

OLIVE NEWS

Milagros Consulting—Agronomist

Volume 1, Issue 1

Post Harvest Greetings and Happy Holidays!

Dear Friends,

I hope this newsletter finds you fully enjoying life and the splendid Olio Nuovo being produced in California. Reflecting on this year's harvest, I believe we're sure to have a spectacular supply of

olive oil this year. This is especially good news for me, as I've just become a certified California Olive Oil Taste Panel member, and I'm looking forward to all the tasting.

However, even when I'm busy with the olive oil I want to be sure you are up-to-date on caring for your orchards and trees, so I decided to begin this newsletter to keep you well informed. This way, you will know the optimal times to call me for spraying, pruning, and other tasks to keep your orchard healthy. In this issue you'll read about this year's harvest, hear the latest on the California Olive Oil Council Taste Panel, learn what cul-

tural practices are coming up next, and the benefits of membership in the COOC. Thank you all for a great year, and I look forward to working with you the year to come!

Yours,

Milagros Castro



Fall Harvest—2007

Harvest 2007 Notes

Each year our orchard care techniques are put to the ultimate test during harvest. This is where we see how the olives developed, whether there are any problems with the trees, how many olives a tree produces, its oil yield, and what effects spraying,

pruning, and watering techniques have produced. I am very happy to report a wonderful harvest this year, full of very plump and juicy olives. I expect the olive oil yield to be quite high, and the trees are healthy and ready for their winter rest.

Just for the records, here's what we harvested this year:

Between October 24th and November 18th we harvested 24.5 tons.

I hope you are satisfied with your olives and your olive oil!

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Special points of interest:

- *Greetings!*
- *Quarterly Newsletter*
- *Plump and Juicy Olives*
- *Milagros Passes Taste Panel Test*
- *Upcoming Orchard Care*
- *COOC*

Milagros Castro Becomes Certified Taste Panel Member

On October 20, 2007 I joined more than twenty people gathered at COPIA to see if we have what it takes to detect the properties of extra virgin olive oil. There were growers, suppliers, chefs, enthusiasts, and people who have been tasting olive oil for dozens of years.

Everyone there was interested in becoming an apprentice on the California Olive Oil Taste Panel. Eleven small, blue glasses were lined up and labeled numbers 1 through 11. A twelfth glass sat in front of the row. My job was to decide, by smell only, what order the outlying glass went in. Was the intensity between numbers 4 and 5? Or was it between numbers 6 and 7? By the

end of the day our sniffers were completely sniffed out and I had no idea how well I'd done. I hear that only about 20% of the population can pass this sort of test.

After a tense few days of wondering, I got the call. I'd passed! I am honored and delighted to announce my certification as a member of the California Olive Oil Taste Panel!



Olive Orchard

Upcoming Cultural Practices

*Organic Copper Spraying
after the rains.*

*Pruning starts as soon as
weather permits.*

*And don't forget, we need
to fertilize before Spring.*

*Please contact me at
707.334.5194 or
Milagros@napanet.net, to set up
your appointments.*

Support the COOC

As I mentioned in greeting, California olive oil production is soon expected to over take France's production. We are in the midst of a very exciting time in this industry. American's are learning the difference between extra virgin and other types of olive oil, they are increasingly interested in local, regional, and specialty foods, and because of this growing interest, the market for California extra virgin olive oil is exploding.

In the United States approximately 90% of the olive oil produced is produced in California, and since 1989, the California Olive Oil Council has served as the chief extra virgin olive oil promoting, marketing, and educating body in the United States. They take our oils to educational fairs, festivals and food shows. They sponsor sensory awareness seminars, and work with individual companies to help them find the tools



Olio Nuovo

they need to produce, label, and market their oils. If you're not already a member, consider joining! Visit their site at [http://](http://www.cooc.com)

www.cooc.com