

July 22, 2020

Patricia King
COOC Board of Directors

Via email

Dear Patricia and Honorable Board of Directors,

Upon receiving the updated 2020-2021 Membership Agreement it was great to see that the agreement has been streamlined and that we have been asked to be diligent in reviewing the new materials. In doing so, many of us noted a change to the membership requirement regarding use of the word "California" on labels was made.

Under the Label and Promotional Material Requirements, item (1) was changed to only address oils certified by the COOC instead of all oils marketed by members. The language from last year was:

California: If use of the word "California" is made in any phrase, company name, brand name, or other word or group of words on the label of any oil sold by the member, the oil must be produced entirely (100%) from olives grown in the state of California.

The new language requires only olive oils **submitted to the COOC for certification** be produced entirely from olives grown in the state of California. Therefore, the member agreement no longer governs member behavior for oil not produced from California olives.

The new language in the Label and Promotional Material Requirements now allows members to use the term "California" on their label even if 100% of the oil is not produced from olives grown in the state of California. This practice is exactly what California Olive Ranch has done with their "Destination Series" oil. We believe that label is misleading and damaging to the California brand that the COOC is supposed to protect and promote.

We, the below members, ask that you re-instate the language from last year's agreement in the current membership agreement.

Sincerely, [.....](#)List of members below