



NAOOA Testing and Quality Seal Programs

Two Ways We're Working to Ensure the Quality and Purity of Olive Oil Available to Consumers

The North American Olive Oil Association (NAOOA) works in two important ways to ensure the quality and purity of olive oil available to U.S. consumers. The NAOOA Testing Program is broad, testing samples from both member and non-member brands gathered off-the-shelf from retail outlets around the country. The NAOOA Quality Seal Program is a robust, voluntary certification program, which is the only one of its kind to collect samples off-the-shelf and test them for the full range of purity parameters using global trade standards set forth by the United Nations-chartered International Olive Council (IOC), an organization recognized for more than 50 years as the worldwide quality-standard-setting body for the olive oil industry.

NAOOA Testing (Monitoring & Seal Samples)

- NAOOA collects olive oil samples off-the-shelf from retail outlets across the country
 - Samples include both member and non-member brands
 - Samples include both extra virgin olive oil and olive oil
 - Samples are subjected to IOC laboratory testing for both quality and purity
- NAOOA tested nearly 500 bottles in the three years from 2013 – 2015
 - Average 167 bottles per year
- The brands collected represent at least 40% - 50% of the total category share
- The average **combined** share of all brands with either a quality or purity issue is 1% of the total category share

NAOOA Quality Seal

- Brands in the voluntary NAOOA Seal Program represent more than one-third of the total tracked retail volume share of olive oil, plus a large share of private label olive oil volume*
 - Participants are tested at least twice per year per brand/item, and extra virgin olive oil is also sensory tested
- The market share of tracked brands in the Seal program nearly doubled in 2016
 - Branded items representing 14% total market share joined this year
- In 2016 major olive oil brands including Colavita, Filippo Berio, and Goya, as well as retailer brands from Aldi and Wegmans, joined the program, adding to the list of participating brands such as Bertolli, Carapelli, Carbonell, Sprouts, and Whole Foods.
- A full list of participating Seal brand items is maintained online at: <http://www.aboutliveoil.org/qualityseal.html>

*Whole Foods and Sprouts EVOOs all participate in the NAOOA Seal Program, but volume share data is not available



NAOOA PROGRAMS BY THE NUMBERS

NAOOA TESTING (MONITORING & SEAL SAMPLES)

100%

collected off-the-shelf from retail outlets, just as consumers buy

NEARLY
500

bottles tested from 2013 - 2015

Brands collected represented at least

40%–50%

of total category share

1%

average combined share of brands with a quality or purity issue

NAOOA QUALITY SEAL

MORE THAN

1/3



of tracked retail volume represented in the program, as well as a large share of private label volume

ZERO

other certification programs collecting samples off-the-shelf and testing them for the full range of purity parameters set forth by the International Olive Council (IOC)

Brands tested at least

2 times

every year, selected from retail outlets at random