

Photos of the Day: U.S. Olive Oil Industry Pushes for Testing



This photo taken Feb. 12, 2014 shows a card bearing a certification sticker for California olive oil displayed at the All Things Olive shop in Washington. It's a pressing matter for the tiny U.S. olive oil industry. Shoppers are more often pouring European oil — it's cheaper and viewed as more authentic than the American competition. And that's pitting U.S. producers against importers of the European oil. Some liken the battle to the California wine industry's struggles to gain acceptance decades ago. The tiny California olive industry says European olive oil filling U.S. shelves often is mislabeled and lower grade. They're pushing the federal government to give more scrutiny to imported varieties. One congressman-farmer even goes as far as suggesting labels on imported oil say "extra rancid" rather than extra virgin. Stricter standards might help American producers grab more market share from the dominant Europeans. **(AP Photo/Susan Walsh)**

Read: [U.S. Olive Oil Industry Wants Imported Oil Tested \[1\]](#)

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Published on Food Manufacturing (<http://www.foodmanufacturing.com>)



This photo taken Feb. 12, 2014 shows California Olive Oil Council Executive Director Patricia Darragh posing with a collection of California olive oil at the All Things Olive shop in Washington. It's a pressing matter for the tiny U.S olive oil industry. Shoppers are more often pouring European oil — it's cheaper and viewed as more authentic than the American competition. And that's pitting U.S. producers against importers of the European oil. Some liken the battle to the California wine industry's struggles to gain acceptance decades ago. The tiny California olive industry says European olive oil filling U.S. shelves often is mislabeled and lower grade. They're pushing the federal government to give more scrutiny to imported varieties. One congressman-farmer even goes as far as suggesting labels on imported oil say "extra rancid" rather than extra virgin. Stricter standards might help American producers grab more market share from the dominant Europeans. **(AP Photo/Susan Walsh)**

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This photo taken Feb. 14, 2014 shows certification stickers are affixed to bottles of California olive oil displayed and for sale at the All Things Olive shop in Washington. It's a pressing matter for the tiny U.S. olive oil industry. Shoppers are more often pouring European oil — it's cheaper and viewed as more authentic than the American competition. And that's pitting U.S. producers against importers of the European oil. Some liken the battle to the California wine industry's struggles to gain acceptance decades ago. The tiny California olive industry says European olive oil filling U.S. shelves often is mislabeled and lower grade. They're pushing the federal government to give more scrutiny to imported varieties. One congressman-farmer even goes as far as suggesting labels on imported oil say "extra rancid" rather than extra virgin. Stricter standards might help American producers grab more market share from the dominant Europeans. **(AP Photo/Susan Walsh)**

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