

MEMBERS:  
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# California Legislature

## SENATE SUBCOMMITTEE ON OLIVE OIL PRODUCTION AND EMERGING PRODUCTS

LOIS WOLK  
CHAIR



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### Challenges Facing California's Olive Oil Industry

Thursday, January 26, 2012  
1:30PM  
California State Capitol  
Room 3191

#### **INTRODUCTORY REMARKS:**

Senator Lois Wolk

#### **PANEL I- Extra Virgin Olive Oil Fraud**

Dan Flynn

Executive Director, UC Davis Olive Center

Tom Mueller

Author, Journalist--Genoa, Italy

*Extra Virginity: The Sublime and Scandalous World of Olive Oil*

#### **PANEL II-California Olive Oil Industry Perspective**

Gregg Kelley

President & CEO, California Olive Ranch, Oroville

Brady Whitlow

President, Corto-Olive, Stockton

Brendon Flynn

President, California Olive Oil Council

Jim Etters

Director of Land Management, Yocha Dehe Winton Nation, Capay Valley

#### **PANEL III-World View**

Bob Bauer

President, North American Olive Oil Association, Neptune, New Jersey  
Representing Olive Oil importers and Suppliers

Paul Miller

President, Australian Olive Association, Ltd., Melbourne, Australia