

# MEETING AT UC DAVIS; JANUARY 16, 2014

## GOALS

- Begin a dialogue
- Consider topics with potential mutual benefits
- Explore areas of potential consensus

## TOPICS WITH POTENTIAL MUTUAL BENEFITS

### RESEARCH

- US institutions will participate in EU call for research proposals on olive oil quality and authenticity.
- US institutions will participate in EU call for research proposals on nutrition and health.
- The NAOOA, COOC and AOOPA will discuss an existing USDA program with the potential for joint research.

### PROMOTION AND MARKETING

- The NAOOA, COOC and AOOPA will discuss an existing USDA program with the potential for joint promotion.

### STANDARDS

- US producers will recommend to federal authorities an appropriate entity to be designated by federal authorities as the US observer in IOC meetings and activities.
- US producers would send US-produced extra virgin olive oil samples to the IOC for analysis as part of an ongoing IOC research project to analyze and collect data on oils internationally.
- There was discussion related to the lack of fraud enforcement as well as issues related to the cost and mode of enforcement but no specific consensus emerged.
- There was discussion related to involving the FDA in US olive oil standards and to the periodic updating of US standards but no specific consensus emerged.

### FUTURE MEETINGS

- There was broad interest in holding future meetings to coincide with the summer and winter Fancy Food Shows.