



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

December 20, 2013

**REQUEST FOR INFORMATION REGARDING
CALIFORNIA PRODUCERS OF OLIVES FOR OLIVE OIL
RESPONSE REQUESTED BY JANUARY 10, 2014**

TO ALL CALIFORNIA OLIVE OIL HANDLERS:

The Olive Oil Commission of California Law was enacted this year and takes effect on January 1, 2014. However, only certain provisions of this law take effect immediately. These provisions authorize the Department of Food and Agriculture to conduct a referendum of producers of olives for olive oil within the state to determine if there is support for implementation of the Commission. The referendum is scheduled to be conducted during the month of February, 2014.

In anticipation of the Commission Law becoming effective, the Department wishes to begin its work to build a list of eligible producers to participate in the voting process.

The Department needs the cooperation and assistance of all California olive oil handlers in order to establish an accurate list of producers. Therefore, as provided in the newly enacted Commission Law (Section 79861 of the California Food and Agricultural Code), we are requesting that all handlers of California olive oil file with the Department, no later than **January 10, 2014**, the following information relating to the receipt of olives for processing into olive oil during the previous marketing season from July 1, 2012 through June 30, 2013:

- 1) The full name and address of your firm if you received California olives for processing into olive oil from producers (including your own production) during the previous marketing season; and
- 2) The total volume reported in gallons of olive oil handled by your firm; and
- 3) The name, address, phone number and respective volume (reported in gallons of olive oil) of each producer (including your own production) from whom your firm received California olives for processing into olive oil.

If you custom processed olives into olive oil for producers, but do not take title to the fruit at any point in the process, please provide the same information described above regarding producers for whom you provided custom processing services.

According to the Commission Law, "olive oil" means the oil obtained solely from the fruit of the olive tree (*Olea europea* L.) which is produced in California for commercial purposes, and "olives" means fruit of the olive tree (*Olea europea* L.) that are processed into olive oil.

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Olive Oil Notice to File Letter

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The confidentiality of the producer information submitted by handlers is addressed by Section 79874 of the California Food and Agricultural Code. This Section in its entirety is shown below.

79874. (a) All proprietary information obtained by the commission or the secretary from any source, including the names and addresses of producers, shall be confidential and shall not be disclosed except if required by court order in a judicial proceeding.

(b) Information on volume shipments and any other related information that is required for reports to governmental agencies, financial reports to the commission on aggregate sales and inventory information, and any other information that gives only totals, but excludes individual information, may be disclosed by the commission.

Please contact this office if you would like more information on the issue of confidentiality.

How to submit the requested information:

Enclosed with this letter you will find a Handler Report Form with a separate Producer Information section. Please complete all sections of these forms and mail them to:

CDFA Marketing Branch
Attn: Joe Monson
1220 N Street
Sacramento, CA 95814

Or completed forms may also be submitted electronically to the email address below:

joe.monson@cdfa.ca.gov

In lieu of completing the enclosed Producer Information section of this report, you may submit your own forms or computer printouts as long as they contain the same fields. An electronic version of the Producer Information form may be downloaded at www.cdfa.ca.gov/go/oliveoil. In an effort to save postage costs and reduce data entry time and errors, we encourage you to submit the requested information electronically, if possible.

While the Olive Oil Commission of California Law is not effective until January 1, 2014, we would like to begin building the necessary producer list so that referendum ballots can be mailed out soon after the effective date.

Enclosed with this notice is a list of potential olive oil handlers that are receiving this mailing. If you are aware of any additional firms who process California olives into olive oil, please inform our office so we can send them a copy of this mailing.

Please submit the requested information as soon as possible. Your cooperation in submitting the information will be greatly appreciated. If you have any questions, please call Joe Monson or me at this office.

Sincerely,



Robert Maxie, Chief
Marketing Branch

Enclosures

List of Potential Handlers of California Olives for Olive Oil

Alta Cresta Olive Orchard	Apollo Olive Oil
Bari Olive Oil Company	Bariani
Bondolio	Bozzano Milling
Butte View Olive Co.	California Olive Oil Company
California Olive Ranch	Calistoga Olive Oil Company
Calivirgin	Calolea Olive Oil Company
Chacewater Olive Oil	Corning Olive Oil Co
Corto Olive Company	Cullen Creek Extra Virgin Olive Oil
Desert Milling Inc	Dry Creek Olive Company
Enzo Olive Oil Company	Fandango Olive Oil
Figuroa Farms	Foxdale Farms
Frantoio Grove	Frantoio Ristorante Olive Oil
Il Fiorello Olive Oil Company	Kiler Ridge Olive Farm
Long Meadow Ranch	Lucero Olive Groves
Malibu Olive Company	McEvoy of Marin
Mill on Wheels	Monte Vista Ranch
Ojai Olive Oil Company	Olea Farms LLC
Olio Nuevo	Oliva di Vita
Olivas de Oro Olive Co.	Olive Leaf Hills
Oliveto del Vecchio	Olivina, LLC
Pacific Sun	Pasolivo
Pepper Oaks	Regalo Olive Oil Company
Round Pond	Running Luck Ranch
San Paulo Olive Farm	Sciabica
Seka Hills	Sisor Creek Olive Oil
Sutter Buttes Olive Oil Company	Talcott Olive Oil
Tasteful Additions	Temecula Olive Oil Company
Templeton Olive Oil	Terra Bella Vista
The Groves on 41!	The Olive Press
The Villa Barone	Wild Dance Farm

This mailing has been sent to the entities named above. If you are aware of any additional firms who process California olives into olive oil, please contact Joe Monson at 916-900-5018 so they can receive a copy of this mailing.

**HANDLER REPORT FORM
CONCERNING CALIFORNIA OLIVE OIL**

WE REQUEST INFORMATION BE FILED BY JANUARY 10, 2014

REMIT TO:

CDFA Marketing Branch
Attn: Joe Monson
1220 N Street
Sacramento, CA 95814

PLEASE READ THE ACCOMPANYING LETTER BEFORE COMPLETING THIS FORM

HANDLER CERTIFICATION

I do hereby certify that the information on California olive oil requested by the Department of Food and Agriculture and contained in this report is correct to the best of my knowledge.

Name of Business:	
Business Address:	
Phone Number:	Your Name (Printed):
Date:	Your Signature:

HANDLER VOLUME

During the period of July 1, 2012 through June 30, 2013, our firm received from California producers (including your firm if you are also a producer) and/or custom processed on behalf of California producers olives that were processed into a total quantity of _____ gallons of olive oil.

Definition of Olive Oil: "olive oil" means the oil obtained solely from the fruit of the olive tree (*Olea europea* L.) which is produced in California for commercial purposes.

Definition of Olive: "olive" means fruit of the olive tree (*Olea europea* L.) that are processed into olive oil.

PRODUCER INFORMATION

Provide the following information for each California producer (including your firm if you are also a producer) who supplied your firm with California olives that were processed into olive oil or whom your firm provided custom processing services for during the period of July 1, 2012 through June 30, 2013.

<i>Name of Producer or Producing Entity</i>	<i>Producer's Address</i>
<i>Producer's Phone Number</i>	<i>Producer's Volume of Olive Oil (in gallons)</i>

For your convenience, we have provided a separate form to report all producers from whom you received olives or provided custom processing services for during the previous marketing season. You may also provide the producer information using your own forms or computer printouts.

OLIVE OIL HANDLER REPORT FORM – PRODUCER INFORMATION

For reporting producers from whom your firm received California olives for processing into olive oil or from whom your firm provided custom processing services for during the period of July 1, 2012 through June 30, 2013.

REPORTING HANDLER'S NAME ____

Handler ID _____

NAME OF PRODUCER'S OPERATION	PRODUCER'S NAME	PRODUCER'S MAILING ADDRESS	PRODUCER'S PHONE NUMBER (with area code)	PRODUCER'S VOLUME (in Gallons)

If your firm is also a producer of California olives for olive oil, then include your own operation in the table above.

Make copies of this sheet if additional space is needed. Completed forms should be remitted to: **CDFA Marketing Branch**
Attn: Joe Monson
1220 N Street
Sacramento, CA 95814

Alternatively, you may provide this information using one of the following methods:

- Mail hard copies of your own forms or computer printouts to the address listed above OR,
- Email electronic copies of your own forms to joe.monson@cdfa.ca.gov OR,
- Download the Excel report form available at www.cdfa.ca.gov/go/oliveoil and email the completed file to joe.monson@cdfa.ca.gov