

Shorter, Chere

From: gene@sylverleaf.com%inter2 [gene@sylverleaf.com] on behalf of gene@sylverleaf.com
Sent: Monday, November 15, 2004 6:22 PM
To: Shorter, Chere
Subject: Docket # FV-04-334

Chere,

I am writing to offer comment on the "United States Standards for Grades of Olive Oil [Docket # FV?04?334].

I wholeheartedly support that the United States adopt the International Olive Oil Council's rules for classifying the grades of olive oil that are offered for sale in the US.

The current system is wide open for abuse and is also well behind the current industry grading system. Many of the US producers of olive oil voluntarily follow the IOOC standards at this time, as they are well defined and clear. Therefore, a transition to the IOOC grading system will not have an impact on an honest producer.

Producers who are based in the US are put in a very difficult position when presenting the public with a TRUE extra virgin olive oil. For many years, the US consumer has been misled by the labeling of inferior-grade olive oil as "extra virgin". Some of the imported olive oils have been chemically and organoleptically tested and shown to contain other kinds of oils (walnut, rapeseed, etc.). This kind of misrepresentation is very harmful to a growing industry in the US.

This proposal does not seek to limit imports, nor does it propose to favor domestic olive oil over imported olive oil. It simply levels the field and allows US producers to compete on an even footing with producers from other countries.

Thank you for your time.

Olive The Best,

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