

## Shorter, Chere

---

**From:** cynthialong@earthlink.net%inter2 [cynthialong@earthlink.net] on behalf of  
cynthialong@earthlink.net  
**Sent:** Sunday, December 05, 2004 12:18 AM  
**To:** Shorter, Chere  
**Subject:** Olive Oil definitions

One of my pleasures and one of my goals is to serve well prepared, healthful food to my family and friends. In that regard, I am a private consumer of quality food products produced in and imported to the United States. I was disturbed to learn that the United States does not follow the International Olive Oil Council (IOOC) standards for the definition of olive oil and relies instead on a vague definition adopted over 50 years ago. A result of this outdated definition is that I have little confidence in the quality of the olive oil I am purchasing, whether produced in the United States or elsewhere, because the label does not provide meaningful information. This is a distinct contrast to the labeling required on other foods I purchase, which labeling is presumably required to inform the public so that educated decisions may be made in the marketplace. It is my understanding that the USDA is currently reviewing adoption of the IOCC standards. I encourage it to adopt those standards for the benefit of the public.

Regards,  
Cynthia Long

\* \* \* \* \*  
Cynthia K. Long  
P.O. Box 20826  
Piedmont, CA 94620  
tel: 415.602.4409  
fax: 815.361.7517  
email: cynthialong@earthlink.net  
\* \* \* \* \*