

North American Olive Oil Association

Mid-Year Meeting

Grand Hyatt San Francisco, 345 Stockton Street, San Francisco, California
January 15, 2010

AGENDA

Times specified are only a guide

January 14, 2010

6:30 PM Dinner
Brindisi Restaurant
88 Belden Place
San Francisco, CA 94104
415-391-2870

January 15, 2010

8:30 AM Registration - Breakfast

9 AM Welcome and Introduction of All Present – Steve Mandia, chairman
Antitrust Advice

9:10 AM Adoption of the Agenda

9:15 AM Approval of Minutes of June 26, 2009 Annual Meeting – New York
Minutes were sent to the members in July

9:20 AM Chairman's Report on Retail Olive Oil Market – Steve Mandia

9:40 AM Report on Status of Various Proposals for Olive Oil Standards – Bob Bauer

10 AM Quality Control Committee Report

10:30 AM Break

10:45 AM Public Relations Committee Report – Kelly Crouse

11:30 AM Review of New Fee Structure and Discussion of Status of NAOOA Seal Program

12 PM Break for Lunch
Speaker – Dan Flynn, Executive Director, University of California Davis Olive Center

1:30 PM Country of Origin Testing Developments for Olive Oil – Helen Darling, CEO, Oritain

1:50 PM Report on the work of the International Olive Oil Council – Bob Bauer

2 PM Reports from Olive Oil Producing Country Trade Associations

Market Situation in producing countries - production - imports - consumption - inventories – latest projections for crop that began November 1, 2009

Spain - ASOLIVA

Italy - ASSITOL / FEDEROLIO

Greece - SEVITEL

Morocco

Tunisia

Turkey

2:15 PM. Financial Condition
Statement for Period Ending Dec. 31, 2009

2:25 PM Membership
New Member Applications
California Olive Ranch, Oroville, CA – olive oil producer

International Bazaar, Inc., Dayton, OH – importer of olive oil

SOSCuetara USA, Inc., Houston, TX – manufacturer of olive oil, rice, olives

Resignations

Corto Olive, L.P., Stockton, CA

Krinos Foods, Inc., Long Island City, NY

Kypreos Group, Mississauga, Ont., Canada

2:30 PM. Site and Date of Annual Meeting
Fancy Food Show begins June 27 in New York

2:35 P.M. Open Forum

3 PM Adjournment