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BIG FRESNO FAIR'S FIFTH ANNUAL SAN JOAQUIN VALLEY OLIVE OIL COMPETITION IS NOW UNDERWAY

All California olive oil producers eligible to participate; deadline is March 22, 2019

FRESNO, CALIFORNIA, February 7, 2019...Entries are now being accepted for the fifth annual San Joaquin Valley Olive Oil Competition (SJVOOC); Extra Virgin Olive Oil and Flavored Olive Oil entries from producers in the State of California are eligible and olive oil must be made from producers' most recent olive harvest. This year's awards include the new "Best of the Valley" award category that recognizes the olive oil with the highest score from a ranch or office located in the San Joaquin Valley. Deadline for entries is March 22, 2019.

"The overwhelming response we continue to have year after year from olive oil producers throughout California has been amazing," said Stacy Rianda, Deputy Manager II at The Big Fresno Fair. "We are excited about the new 'Best of the Valley' award to specially honor our local San Joaquin Valley olive oil producers – as well as continue to honor all of California for the quality olive oils being produced and shared with the world."

Participating producers must enter their harvest into one of two different classes: Extra Virgin Olive Oil and Flavored Olive Oil. Competition categories in the Extra Virgin Olive Oil class include: Spanish Blends (arbequina, arbosana, etc.); Spanish Singles; Italian Blends (ascolano, etc.); Italian Singles; Other Blends (picholine, barouni, etc.); Other Singles. Competition categories in the Flavored Olive Oil class include: Citrus; Herbal (rosemary; basil, etc.); Pepper (chile, jalapeno, habanero, etc.); and Other Flavors (garlic, truffle etc.).

Awards will be given out for Gold and Silver medals in each category, as well as one overall "Best of Show" in both the Extra Virgin Olive Oil category and the Flavored Oil category and beginning this year, an overall "Best of the Valley" award. Judging will be evaluated and scored as follows:

- **Gold Medal:** Awarded to an olive oil that demonstrates its type and/or varietal character, balance, structure and complexities to the highest standards. Gold Medals will be awarded to those oils receiving scores between 86 – 100 points.
- **Silver Medal:** Awarded to an olive oil reflecting the correct distribution of balance and character of its type or variety; an oil deemed to be well crafted and of excellent quality. Silver Medals will be awarded to those oils receiving scores between 76- 85 points.
- **Best of Show:** Awarded to an olive oil recognized to possess special characteristics of the highest quality overall. Only gold medal winners are eligible to compete for Best of Show in their division.
- **Best of the Valley:** Awarded to the oil that scored the highest with the ranch or office located in the San Joaquin Valley. Medals will be awarded for both EVOO and flavored oils. (Kern, Tulare, Kings, Fresno, Madera, Merced, Stanislaus and San Joaquin Counties eligible)

Producers may submit multiple entries under one category but may not submit a particular entry to more than one category. All entries must be available for commercial sale at the time of entry. Entries





are due by March 22, 2019. Judging will be held on April 2, 2019 and winners will be announced on April 10, 2019 by 5:00 p.m.

Gold Medal, Best of the Valley and Best of Show winners will all have the opportunity to have a booth in the Wells Fargo Agricultural Building on one day during the 2019 Big Fresno Fair where they can taste, display and sell their award-winning product. Additionally, educational information will be set up so that Fairgoers can learn more about the art of making olive oil, its health benefits and more.

Each submission must include an entry form, at least two 250 ml bottles of the olive oil with retail labels attached and a \$60 non-refundable fee per entry. Each entry must also contain a third party chemical analysis in order to verify extra virgin status. Entries can be dropped off at The Big Fresno Fair Administration Office or can be shipped to SJVOOC – The Big Fresno Fair, 1121 S. Chance Ave. Fresno, CA 93702 no later than 4:30 p.m. on March 22, 2019. Any entry delivered by mail, freight or express must be prepaid. The Administration Office is open Monday through Friday from 8 a.m. to 4:30 p.m. for drop offs.

Last year, 66 entries from all throughout California were received. Below is a list of the Gold Medal Winners and Best of Show. For a complete 2018 winners list, go to: <https://www.fresnofair.com/sjv-olive-oil-competition>.

Best Of Show

Olivaia's *Olivaia Ola* (Lindsay)
Enzo Olive Oil's *Fresno Chili* (Clovis)

Extra Virgin Olive Oils (EVOO)

Gold Medal Winners

Spanish Blends

Olivaia's *Olivaia Ola* (Lindsay)
Olive Crush Farms' *California Arbequina* (Valley Springs)

Spanish Singles

Organic Roots Olive Oil's *Organic Arbosana Olive Oil* (Maxwell)
Corto Olive Oil Company's *Arbequina* (Stockton)
The Olive Press' *Picual EVOO* (Sonoma)
Calivirgin-Coldani Olive Ranch's *Calivirgin Premium EVOO* (Lodi)
Enzo Olive Oil's *Delicate* (Clovis)

Italian Blends

The Olive Press' *Lunigiana Organic EVOO* (Sonoma)
Lindsay's *Robust California EVOO* (Walnut Creek)
San Miguel Olive Farm's *Tuscan Gold Eleganza* (San Miguel)
San Miguel Olive Farm's *Tuscan Gold Nectar* (San Miguel)
San Miguel Olive Farm's *Tuscan Gold Pristine* (San Miguel)
San Miguel Olive Farm's *Tuscan Gold Supremo* (San Miguel)

Italian Singles

Calivirgin-Coldani Olive Ranch's *Lodi Olive Oil Frantoio by Calivirgin* (Lodi)
Winter Creek Olive Oil's *Winter Creek Frantoio* (Valley Springs)





Other Singles

Organic Roots Olive Oil's *Organic Koroneiki Olive Oil* (Maxwell)
Enzo Olive Oil's *Bold* (Clovis)
Mangini Ranch Olive Oil Company's *Mangini Ranch Mission* (Wallace)
Bamford Family Farms' *Bamford Family Farms Mission* (Oroville)

Flavored Olive Oils **Gold Medal Winners**

Citrus

The Olive Press' *Limonato* (Sonoma)

Pepper Flavored Oils

Enzo Olive Oil's *Fresno Chili* (Clovis)
The Olive Press' *Jalapeno Olive Oil* (Sonoma)
Calivirgin-Coldani Olive Ranch's *Calivirgin Jalapeno Garlic Olive Oil* (Lodi)
Calivirgin-Coldani Olive Ranch' *Calivirgin Extreme Heat Habanero* (Lodi)
Calivirgin-Coldani Olive Ranch's *Calivirgin Hot Virgin Jalapeno* (Lodi)

For more information about the new San Joaquin Valley Olive Oil Competition (SJVOOC), including downloadable entry forms and deadlines, please visit www.fresnofair.com/sjv-olive-oil-competition, email questions to srianda@fresnofair.com or call The Big Fresno Fair office at (559) 650-FAIR.

About The Big Fresno Fair:

Members of the Board of Directors include: Debbie Jacobsen, President; Larry Serpa, Vice President; Jerry Pacheco, Secretary/Treasurer; Leta Ciavaglia; Gabriel Hernandez; Linda Mae Balakian Hunsucker; Charles Riojas; Lawrence Salinas; and Dora Westerlund. John C. Alkire heads the daily operations in his role as CEO. The 2019 Big Fresno Fair will run October 2-14. For more information about The Big Fresno Fair, please visit www.FresnoFair.com.

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