

North American Olive Oil Association

At-A-Glance

OUR MEMBERS

Our members represent

MORE THAN
2/3

of the olive oil
consumed in the U.S.

OUR CRAFT

Communicating
olive oil's health
benefits, flavors and
culinary versatility.

OUR CORE

A not-for-profit trade group of
olive oil marketers in North America.

OUR ROOTS

Established in 1989.

OUR COMMITMENT

Promote the consumption of all healthful, authentic, quality olive oils. Each year, we test roughly **200 samples** off-the-shelf to confirm accurate labeling. We take quality testing even further for members through the Quality Seal Program.

NAOOA CERTIFIED QUALITY SEAL PROGRAM

The NAOOA Seal Program is the **ONLY** program in North America testing olive oils for both authenticity and quality.

WHAT IS IT?

A rigorous testing program to assess olive oil quality and authenticity against the global industry standards from the International Olive Council (IOC).

HOW DOES IT WORK?

All brands with the Seal are purchased at least twice per year from grocery store shelves and sent for lab testing.



WHAT DOES IT MEAN?

The Seal means the brand has passed at least two authenticity tests each year confirming their products meet or exceed global standards. Extra virgin olive oils must pass a taste/sensory test too!

DID YOU KNOW?

The NAOOA's off-the-shelf monitoring of thousands of samples tested over several decades show that more than:

98%

of olive oil available in North
American supermarkets
today is authentic.

www.AboutOliveOil.org

Olive Oil.

The One
You Love