Case Study and Tasting: Olive Oil

Dan Flynn and Tom Mueller
US: 3rd largest olive oil consumer

IOC/COI, 2011-12 provisional data, metric tons

USA (294K)

SPAIN (582K)

ITALY (725K)
US: Largest olive oil importer

IOC/COI, 2011-12 provisional data; metric tons
Extra Virgin Olive Oil

25.5 FL OZ (1 PT 9.5 FL OZ)
750ml

Rich Taste
Sensory standard for extra virgin olive oil
Sensory standard for extra virgin olive oil
Sensory standard for extra virgin olive oil

extra virgin

fruity

bitter

pungent
Sensory standard for extra virgin olive oil

- Extra virgin
- Fruity
- Bitter
- Pungent
Sensory standard for extra virgin olive oil

- rancid
- musty
- frozen
- winey/vinegary
- fruity
- bitter
- pungent
the first oil
the second oil
More EVOO exported than produced (2010)

Mediterranean exports don’t square with imports into N. America, Australia, Brazil, Japan

Sources: Boundary Bend, IOC, El Cultivo del Olivo, ISMEA, Caiani & Co.
the third oil
Refined olive oil
the fourth oil
Policy landscape
Policy landscape

- Standards inadequate
Policy landscape

- Standards inadequate
- Enforcement weak to non-existent
Policy landscape

• Standards inadequate

• Enforcement weak to non-existent

• Need to develop meaningful standards and an enforcement funding mechanism
Media landscape
Media landscape

• Public sector won’t solve the problem
Media landscape

• Public sector won’t solve the problem

• Need to expand the coalition for change
Media landscape

- Public sector won’t solve the problem
- Need to expand the coalition for change
- Need to identify strategies to galvanize action
Science landscape
Science landscape
Science landscape
The US is key to reducing fraud worldwide