



NORTH AMERICAN OLIVE OIL ASSOCIATION

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FOR IMMEDIATE RELEASE

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NAOOA Coordinates Comprehensive, IOC-Accredited Olive Oil Testing Testing Service Checks BOTH Quality and Authenticity

Neptune, N.J. (March 26, 2014) – For the first time ever, the North American Olive Oil Association (NAOOA) is pleased to extend its olive oil testing assistance to non-member companies and industry participants through its new Olive Oil Testing Coordination Program.

As olive oil usage continues to increase, more and more companies are importing and creating new and private brand olive oils for North American consumers. At the same time, media reports are raising questions about the purity and authenticity of olive oil – questions that can only be answered with a comprehensive certified lab analysis.

A key distinction of the NAOOA's program is the use of laboratories and panels accredited by the International Olive Council (IOC). The IOC, based in Madrid, Spain, was founded in 1959 and sets the standards and test methods for olive oil related to global trade. The IOC certifies, and annually re-certifies, chemical laboratories and sensory panels worldwide. Although there aren't any IOC-certified labs or panels in the U.S. for public use, the NAOOA has been sending samples to IOC labs overseas for decades as part of its quality monitoring efforts.

"This program is one-of-a-kind in North America," said Eryn Balch, NAOOA Executive Vice President. "While some U.S. laboratories offer limited or partial analysis, this program allows marketers first-hand access to experienced IOC-accredited laboratories for the **complete** authenticity and quality analysis - all through a simple and affordable process. This will make it easy for non-members to confirm what the NAOOA has already learned over decades of testing, and will allow them to avoid being duped by dishonest suppliers."

The cost for the full IOC-compliance testing is \$700 per sample for olive oil and \$850 per sample for extra virgin olive oil, which includes an IOC-certified sensory panel evaluation. For more information on the program visit the [NAOOA website here](http://naooa.org) or contact the NAOOA at (732) 922-3008 or oliveoiltesting@naooa.org

Established in 1989, the NAOOA is a trade association of marketers, packagers and importers of olive oil in the United States, Canada and their respective suppliers abroad. For more than 20 years, the association has participated as a signatory to the International Olive Council (IOC)'s Agreement for



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Quality Control, collecting samples from store shelves for analysis based on the IOC standards. All NAOOA members agree to random annual testing of their products by IOC-accredited laboratories. In addition to its quality programs, the association strives to foster a better understanding of olive oil and its taste, versatility and health benefits. For more information about olive oil and the NAOOA, visit www.aboutoliveoil.org.

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