

UC DAVIS OLIVE CENTER  
ROBERT MONDAVI INSTITUTE FOR WINE AND FOOD SCIENCE  
THE CULINARY INSTITUTE OF AMERICA AT GREYSTONE  
*present*

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NAPA VALLEY, CALIFORNIA

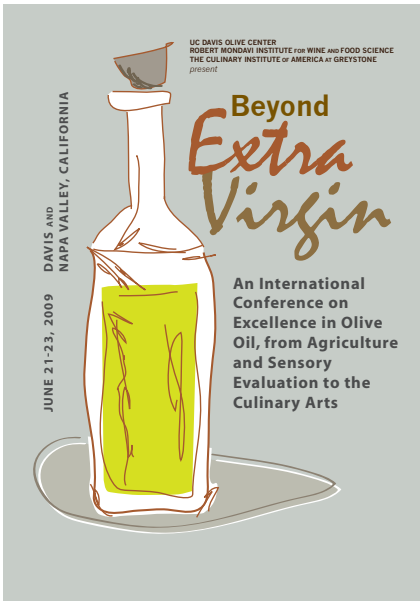
JUNE 21-23, 2009



# Beyond Extra Virgin

**An International  
Conference on  
Excellence in Olive  
Oil, from Agriculture  
and Sensory  
Evaluation to the  
Culinary Arts**

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## Discover new flavors and culinary possibilities

**BEYOND EXTRA VIRGIN**, an international conference presented by the UC Davis Olive Center, Robert Mondavi Institute for Wine and Food Science and The Culinary Institute of America (CIA) at Greystone, promises to be a seminal event in exploring best production practices, the sensory qualities and the culinary possibilities of the best quality extra virgin olive oil. **BEYOND EXTRA VIRGIN**, to be held June 21-23, 2009, is a “must attend” for chefs, journalists, specialty retailers, foodservice management executives, olive oil producers, sensory scientists and other professionals. The event will likely sell out well in advance, so register soon!

Extra virgin olive oil is among the world’s most revered foods, but the category is broadly defined to include much oil that is only of good, average or even mediocre quality. **BEYOND EXTRA VIRGIN** brings together “old world” authorities centered in the Mediterranean region with “new world” authorities spread throughout other parts of the world to explore the elements of excellence in extra virgin olive oil, from technical production issues to flavor discovery and culinary applications. Days One and Two of the conference will spotlight the UC Davis campus in California’s sunny Central Valley while Day Three will move to the CIA’s historic Greystone campus in the beautiful Napa Valley.

This spectacular, multidimensional UC Davis-CIA event will bring together a conference faculty of olive oil experts, sensory scientists, leading chefs and foodservice operators, specialty food retailers, food writers, nutrition experts, marketing and communication authorities, and olive oil producers from throughout the world. This prestigious guest conference faculty will lead seminars, conduct tastings and demonstrations, and collaborate on special meals.

**BEYOND EXTRA VIRGIN** promises to be the largest conference on olive oil flavors, cooking and culture ever to be held in the United States. This international program is an outgrowth of the very successful first **BEYOND EXTRA VIRGIN** conference that was held in 2007 at UC Davis and the second **BEYOND EXTRA VIRGIN** that was held in 2008 in Florence, Italy, each with the participation of The Culinary Institute of America at Greystone, Associazione TREE, Accademia dei Georgofili and the California Institute for Food and Agricultural Research.

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### Featured Countries

Featured countries and cuisines for the 2009 program include “old world” nations such as Italy, Spain, France, Greece, Turkey, Tunisia, Morocco, as well as the “new world” of the United States, Australia, New Zealand, South Africa, Chile, and Argentina.

### Program Overview

Extra virgin olive oil is widely appreciated, yet few have tasted truly fresh and fruity extra virgin that is free of defects, full of flavor and wonderfully balanced on the palate. **BEYOND EXTRA VIRGIN** will reveal the striking freshness and impressive range of culinary uses of the best quality extra virgin olive oil. You will learn to identify the defects commonly found in oils marketed as extra virgin, and understand the critical control points—from harvest to storage—that advance or undermine flavors in extra virgin olive oil. Then you will experience how many of the best of these flavors are being highlighted and even re-invented by leading chefs, melding the modern with the ancient. Among the many elements to be included in the conference are the following:

- The wide range of quality allowed for under the grade of “extra virgin”, and what to look for to determine excellence;
- Tasting common olive oil defects, and markers of quality;
- Exploring the range of flavors in the best quality extra virgin, and the emerging technical and consumer language to describe those flavors;
- Culinary innovations in the uses of excellent olive oil;
- Critical control points as outlined by Associazione TREE for achieving the highest quality olive oil, from production, distribution and end use;
- The potential for enhanced foodservice profits with high quality olive oil as shown by the *oliveTolive* system of Tuscany; and
- A consideration of how journalists and cookbook authors communicate with their readers about the art and science of olive oil excellence.

All in all, this extraordinary flavor immersion will help attending chefs, foodservice operators, gourmet retailers, and suppliers understand how they can better leverage this extraordinary ingredient for their customer experience and business performance, and will help olive oil producers and sensory experts promote olive oil excellence.

### Attendance

Total attendance for the **BEYOND EXTRA VIRGIN** is limited to 350 chefs, gourmet and specialty retailers, journalists, restaurant operators, foodservice managers, hotel food & beverage directors, leading foodservice marketing experts, olive oil educators, world cuisine experts, and other foods professionals from the United States and around the world. Food journalists are encouraged to sign up for an eye-opening experience that explodes the myths and explores the promise of the very best extra virgin olive oils. Don't miss this seminal event in flavor-discovery of excellence in olive oil.

# Tentative Program

## Sunday, June 21

4:00 - 5:00	Check-in and review sponsor booths, UC Davis Freeborn Hall
5:00 - 5:15	Welcome and Introductions
5:15 - 6:00	<i>Excellence in Olive Oil: A New Vision, From Field to Table</i> (including a tasting of extra virgin olive oils)
6:00 - 6:30	<i>Re-Imagining the Best in Olive Oil: A World of Culinary Possibilities</i>
6:30 - 7:30	Opening Reception, Freeborn Hall Outdoor Courtyard
7:30	Program concludes for the evening

## Monday, June 22

8:00 - 9:00	Continental breakfast and review sponsor booths, UC Davis Freeborn Hall
9:00 - 10:30	<i>Beyond Extra Virgin Olive Oil: Navigating Elements of Quality and Style</i> (including a tasting of extra virgin olive oils)
10:30 - 11:00	<i>Olive Oil Processing and Phytonutrients: Optimizing Production for Health</i>
11:00 - 11:30	Refreshment break and review sponsor booths
11:30 - 12:30	<i>Designing Super-Premium Olive Oil: Critical Control Points of Quality, from Cultivation through Distribution</i>
12:30 - 1:15	<i>Shaping Quality in Extra Virgin Olive Oil Production: Insights from the Frontiers of Research</i>
1:15 - 1:30	Walk to Lunch at Segundo Dining Commons
1:30 - 2:30	Lunch featuring tasting stations with food-olive oil pairings in an informal walk-around format
2:30 - 2:45	Walk to Freeborn Hall for Afternoon Sessions
2:45 - 3:15	<i>Sensory Properties of Olive Oils: Consumer Insight and the Language of Flavor Excellence and Diversity</i>
3:15 - 4:00	<i>Beyond Extra Virgin Olive Oil: Exploring Regional Flavors</i> (including a tasting of extra virgin olive oils)
4:00 - 4:30	Refreshment break and review sponsor booths
4:30 - 6:00	<i>What Are We Talking About? Rethinking the Language and Marketing of Extra Virgin Olive Oil, Part I</i>
6:00	Program Concludes for the Day

## Tuesday, June 23

7:30 - 7:45	Board buses for Departure, UC Davis Freeborn Hall
7:45	Departure to The Culinary Institute of America
9:00	Arrival at the Culinary Institute of America's historic campus at Greystone, St. Helena, Napa Valley
9:00 - 9:45	Refreshment Break
9:45 - 11:15	<i>Super-Premium Olive Oil and the Professional Kitchens: Flavor Strategies from Spain and Italy to California</i>
11:15 - 12:15	<i>The Art and Business of Olive Oil in Fine Dining: Towards a More Flavorful -- and Profitable! -- Model</i>
12:15 - 1:30	Lunch in the historic Barrel Room featuring tasting stations and food-olive pairings in an informal walk-around format
1:30 - 2:30	<i>The Healthy Greek Olive Oil Kitchen: A Case Study in Wellness and Culinary Insight</i>
2:30 - 3:30	<i>What Are We Talking About? Rethinking the Language and Marketing of Extra Virgin Olive Oil, Part II</i>
3:30 - 4:00	Refreshment break
4:00 - 5:00	<i>Olive Oil Excellence at a Crossroads: Opportunities, Strategies and Priorities</i>
5:00 - 5:15	Concluding Remarks
5:15 - 6:15	Closing reception on the Herb Terrace
6:15 - 6:30	Board buses
6:30	Departure to UC Davis
8:00	Arrive UC Davis

[Register Now](#)

## Featured Presenters



**Ramón Aparicio**, Ph.D. is research professor at the Instituto de la Grasa (Spanish National Research Council), where he is chair of SEXIA Group, and he has over 30 years experience of Analytical Chemistry and Sensory Quality applied to olive oil. He has over 100 relevant publications, several books and two patents, and he has participated in numerous European projects covering many aspects of olive oil, such as olive processing, chemical composition, sensory analysis, and consumer behavior. His current research activities in olive oil authenticity are focused on the detection of new adulteration practices and more efficient methods for olive oil traceability. His research work on the sensory quality field for more than 20 years has been aimed at finding relationships between sensory attributes of olive oils, their chemical composition, and the acceptance by consumers which can provide a detailed knowledge to explain both olive oil quality and marketing. He is founder and current co-chairman of the Division on Olive Oil of the European Federation of Lipids and he is a member of the group of Chemistry experts at the International Olive Council. (Seville, Spain)



**John Ash** is a nationally renowned chef, author, and food and wine educator. He first came to national prominence when he was selected by *Food & Wine* magazine as one of America's "Hot New Chefs." He founded his restaurant, John Ash & Company, in Northern California's wine country in 1980 and it continues to be critically acclaimed today. John served for many years as the Culinary Director for Fetzer and Bonterra Vineyards and is now on the faculty of the Professional Wine Studies Program at CIA Greystone, where he is also chair of a new program for home cooks called *The Sophisticated Palate*. He has received the James Beard Award, IACP award for Best American Cookbook and the Julia Child Cookbook Award for his books, and has been featured on the Food Network. He has co-hosted the food and wine radio talk show *The Good Food Hour* on KSRO (1350 AM) in Northern California for the past 22 years, and is a passionate voice on sustainable food issues, serving on the Board for the Chef's Collaborative. In April of 2008 John was voted "Cooking School Teacher of the Year" by the International Association of Culinary Professionals. (Santa Rosa, CA)



**Georgeanne Brennan** is an award-winning cookbook author and journalist who has won national acclaim for her evocative and lyrical writing about food and gastronomy. Her expertise ranges from farming and agriculture to history and food lore. She has written a number of cookbooks, including *The Mediterranean Herb Cookbook* (2000), *Olives, Capers, and Anchovies: The Secret Ingredients of Mediterranean Cooking*, (2001) and her food memoir *A Pig in Provence* (2007). Georgeanne also is a regular contributor to the *San Francisco Chronicle*, *Fine Cooking*, *Bon Appétit*, and *Cooking Pleasures*, has contributed to *The New York Times*, *Garden Design*, *Metropolitan Home*, *Horticulture*, and *Organic Gardening* and has been featured in *Food and Wine*, *Gourmet*, and *Sunset* magazines. (Winters, CA and Provence, France)



**William "Bill" Briwa**, C.H.E. is a chef-instructor at [The Culinary Institute of America at Greystone](#). The resident chef for the Hess Collection Winery in Napa, CA, before joining the Greystone faculty as in 1996, Chef Briwa is a 1980 graduate of The Culinary Institute of America. Chef Briwa has worked in a variety of culinary positions in Northern California, including at the French Laundry and Domaine Chandon, both in Yountville. He was also executive chef of the CIA's Wine Spectator Greystone Restaurant from 1997-98. Chef Briwa was the recipient of the Richard T. Keating Award after being voted most likely to succeed by the students in his graduating class, and he is a member of the Bread Bakers Guild of America. (Napa Valley, CA)



**Darrel Corti** is co-owner and president of Corti Brothers, Grocers and Wine Merchants since 1947 in Sacramento, California. An internationally known wine expert, Mr. Corti is widely consulted by experts in the wine and food industry. Awarded the "Bacco d'Oro" of the Italian Trade Commission in 1977 and 1978, in 1992 Corti was named a Cavaliere della Repubblica Italiana for his work promoting Italian wine, oil and other products. A member of the Italian Accademia della Vite e del Vino since 1981, he has been the only American taster to judge at the Ercole Olivario oil tasting (1993) in Spoleto, Italy. Corti was the only speaker on California olive and olive oil production and one of the international tasters at the World Olive Day, November 23-25, 1995, held in Lucca, Italy organized by the IOOC. Since 2006, he has been the chairman of the Los Angeles International Olive Oil competition held at Pomona. In 1989 he was listed on the Who's Who of Cooking—the James Beard Awards, and given a Lifetime Achievement Award in 1999 by SLOW FOOD'S founder Carlo Petrini. In 2008, Corti was inducted into the Culinary Institute of America's Vintner's Hall of Fame and in 2009, and the first wine merchant inducted into the Italian Trade Commission's Distinguished Service Hall of Fame. (Sacramento, CA)



**María Isabel Covas**, MS, PHD in Biochemistry and Specialist in Clinical Chemistry is the Head of the Cardiovascular Risk and Nutrition Research Group of the Institut Municipal d'Investigació Mèdica (IMIM), Barcelona, Spain. Her main field of work is in oxidative stress, nutrition, and cardiovascular risk with particular focus on the beneficial effects of olive oil and its phenolic compounds. She is the author of more than 100 articles published in international journals, and is an invited lecturer in international Congresses and Symposia. She is the coordinator of several studies, including: the multicenter Spanish study: "Antioxidant effects of olive oil" ; European study: "The effect of olive oil on oxidative damage in European populations; the EUROLIVE study (QLK1-CT-2001-00287); and is the group coordinator in the PREDIMED study, looking at the effect of Mediterranean-type diet on the primary prevention of cardiovascular disease. (Barcelona, Spain)



**Alexandra Devarenne** is an olive oil consultant and educator. She participated in olive oil research with the UC Cooperative Extension, is a trained olive oil taster and participates in olive oil sensory analysis for research and as a judge for many competitions. She teaches olive oil production, processing and evaluation. She is the coauthor of many papers and publications, including two chapters of the Organic Olive Production Manual, and as a freelance writer she has been published in *Popular Farming* and *Hobby Farms* magazines. She writes and designs a wide range of print material and creates blends for olive oil clients. Alexandra is a member of the advisory board of the UC Davis Olive Center and serves as the California coordinator for the Italian Association TREE. She is a graduate of UC Berkeley. (Petaluma, CA)



**Greg Drescher** is executive director of strategic initiatives at [The Culinary Institute of America](#) (CIA), and creator of the college's influential Worlds of Flavor International Conference & Festival, the annual Worlds of Healthy Flavors Leadership Retreat presented in partnership with the Harvard School of Public Health, as well as other CIA "think tank" initiatives. In 2005, Mr. Drescher was inducted into the James Beard Foundation's Who's Who of Food & Beverage in America, in 2006 was honored with Food Arts magazine's Silver Spoon Award, and in 2007 shared a second James Beard Award for his work in developing the CIA's "Savoring the Best of World Flavors" DVD and Web cast series. Previously, before joining the CIA at Greystone as its director of education in 1995, he jointly spearheaded a collaboration of some of the world's leading health experts and organizations—including the Harvard School of Public Health and the World Health Organization—in researching and authoring the "The Traditional, Healthy Mediterranean Diet Pyramid." (Napa Valley, CA)



**Dan Flynn** is the executive director of the [UC Davis Olive Center](#), created in 2007 to promote collaboration between UC Davis, olive producers, and the community. He oversees administration of the center, including developing strategy, networking with industry and faculty, and administering research projects. Mr. Flynn is also manager of [UC Davis Olive Oil](#), a successful venture that uses olives from the trees growing on campus to produce high-quality olive oils. Prior to joining UC Davis, he was a consultant to the California State Legislature, focusing on land use and environmental issues. Since 2004 Mr. Flynn has owned and managed a small certified organic cherry and apple farm in the Sierra Foothills. He received his B.A. in sociology from UC Santa Barbara and his M.A. in political science from Rutgers. (Sacramento, CA)



**Fran Gage** owned Fran Gage Pâtisserie Française in San Francisco for ten years. She closed the bakery following a fire in 1995 and now writes about food, including articles in the *San Francisco Chronicle*, *Saveur*, *Fine Cooking*, *Gastronomica*, *7 x 7*, *Kitchen Gardener*, and *Williams-Sonoma Taste*. In addition, she has written six books: *Bread and Chocolate*, *My Food Live In & Around San Francisco*, *A Sweet Quartet: Sugar, Almonds, Eggs, and Butter, Cake*, *The Bakers Dozen Cookbook* (co-author), and *Chocolate Obsession, Confections and Treats to Create and Savor* (co-author). Her latest book, *The New American Olive Oil, Profiles of Producers and 75 Recipes*, is the first book to focus on America's artisanal olive oil producers.. She is a member of the Taste Panel of the California Olive Oil Council that certifies olive oils as extra-virgin, and is a judge at the Los Angeles International Extra-Virgin Olive Oil Competition. (San Francisco, CA)



**Richard Gawel** is a consultant taster and blender for many Australian olive oil companies, large and small. He is a long-time presiding judge of most of Australia's major olive oil shows as well as a judge at the Los Angeles International. He also headed Australia's first IOC-recognized export tasting panel since its inception in 1997 until 2006. He regularly conducts nation-wide industry seminars and workshops and has authored a commercially available olive oil tasting wheel as well as a number of scientific papers on the use and interpretation of the language used in sensory assessment, and on the consistency of expert tasters in judging situations. Richard currently works as a wine research scientist and holds a BSc and Diploma in Education from the University of Adelaide and a Graduate Diploma in Oenology from Roseworthy Agricultural College. (Adelaide, Australia)



**Alan L. Greene** is a food marketing and product development consultant with a focus on green approaches to business. From 2003 through 2009, Alan was VP of Sales and Marketing, Business Development for the first successful Super High Density olive orchard in California, California Olive Ranch. He is a past board member and past President of California Olive Oil Council. Prior to Alan's immersion in the olive oil industry, he spent over 17 years in marketing and sales management roles at Blue Diamond Growers, the world's largest almond processor and marketer. Alan has led business teams in all channels of food production, marketing, and sales - from specialty food catalogs and food service to commodity food ingredients. Alan has a degree in Consumer Behavior from UC Davis. (Roseville, CA)



**Jean-Xavier Guinard**, Ph.D. is a Professor of Sensory Science in the Department of Food Science and Technology and Associate Vice Provost for International Programs at the University of California, Davis. He was trained as a food engineer in France and later received a master's degree in Food Science with an Enology emphasis, and a Ph.D. in Microbiology, both from U.C. Davis. His research focuses on the sensory properties of foods and beverages (including extra virgin olive oil), how humans perceive them, and how they affect food choice and intake, and consumer behavior. In 1998, he served as head of consumer research with the Danone Group in France. (Davis, CA)





[Clare M. Hasler](#), Ph.D., M.B.A., is the executive director of the [Robert Mondavi Institute for Wine and Food Science](#). She is an international authority on "functional foods" — foods that provide specific health benefits that may reduce risk of chronic disease, such as lowering the risk of heart disease or cancer, in addition to meeting basic nutritional needs. She is a distinguished lecturer on the subject for the Institute of Food Technologists (IFT) and the lead author on the 2009 American Dietetic Association Position Paper on Functional Foods. As executive director of the Robert Mondavi Institute, Hasler leads programming and vision-development efforts. She also will serve as the university's primary liaison to the wine and food industries. Hasler holds a dual doctoral degree in environmental toxicology and human nutrition from Michigan State University and a master's degree in nutrition from the Pennsylvania State University. She also earned a master's degree in business administration from the University of Illinois at Urbana-Champaign. (Woodland, CA)



[Nancy Harmon Jenkins](#) is a nationally known food writer who has traveled the world looking for the connection between who we are and what we eat. She is the author of many books, the latest of which is *Cucina del Sole: A Celebration of Southern Italian Cooking* (2008). Ms. Jenkins is also the author of *The Essential Mediterranean* (2003), a detailed look at a dozen foods critical to understanding Mediterranean cuisines; *Flavors of Tuscany* (1998), heralded as a beautifully mapped and lovingly detailed collection; *Flavors of Puglia* (1997); and the highly acclaimed *Mediterranean Diet Cookbook* (1994). A revised and updated copy of that book, called *The New Mediterranean Diet*, was released in January 2009. Formerly a staff writer with *The New York Times*, Ms. Jenkins today contributes to a number of publications, including *The New York Times*, *Food & Wine*, *Eating Well*, and *Saveur*. She leads annual food and wine tours to Sicily, northern Spain, Tuscany-Umbria, and other Mediterranean regions for The Culinary Institute of America. (Camden, ME and Cortona, Italy)



[Diane Kochilas](#) is a chef, consultant, cooking school owner, and the author of 13 books on Greek and Mediterranean cooking, including the IACP award-winning *The Glorious Foods of Greece*. She is the weekly food columnist for *Ta Nea*, Greece's largest circulation daily, and she contributes frequently to major American newspaper food sections and magazines. Chef Kochilas is chef-consultant at [Pylos](#), a popular and highly rated Greek restaurant in New York City's East Village. She runs the Glorious Greek Cooking School on the island of Ikaria. As a consultant, she helped create and now edits the *Greek Gourmetraveler*, published by the Hellenic Foreign Trade Board. Additionally, Chef Kochilas is co-owner—with her husband, photographer Vassilis Stenos—of DV Food Arts, a culinary consulting and publishing company. Among other projects, together they produce an online Greek cooking series: [www.youtube.com/greekfoodtv](http://www.youtube.com/greekfoodtv). (Athens, Ikaria and New York, NY)



[Chris Loss](#), Ph.D. is a professor and chair of the Department of Menu R&D, at [The Culinary Institute of America](#). He is responsible for the college's Menu Research and Flavor Discovery Initiative that fosters research and new curriculum development in the culinary arts and sciences. His research focuses on the effects of nutritional information in the food service environment on consumer behavior. He teaches courses in Gastronomy, Food Safety, and Food Science and Technology Applications for Menu R&D. He develops and manages custom corporate projects, and online educational courses at the Ventura Foods Center for Menu R&D at the Greystone campus. He earned his Ph.D. in Food Science from Cornell University in 2006, and an A.O.S. in Culinary Arts from The Culinary Institute of America, in Hyde Park, New York ('93). (Napa Valley, CA)



**Deborah Madison** began to learn about cooking vegetarian food at the San Francisco Zen Center in the late 1960s, which eventually led to the opening of the celebrated Greens restaurant in San Francisco in 1979, where Deborah was the founding chef. In 2006 she was inducted into the James Beard “Who’s Who in Wine and Food,” and has authored nine cookbooks earning her several James Beard Awards and two IACP Cookbook of the Year awards. She has also contributed to *Cooking Light*, *Williams Sonoma’s Taste*, *Vegetarian Times*, *Gourmet*, *Food and Wine*, *Bon Appetit*, *Garden Design*, *Fine Cooking*, *Organic Style*, *The Los Angeles Times*, *Orion*, and other publications. Deborah currently lives in New Mexico where she is a freelance writer for [culinate.com](http://culinate.com) and [gourmet.com](http://gourmet.com). (Galisteo, NM)



**Erminio Monteleone, Ph.D.** is an Associate Professor at the Department of Agricultural Biotechnology at the University of Florence, where he teaches classes on the sensory evaluation of food and consumer testing. Vice President of the Italian Society of Sensory Science, Erminio’s research is focused on sensory determinants of food acceptability and preference. He has also worked on the description of the sensory properties of extra virgin olive oils, on the effect of taste-odor interaction in bitterness perception in model oils, and on sensory and hedonic consumer expectations of extra virgin olive oil. In 2004, he served as Chair of the First European Conference on Sensory Science on Food and Beverages: A Sense of Identity, held in Florence, and in July 2009 he will serve as Chair of the 8th Pangborn Sensory Science Symposium to be held in Florence. (Florence, Italy)



**Dick Neilsen** is the General Manager of [McEvoy Ranch](http://McEvoyRanch.com) in Petaluma, California. McEvoy Ranch produces and markets organic extra virgin olive oil as well as other estate made fine foods. Dick has been involved in sales, marketing and general management for various food companies including Dole Foods and Spectrum Naturals. He was the General Manager at Epicurean International/Thai Kitchen prior to his current position. Dick was one of the founders and the first chairman of The Sonoma County Food Products Association. He is a past board member and served as Treasurer of the California Olive Oil Council. Dick has worked in the grocery, specialty and natural food distribution channels. He has an M.B.A. from the University of Utah. (Sausalito, CA)



**Paolo Pasquali** is the owner and operator of [Villa Campestri](http://VillaCampestri.com), a four-star olive oil resort in Tuscany. The resort includes olive orchards, an olive mill, olive oil tasting, a restaurant showcasing olive oil, and Italy’s first “oleoteca” - a center for olive oil research and study. Paolo also is the developer of *oliveTolive*, an innovative method of storing and serving high-quality extra virgin olive oil from temperature-controlled and oxygen-free dispensers. The *oliveTolive* system was featured at a presentation to the Vatican earlier this year. (Vicchio, Italy)



**Daniel Patterson** is the chef/owner of [Coi](http://Coi.com) in San Francisco, which opened in 2006, and owner of just-opened Cane Rosso in the Ferry Building. In 2008, Coi was awarded two stars by the Michelin Guide, and four stars by the *San Francisco Chronicle*. The restaurant has been featured in almost every major travel and food publication in the United States, as well as many in Europe and Asia. Daniel co-wrote *Aroma* with natural perfumer Mandy Aftel, published in 2004. He has contributed to *The New York Times*, *Food & Wine* and *London Financial Times*, and he currently has a monthly column in *San Francisco Magazine*. (San Francisco, CA)



**Claudio Peri, Ph.D.**, is the president of Associazione TREE, an organization dedicated to promoting high-quality extra virgin olive oil. He is Professor Emeritus of Food Technology at the University of Milan; and Chair of Food Quality and Safety Management at the University of Gastronomic Sciences, Pollenzo. He has authored and co-authored about 280 articles in refereed journals and 20 textbooks concerning aspects of optimisation of unit operations and food processes especially drying, heat sterilization and pasteurisation, membrane processes, baking, olive oil extraction; phenolic compounds in foods; protein recovery from whey and vegetable sources; quality and safety management systems; process control and product traceability. Dr. Peri has founded, led or served on a number of Italian Food Science and Technology institutes and boards such as the Italian Association of Food Technology, the Food Commission of the Italian Standardization Institute, and the European Society for Agricultural and Food Ethics. (Milan, Italy)



**Vito Polito, Ph.D.**, is a professor of Plant Sciences at the University of California, Davis and the co-chair of the UC Davis Olive Center. His research focuses on reproductive biology of tree-crop species, especially almond, pistachio, olive and walnut. He is currently working on factors affecting pollination and fruit set in tree-crop species, pollination dynamics and gene flow in walnut and other wind-pollinated species, olive compatibility relationships, and documenting genetic diversity in olive cultivars and wild germplasm sources. With colleagues at UC Santa Barbara and the USDA National Clonal Germplasm Repository in Davis, Dr. Polito is investigating genetic relationships among olive cultivars and selected populations of olives in California, using SSR markers to develop DNA fingerprints of important olive cultivars. He has overseen the expansion of UC Davis campus olive orchards in 2008, which will be first certified-organic orchards on the campus. (Davis, CA)



**[Charles F. Shoemaker](#), Ph.D.**, is a professor of food science at the University of California, Davis, who specializes in food emulsions, micelles, microemulsions, and food separations. A major objective of Professor Shoemaker's laboratory is the study of food texture and the interactions of its components and the effect of food processing operations on these interactions. The measure of food texture is a relatively new area which promises to offer a means to monitor and improve the quality and value of processed foods. Professor Shoemaker's laboratory is developing new measurement techniques which will provide information on the nature of fundamental chemical interactions of constituents and their effect on the overall texture of foods. Dr. Shoemaker also is the co-chair of the UC Davis Olive Center, where he helps shape the center's activities in the area of food chemistry and texture. (Davis, CA)



**[Sharon Shoemaker](#), Ph.D.**, is the executive director of the California Institute for Food and Agricultural Research ([CIFAR](#)) at the University of California, Davis, where she brings together a wide variety of organizations and individuals, forming collaborations and project teams to conduct applied research, and organize conferences to disseminate state-of-the-art knowledge in emerging technology areas. She is working with the UC Davis Olive Center in developing biomass solutions to managing olive mill waste. Sharon was the primary organizer of the Beyond Extra Virgin Conference held at UC Davis in 2007. (Davis, CA)



**Herbert Stone, Ph.D.**, is president of [Tragon Corporation](#). Dr. Stone has worked in more than 40 countries, been published in dozens of publications, and is the co-author of Sensory Evaluation Practices. He is the co-developer of the QDA method of fingerprinting product perceptions, and currently serves on the advisory boards of the University of Massachusetts

and the University of California, Davis and is chair of the Sensory Sciences Scholarship Fund. He is a past president of the Institute of Food Technologists. (Redwood City, CA)



**Dan Strongin** is an international consultant, based in the United States and Brazil, and monthly columnist on market-based management issues for the *Cheese Reporter*. He aims to help people operate their business more predictably and profitably, bringing it under control, and helps companies clarify what to make, how much to make, and when, then how to package, price, and bring to market, as part of an overall strategy. Mr. Strongin began his career in the Restaurant and Hotel industry, where he learned the meaning of quality and the value of tradition. His long, diverse career has deep roots in the connection between food, soil, and quality of life. He is the former President of the American Cheese Society, partner in an award winning cheese creamery, Saxon Creamery, In the 1990's he helped nurture the explosive growth of Artisan and Farmhouse cheesemakers in California, and has worked on projects with a diverse selection of value added agricultural producers including ancient wheat, peppers, olives, cranberries, and the stores that sell them. (Green Bay, WI and Rio de Janeiro, Brazil)



**Antonia Trichopoulou, M.D., Ph.D.** is professor and director of the World Health Organization Collaborating Center for Nutrition at the Department of Hygiene and Epidemiology, School of Medicine, University of Athens. She has served as president of the Federation of the European Nutrition Societies and as a chairperson or key member of numerous Greek, European Commission, and World Health Organization committees. Currently, among others, she is President of the Greek National Committee on Nutrition Policy and member of the High Level Group on Nutrition and Physical Activity of the European Commission. She has received numerous honors and awards, including the Corato Award (2001) and the IV Grande Covian Award (2002) for her studies concerning the health effects of the Mediterranean diet. In 2003, Dr. Trichopoulou was decorated by the president of the Greek Republic with the Golden Cross of Honor. (Athens, Greece)



**Paul Vossen** has been a University of California Cooperative Extension – Farm Advisor in Sonoma County for 28 years. He works in the areas of fruit tree, berry, and specialty vegetable culture; pest control; olive oil processing; olive oil sensory evaluation; and produce marketing. He was one of the founders of the California Olive Oil Council in 1990, and he started and managed a California olive oil taste panel that became recognized by the International Olive Oil Council in 2001. He has conducted research on the effects of irrigation and olive fruit fly damage on olive oil sensory quality, and in identifying the sensory characteristics of oil olive varieties grown in different areas of California. His work was instrumental in the development of the newly released UC manual on organic olive production. Paul has judged olive oils internationally since 1997. He has farmed and marketed specialty fruit and vegetable products for many years. (Sebastopol, California)

# Sponsorship opportunities

The UC Davis Olive Center and The Culinary Institute of America welcome a wide range of organizations to participate in helping to make this ambitious program a reality, including national governments, regional governments, trade associations and private companies, as well as compatible association and corporate sponsors from the United States.



The UC DAVIS OLIVE CENTER is the only academic center of its kind in North America. Built upon a century-long partnership between the university and olive producers,

the center's goals are to enhance the quality and economic viability of California olive oil and table olives through education and research, as well as foster a global exchange of information and ideas. Housed at the new Robert Mondavi Institute for Wine and Food Science, the center benefits from state-of-the-art resources that include a sensory theater and laboratories for sensory and consumer research. For more information about the center visit [www.olivecenter.ucdavis.edu](http://www.olivecenter.ucdavis.edu). The center also produces artisan blends of olive oil from the trees growing at the campus, the most diverse collection of olive varieties in North America. To learn more about UC Davis Olive Oil visit [www.oliveoil.ucdavis.edu](http://www.oliveoil.ucdavis.edu).



THE CULINARY INSTITUTE OF AMERICA is an independent, not-for-profit college offering bachelor's and associate degrees in the culinary arts and baking and pastry arts. A network of more than 37,000 alumni in foodservice and hospitality have helped the CIA earn its reputation as the world's premier culinary college. Courses for foodservice professionals are offered at the college's main campus in Hyde Park, NY, The Culinary Institute of America at Greystone, in St. Helena, CA, and at its newest campus in San Antonio, TX.

For many years, The Culinary Institute of America has been a widely recognized leader in making the best of world cuisines and flavors more accessible for foodservice professionals and the media, including the olive oil-based cuisines of the Mediterranean. Educational programs highlighting world cuisines permeate the curriculum and special initiatives of all three campuses of The Culinary Institute of America. To learn more about The Culinary Institute of America and the programs and activities of its three campuses, please visit the college's two Web sites: [www.ciachef.edu](http://www.ciachef.edu) (for general information about the college, and especially its degree programs) and [www.ciaprochef.com](http://www.ciaprochef.com) (for information about the college's programs for culinary and wine professionals, as well as access to its many online learning opportunities).



ROBERT MONDAVI INSTITUTE OF WINE AND FOOD SCIENCE is the gateway between UC Davis and a broad community of scientists, engineers, entrepreneurs, policymakers, industry professionals and technologists engaged in all dimensions of wine- and food science-related activities. In 2001, Robert Mondavi, renowned California wine producer, made a personal gift of \$25 million to establish the Robert Mondavi Institute for Wine and Food Science within the College of Agricultural and

Environmental Sciences, opening a new era of opportunity for UC Davis in its widely acclaimed wine and food programs. The Robert Mondavi Institute allowed the campus to move two departments -- Viticulture and Enology, and Food Science and Technology -- under one roof in a new, state-of-the-art facility. These departments link with other disciplines investigating the role of healthy and safe foods in the quality of life. For more information about the Robert Mondavi Institute visit [www.rmi.ucdavis.edu](http://www.rmi.ucdavis.edu)

## For More Information

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