

BEYOND EXTRA VIRGIN: ITALO-CALIFORNIAN OLIVE OIL CONFERENCE

Freeborn Hall, UC DAVIS, May 22-23, 2007

This two-day conference will bring together growers, producers, processors, marketers, food service providers, restaurateurs, researchers, and educators to discuss the challenges within current practice and the potential for new innovations in producing and marketing consistently high quality olive oils. Experts and scientists will make recommendations for new standards in branding and promoting high quality olive oils. Talks, tasting, displays, posters and other opportunities for networking will be offered in this the first of a series of conferences. Participants will be invited to learn more about and consider joining a new association called TREE or Three E's (Ethics, Excellence, and Effectiveness) that inspires a new, high standard of process-product quality. Newly launched Olive Oil programs at the University of California, Davis and Cal State University, Fresno, will be highlighted in this context.

Conference host, California Institute of Food and Agricultural Research (CIFAR), is a UC Davis program within the College of Agricultural and Environmental Sciences, established in 1991 and committed to excellence in catalyzing collaborations, multi-disciplinary research and technology exchange between academia and the food and agricultural industry.

The conference is open to the public with a registration fee to help cover the cost of the venue, meals and proceedings. General public, \$125; students, \$25. Register by signing up at the CIFAR web site, www.cifar.ucdavis.edu.

SPONSORS

Alfa Laval, Florence

Association TREE, Milan

California Olive Oil Council

Enoteca Italiana di Siena

Fresno St. Olive Oil

Italian Ministry of International Commerce

Monte dei Paschi di Siena Banca per l'Impresa

Province of Siena

Santa Cruz Olive Tree Nursery

University of California Davis Olive Oil

SUPPORTERS

Accademia dei Georgofili, Florence

Culinary Institute of America at Greystone, St. Helena, CA

International Center for Advanced Mediterranean Agronomic Studies, Bari

International Postharvest Technologies Research Group

Italian Society of Sensory Science, Florence

Robert Mondavi Institute for Wine and Food Science, UC Davis

University of Bari, Dept. PRO.GE.SA

University of California, Davis (UC Davis)

University of Florence

University of Foggia

University of Gastronomic Sciences, Pollenzo

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May 22, 2007

The Olive Oil Production Chain: Challenges and Innovations

9:00 Opening.

Sharon Shoemaker, Executive Director, California Institute of Food and Agricultural Research (CIFAR), University of California, Davis (UC Davis)

9:05 Official Welcome.

William Lacy, Vice Provost, University Outreach and International Programs, UC Davis
A.G. Kawamura, Secretary of Agriculture, State of California, Sacramento
Alessandro Terenghi, Chief Executive Officer, Alfa Laval - USA
Claudio Peri, President, Association TREE, Italy

9:40 Plenary: Introduction to Olive Oil Production in the World.

Paul Vossen, Extension Specialist, Sonoma and Marin Counties, University of California, Davis

10:40 Break (displays, posters)

Session I: Charles Shoemaker, moderator

11:00 A Vision, a Name and a Strategy for Excellence in Extra Virgin Olive Oil.

Claudio Peri, President, Association TREE, Italy

11:40 Orchard Practices and Olive Oil Quality.

Paul Vossen, Extension Specialist, Sonoma and Marin Counties, University of California, Davis

12:10 Olive Harvesting Mechanization Systems.

Alessandro Leone, Professor, University of Foggia, and *Antonia Tamborrino*, University of Bari, Italy

12:40 Lunch (displays, posters)

Session II: Dan Flynn, moderator

2:00 Innovation in Olive Oil Extraction Technology and Plants.

Lamberto Baccioni, General Manager, Olive Oil Division, Alfa Laval, Italy, and
Paolo Amirante, Professor, University of Bari, Italy

3:00 The Influence of Processing Operations on Olive Oil Quality: A Critical Review.

Maurizio Servili, Professor, University of Perugia, Italy

3:30 A Report on California Experiments with Different Olive Oil Mills.

Alexandra Devarenne, Extension Specialist, Sonoma and Marin Counties, University of California, Davis

4:00 An Overview on Waste Water Treatment and Disposal.

Pasquale Catalano, Professor, University of Molise, Italy

4:30 New Trends in Olive Growing.

Riccardo Gucci, Professor, University of Pisa, Italy

5:00 Reception

May 23, 2007

Sensory & Nutritional Quality, and Preferences & Uses of Olive Oil

9:00 Opening.

Jean-Xavier Guinard, Associate Vice Provost, International Programs and professor, University of California, Davis

Session III: Paul Vossen, moderator

9:05 The Universe of Olive Oil Quality: A Consumer-oriented Vision of Olive Oil Quality.

Charles Shoemaker, Professor, University of California, Davis and
Claudio Peri, President, Association TREE, Italy

9:40 The American Consumer's Approach to Olive Oil.

Darrell Corti, Corti Bros., Sacramento, CA

10:10 Marketing California Olive Oil from a Producer's Perspective.

Alan Greene, Vice President, Sales and Marketing, California Olive Ranch, Oroville, CA and President, Board of Directors, California Olive Oil Council, Berkeley, CA

10:40 Break (displays, posters)

11:10 Olive Oil on the Table: a Point of View from Gastronomy and Food Service.

Bill Briwa, Chef Instructor, The Culinary Institute of America at Greystone, St. Helena, CA

11:40 A Sense of Identity: The Sensory Profiles of Extra Virgin Olive Oil.

Erminio Monteleone, Professor, University of Florence, Vice President of the Italian Society of Sensory Science

12:10 Lunch (displays, posters)

Session IV: Darrell Corti, moderator

1:30 Two Tales of Olive Oil: Stories and Tastings from UC Davis and Fresno State.

Dan Flynn, Program Promotion Manager, UC Davis Olive Oil, Building and Grounds Division, and
Gino Favagrossa, Orchard Manager, College of Agriculture, Cal State University, Fresno

2:20 The Nutritional Quality of Olive Oil.

Bruce German, Professor, University of California, Davis

2:50 An up-to-date Report on Antioxidant Properties of Olive Oil.

Francesco Visioli, Professor, University of Milano, Italy

3:10 The Role of Olive Oil Phenols in Human Tumor Cells Proliferation and Differentiation.

Guido Morozzi, Professor, University of Perugia, Italy

3:30 A Guided Tasting Session on Italian and Californian Extra Virgin Olive Oils.

Leaders: *Erminio Monteleone* and *Paul Vossen*

4:30 Closing with Announcement of Date and Location for Next Conference.

5:00 Adjourn.

DISPLAYS

Accademia Dei Georgofili – Florence

Alfa Laval Olive Oil

Association TREE

California Olive Oil Council

Culinary Institute of America at Greystone

Enoteca Italiana di Siena

Fresno State Olive Oil

Province of Siena

University of California, Davis, CIFAR

University of California, Davis, Olive Oil

University of Gastronomic Sciences, Pollenzo, Italy

POSTERS as submitted

ORGANIZING COMMITTEE

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