

Shorter, Chere

From: theo@globalgardensgifts.com%inter2 [theo@globalgardensgifts.com] on behalf of theo@globalgardensgifts.com
Sent: Wednesday, November 10, 2004 2:06 AM
To: Shorter, Chere
Cc: oliveoil@cooc.com%inter2
Subject: Standards for x-virgin olive oil

Dear Chere:

I am a certified organic olive grower and extra-virgin olive oil producer. I am writing this note to you to address the enactment of standards that is aof growing vital interest to those in my industry. I encourage the consideration of its significance due to the fact that there is so much consumer confusion over labeling of olive oils in this country. Any olive oil currently on the shelf being sold as "extra virgin", in fact, has no standards methodology attached to it. There is an incredible amount of false labeling and misrepresentation of "true" extra virgin olive oil in today's marketplace and as a grower/producer I am outraged that this has been allowed to happen in any aspect of the USDA's legislature. Please let me know what more I can do to make this point clear and important to the proper authorities in an effor to introduce, and pass, new and much more fair legistlation.

Thank you!

Theo Stephan Williams