

## Shorter, Chere

---

**From:** adevarenne@yahoo.com%inter2 [adevarenne@yahoo.com] on behalf of adevarenne@yahoo.com  
**Sent:** Tuesday, November 09, 2004 3:42 PM  
**To:** Shorter, Chere  
**Subject:** Olive Oil Standards Comments

Dear Ms. Shorter,

I am writing to comment on the proposed olive oil standards. I think it is high time the US takes action on this important consumer protection issue. The lack of uniform standards for olive oil leaves the American consumer open to exploitation by unscrupulous producers and distributors. The American consumer needs to know with certainty that a bottle of olive oil labeled "Extra Virgin" is in fact just that:

Extra Virgin Olive Oil with all that that implies under the International Olive Oil Council and California Olive Oil Council standards (mechanically extracted, free of defects, etc.).

The lack of standards also places an unfair burden on our nascent olive oil industry. By allowing the term "Extra Virgin" to be played fast and loose (no pun intended), we put the producer of a true high quality E.V. oil at a huge disadvantage when the consumer looks at prices. We need legislation that will support our agricultural producers by leveling the playing field in the marketplace, and protect our consumers by assuring them that what is on the label is what's inside the bottle.

Sincerely,

Alexandra Kicenik Devarenne  
325 Bailey Avenue  
Petaluma, CA 94952  
ph. 707-763-5793  
fx. 707-763-8952