Registration is \$65 by March 5th or \$90 after that date

1/2 hour of CE Credits requested CCA credits available

AGENDA

7:30am Coffee and registration

8:30 Welcome

Carolyn DeBuse

8:40 Potential for Oil Production in California

Paul Vossen

- What is Happening in California and the World
- Size of US Market
- Standards and Legislation
- Production Systems and Varieties
- Mechanized Harvest and Labor Needs
- Small Scale and Large Scale Production
- Economics in the Sacramento Valley and Foothills
- Market Overview
- Tasting of Three Oils

10:45 Break-Coffee and Refreshments—Walk around the Museum and Trade Show Exhibits

11:15 Growing Trees

Joe Connell

- Site Selection- Soil and Climate
- Fertility and Irrigation
- Weed Control and Pest Management

12:30 Olive Oil Tasting: How to recognize a good one.

Paul Vossen

12:45 Lunch

1:45 Tour Producing Orchards

Carolyn DeBuse

- Giguere- JK Vineyards- Super High Density
- Madison- Yolo Press- Medium Density and Olive Mill

Maps and Directions and more information <http://californiaoliveeducation.com/>

Registration see following page

OLIVE AS A NEW CROP continued....

Presenters:

Paul Vossen, University of California Cooperative Extension Farm Advisor Olives/olive oil and Pomology. Sensory Evaluation of Oils and blending processes. Variety specialist. Olive oil Judge.

Carolyn DeBuse, University of California Cooperative Extension Farm Advisor, Yolo and Solano counties, Fruit and Nut Crops.

Joe Connell, University of California Cooperative Extension Farm Advisor, Specialty: Almonds, Olives, Citrus, Subtropicals and Ornamentals.

JK Vineyards, Karl Giguiere Farm in Zamora with 42 acres super high density [5x12] olive trees planted in June 2004. These olives are harvested with state of the art equipment.

Yolo Press Olive Oil/Yolo Bulb, Mike and Dianne Madison farm in Winters with six varieties of olives, non traditional to California. With their own press the Madisons are able to blend and refine the tastes of their oils.

Heidrick Agricultural History Center is a non-profit organization located in Woodland California dedicated to enhancing people's education, understanding and appreciation of the rich heritage of agriculture and transportation. The Ag History Center is a working partner with agricultural and educational groups, such as the University of California, UC Cooperative Extension, UC Master Gardeners, the California Farm Bureau, youth organizations as well as other State and County services supporting agriculture in California.

Registration:

Olive As a New Crop

Presented by University of California Cooperative Extension and Heidrick Ag History Center

March 19, 2009

Send Registration to Heidrick Ag History Center — 1962 Hays Lane, Woodland, CA, 95776

Phone: 530-666-9700 or FAX: 530-666-9712

Name: _____

Affiliation: _____

Address: _____

Phone: _____ Mobile phone: _____

Email: _____

Amount: \$65 by March 5 _____ \$90 after March 5 _____

Payment Method: Check (to Heidrick Ag History Center) _____, Money Order _____, VISA _____ Master Card _____

Bank Card Number: _____ (16 digits)

Expiration Date: _____ CVV (three/four numbers on the back) _____

Signature: _____

Solano Grown Olive Oil Recognized by the Regional Press:

A few days ago, January 14, 2009, a panel of Sacramento Bee staff members took on an assignment to test a group of olive oils available at Sacramento markets. The reporters teamed up with olive oil consultant Alexandra Kicenik Devarenne and blind tasted a group of six brands of extra virgin olive oil purchased at local stores to see “if we could really taste a difference”, they said.

Here is an excerpt of their findings:

Jovia Groves, Dixon, Solano County

This Arbequina olive oil had a hand-written tag saying the olives were harvested Nov. 20, 2008.

Cost: \$12.99 at Corti Brothers for a 16.9-ounce bottle; 77 cents per ounce. (Editor’s note: you can it locally in Raley’s Superstores)

Tasters' take: One of our two favorites, this oil had a buttery start, moved into grassy and fruity, and finished with a big, spicy kick.

• **Score: 3.5**

Lodi Olive Oil, Mediterranean blend, Lodi, Sacramento County

Cost: \$16.99 at Corti Brothers for a 16.9-ounce bottle; \$1.01 per ounce

Tasters' take: This oil was another favorite because of its complexity. Its main characteristic was a fresh-and-fruity scent, plus it started smooth and had a nice, spicy finish.

• **Score: 3.5**

McEvoy Ranch, Petaluma, Sonoma County

The olives in this organic oil were harvested in autumn 2007, according to the label.

Cost: \$18.99 at Whole Foods for a 12.7-ounce bottle; \$1.50 per ounce

Tasters' take: More yellow-gold than green, this olive oil had a complexity most tasters enjoyed. It was buttery and easily palatable with a long and spicy finish.

• **Score: 3.4**

Bariani, Sacramento County

The olives were harvested in October 2007 and the oil was bottled in October 2008, according to the label.

Cost: \$26.99 at Corti Brothers for a 33.8-ounce bottle; 80 cents per ounce

Tasters' take: Tasters found this olive oil to be buttery and palatable without much spiciness, making it an ideal all-purpose oil.

• **Score: 2.6**

California Olive Ranch, Oroville, Butte County

This Arbequina olive oil had a best-by date of July 2010 and an extra tag that promises it went from tree to crush in 90 minutes.

Cost: \$9.39 for a 16.9-ounce bottle at Whole Foods; 56 cents per ounce

Tasters' take: Tasters liked the grassy, fresh aroma and found the oil to be very approachable. A few, however, noticed a hint of metal in the flavor.

• **Score: 2.3**

Star Imported

This imported olive oil had a better-before date of Aug. 1, 2010. Packed in Spain with olive oils from Spain, Italy, Greece and Tunisia

Cost: \$11.99 for a 25-ounce bottle at Save Mart; 48 cents per ounce

Tasters' take: This olive oil was the yellowest of the bunch and was short on flavor and aroma. There was little that was distinctive and had a fusty finish.

• **Score: 1.9**

Upcoming Events for Olive Oil Enthusiast



Don Landis Presents An Olive Odyssey

February 14th-15th

10:00 AM - 4:00 PM

FREE

Jacuzzi Vineyards, 24724 Arnold Dr., Sonoma, Calif., 95476

“The old world olives, experts, food, tours, sample award wining”

For more information and other events check out:

<http://www.sonomavalley.com/OliveFestival/february.html>



Sensory Defects in Olive Oil class, presented by the U.C. Davis Olive Center and the Robert Mondavi Institute for Wine and Food Science, **February 17**

This course is suitable for olive oil producers, retailers, chefs, wholesale buyers, writers, and consumers. The instructor is Paul Vossen, U.C. Davis Extension Advisor for Marin and Sonoma Counties, and one of the foremost olive oil sensory experts in America. In this lively three-hour course you will learn to identify olive oil defects such as fusty, rancid, musty, muddy sediment and winey/vinegary; learn how olive oil defects are caused; and understand how to achieve and maintain olive oil quality. Reserve Now! Seating is limited. Contact [Kim Bannister](#) for details. For more information, visit [Sensory Defects in Olive Oil](#).

Enter Your Oil in the 2009 YOLO COUNTY FAIR

OLIVE OIL & FLAVORED OLIVE OIL COMPETITION CLASSES AND ENTRY FORM

Entry form and Olive Oil due March 30, 2009

2 Bottles No Less Than 7 oz. Each Per Entry/\$75 Per Entry

Entry form and completion rules can be found at <http://www.yolocountyfair.net/>

Solano County UCCE
501 Texas Street
Fairfield, CA, 94533



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Cooperative Extension provides reasonable disability accommodation for those who require such assistance. To make sure your request for accommodation, please call 530-666-8143 at least two weeks prior to the event.