

# *the* Olive Oil Conference

## **Tuesday, July 18**

6.30pm-8.00pm

**Welcome Reception**

## **Wednesday, July 19**

9.00am-9.45am

**Tasting Refresher**

*Sharpening the palate with style and flavor*

**Hayley Stevens, Chef/Instructor and Store Manager**

10.00am-10.45am

**Welcome and The State of the Olive Oil Industry 2017**

*A review of the important data and trends in the olive oil industry*

**USA and Canada – NAOOA**

**Global – Simon Field, Director, International Extra Virgin Olive Oil Savantes**

10.45am-11.30am

**Improving Quality and Flavor through Production**

*New techniques in production and processing which improve quality of extra virgin olive oil*

**Marco Scanu, Dievole, Tuscany Italy**

11.30am-11.45am

Break

11.45am-12.30am

**Using Olive Oil in Cosmetics – Bigger than Food?**

*The growing market for suppliers, manufacturers and retailers in the sale of cosmetics containing olive oil*

12.30am-2.00pm

**Lunch**

2.00pm-2.45pm

**The Value of Olive Oil Competitions**

*Exploring the rigor of the world's competitions and the value in kudos and sales*

**Soledad Serrano Lopez, Finca Duernas, Spain**

2.45pm-4.00pm

**Practical Use of Olive Oils in Food**

*Group work guided by the chefs in using olive oil in different ways*

**Olly Rouse and Joe Gould**

4.00pm-4.45pm

**New Trends in Varietal Production with Tastings**

*The impact on supply and demand of traditional varieties being grown in new regions eg: Coratina in Italy, Peru, Australia; Picual in Spain, Chile, New Zealand, Australia, USA*

**Simon Field, Extra Virgin Olive Oil Savantes**

7.00pm

**Dinner**

# *the* Olive Oil Conference

## Thursday, July 20

- 8.00am-9.30am                      **North American Extra Virgin Olive Oil Tasting Team Championship**
- 10.00am-11.00am                  **The Olly and Joe Show**  
*Innovative ways of using olive oil in cuisine*  
**Olly Rouse and Joe Gould**
- 11.15am – 12.00pm                **Franchising – The Present and Future**  
*The role franchised oil and vinegar stores are expected to play in the supply and demand for olive oil*  
**Brie Thompson, Director, Olivelle, Boseman, Montana**
- 12.00pm-12.45pm                  **How Olive Oil Compliments Food and Health**  
*Cooking demo highlighting olive oil nutrition benefits*  
**Ellie Krieger, R.D.**
- 12.45pm-2.00pm                    **Lunch**
- 2.00pm-2.45pm                    **The Impact of Private Label on the Supply and Demand for Olive Oil**  
*Exploring the impact on the supply-chain of increasing use of private label by large and small retailers*
- 2.45pm-3.00pm                    **The Future of the Internet for Online Sales**  
*Will online sales and websites play an expanding role in both wholesale and retail?*  
**John Sessler, President, JCS Tradecom (Zoe brand)**
- 3.15pm-3.30pm                    Break
- 3.30pm- 4.15pm                    **Powerful Palate Presentations**  
*Simple new ways of presenting olive oil for tasting to overcome the aversion some have to tasting an oil or getting oily fingers from dunking bread. The novel ideas will be useful for on the counter tasting, sales presentations, food shows and at home. Includes making and tasting olive oil powder.*
- 4.15pm-4.30pm                    **Championship Awards and Presentations Close**