

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

Eryn Balch, Executive Vice President NAOOA

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 – Eryn Balch

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

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

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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?
- 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