

EXTRA VIRGIN OLIVE OIL

2025 COMPETITION GUIDE

It's your moment to shine!
Enter today.

For more than 170 years the California State Fair has been a constant showcase of the talents and achievements of the people of California. Entering into the California State Fair's 2025 Competitive Exhibits Program allows you the opportunity to showcase your abilities, and revel in your accomplishments!

The California State Fair's friendly competitions are designed to acknowledge the best of the Golden State. Our Competitive Programs inspire talented Californians, as well as highlight the latest advances in technology, agriculture, and industry.

More than 750,000 visitors are expected at the State Fair this summer. Your work is an integral part of the State's celebration, and we look forward to seeing your talents on display during the annual State Fair from July 11-27. We encourage you to enter today and begin making lasting memories for yourself, and for the hundreds of thousands of State Fair patrons!

Sincerely,



Tom Martinez

Chief Executive Officer

GOVERNOR

Gavin Newsom

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January 8, 2025

On behalf of the California Department of Food and Agriculture, a warm welcome to you as we all prepare for the exciting 2025 fair season! We are thrilled you are joining us this year and sincerely thank you for your continued involvement in showcasing your products, livestock, and expertise. Your contributions help make our fairs successful and provide an invaluable experience for our communities.

Fairs play an essential role in connecting food and agriculture with the public. They are not only a time for us to celebrate the fruits of our labor, but also serve as a critical platform for educating future generations about the importance of farming and food production, livestock management, and sustainable practices. Through your participation, you directly contribute to the appreciation of the vital role agriculture plays in our lives and foster an understanding of the tremendous diversity, innovation and new technology that create new opportunities in agriculture and our rural communities.

The fairgrounds are not just a venue for the annual events. Throughout the year, they serve as a hub for various interim activities that support local economies, offer educational programming, and foster community engagement. From hosting agricultural workshops and livestock sales to providing facilities for regional competitions and cultural festivals, the fairgrounds contribute to the vibrancy and resilience of our agricultural community. Additionally, they play an important role in emergency preparedness, providing a space for disaster response and recovery efforts during critical situations, such as flooding or extreme weather events.

We understand the dedication and hard work that goes into preparing for the fair, and we want to express our deep gratitude for your commitment to making each fair season a success. Your participation ensures the continued relevance of our fairs and strengthens the agricultural ties that bind us all together as a community.

We look forward to this fair season and its great success!

Yours truly,

Karen Ross
Secretary





Showcase your award winning Olive Oil in the Guide to the Best of California Magazine!

The Guide to the Best of California Magazine showcases the Double Gold and Gold winning wine, craft beer, cheese and olive oil from the 2025 California State Fair competitions.

Showcase your award winning wine and reach wine enthusiasts eager to learn about the Best of California wines in one publication.

The guide is marketed as a resource all year long and is available on the official California State Fair website, shared on Facebook, Instagram, and X to over 220,000 followers, emailed to 100,000+ people, and 10,000 print magazines are distributed at high profile locations, and Farm-to-Fork events:

- ✿ Governor's Office and State Capitol
- ✿ California State Fair Wine Garden & Wine Experience Classes
- ✿ California State Fair Hot Spots
- ✿ Industry & Community Events

Ad spaces are available in the Guide to the Best of California Magazine starting at \$2,250.

Contact Event Partnership:

Holly Palandoken
Holly@eventpartnership.net
805.888.9165



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https://calexpostatefair.com/wp-content/uploads/2025/01/25-General-Rules.pdf	

IMPORTANT INFORMATION TO KNOW

Contact: Michelle E. Johnson
Program Coordinator
Phone: (916) 263-3189 & E-mail: oliveoil@calexpo.com

Entry Dates:

January 15	Entries Open
February 19	Entries Close
January 13 - Feb 28	Ship or Hand Deliver
February 28	Lab Test and Oil Delivery Deadline 4pm
March 12	Judging Day
March 18	Results Available Online

Why enter the Competition?

Inspire consumer confidence at the market shelf to select a quality product with official award stickers. Gain new customers by sampling and selling your award-winning oil during the California State Fair to over 750,000 annual visitors. Establish relationships and brand familiarity during the California State Fair at tasting and educational events. The California State Fair will be highlighting and celebrating the winners in press releases as well as showcasing them in all of our social media platforms. The California State Fair is committed to supporting California Agriculture Businesses by showcasing the best!

The California State Fair July 11 - 27, 2025

Showcasing the Best of the Best from all over the State!

- Winners get first date selection priority to sample and sell their award-winning olive oil to hundreds of thousands of visitors at the California Extra Virgin Olive Oil Exhibit.
- Best of Show winners are awarded and announced at the annual California State Fair Commercial Competitions Awards event.
- The annual Best of California magazine features a listing of Gold Medal Winners and articles about Best of Show Olive Oils.

COMPETITION OVERVIEW



The California State Fair Extra Virgin Olive Oil Competition celebrates the olive-growing and olive oil producing industries in California. This competition is open to Extra Virgin and Flavored Olive Oils made from 100% olives which are grown, pressed and packaged in California.

How to Enter

Go to CalExpoStateFair.com/competitions and click on the Extra Virgin Olive Oil icon on the competitions page. Use a Visa or Mastercard to pay entry fees.

Rules and Requirements

1. Entry Fee: \$80 per entry.
2. Entry Size: Submit for each entry four identical bottles of 250 ml to 500 ml (send five bottles if less than 250 ml) Two bottles are reserved for judging, one is used for display, and any remaining bottles are used for tasting events and demonstrations during the California State Fair.
3. A chemical analysis report must arrive with each entry in the EVOO Monovarietal and Blends Show. Copies are accepted. (Free Fatty Acid must be $\leq .5\%$)
4. Only oils made from 100% olives which are grown, processed and packaged in California are eligible for this competition.
5. Only oils which are commercially available for public purchase are eligible for this competition.
6. Entries may only be submitted by the original producer of the oil. Oils purchased from other producers and rebranded are not accepted.
7. Entries are limited to those produced in the current harvest season.
8. Entries become the property of the California State Fair.
9. Single Variety entries must contain 90% of the named variety.
10. Blends must arrive with the percentage of each variety listed.

11. All entries must arrive bottled and labeled for regular retail sale, and abide by CDFA 2024-2025 Grade and Labeling Standards for Olive Oil, Refined Olive Oil and Olive-Pomace Oil. https://www.cdfa.ca.gov/mkt/mkt/pdf/CA_Olive_Oil_Standards.pdf

12. Divisions Defined:

Delicate - Very little to no bitterness and/or pungency; predominately ripe fruit character.

Medium - Some bitterness and/or pungency; pronounced ripe and/or green fruit flavors.

Robust - Distinct bitterness and/or pungency; predominately green fruit flavors.

13. Blend Regional Classes Defined:

At least 85% of the oil must be from olives grown in named region. (CDFA 2024-2025 Grade and Labeling Standards for Olive Oil, Refined Olive Oil and Olive-Pomace Oil, 11.3.4)

North Coast Blend - Alameda, Contra Costa, Lake, Marin, Mendocino, Napa, Santa Clara, Santa Cruz, and Sonoma Counties

Sacramento Valley Blend - Butte, Colusa, Glenn, Sacramento, Shasta, Solano, Sutter, Tehama, Yolo, and Yuba Counties

Sierra Foothill Blend - Amador, Calaveras, El Dorado, Nevada, Placer and Tuolumne Counties

Central Coast Blend - Monterey, San Benito, San Luis Obispo, and Santa Barbara Counties

San Joaquin Valley Blend - Fresno, Kern, Madera, Merced, Mariposa, San Joaquin, Stanislaus, Kings, and Tulare Counties

South Coast and Southern California Blend - Los Angeles, Riverside, San Bernardino, San Diego, and Ventura Counties

California Blend (Interregional) - Any other California County not listed above, or Blends which are not made with 85% olives which were grown within a single region.

14. Producer Categorization Defined:

Micro Producer - Business produced less than 500 gallons total during the current harvest season.

Artisan Producer - Business produced 500 to 4,999 gallons total during the current harvest season.

Large Producer - Business produced 5,000 gallons or more during the harvest season, and for producers of Extra Virgin Olive Oil, is registered

with the Olive Oil Commission of California.

15. Definitions (CDFA 2024-2025 Grade and Labeling Standards for Olive Oil, Refined Olive Oil, and Olive Pomace Oil)

Olive Oil is the oil obtained solely from the fruit of the olive tree (*Olea europaea* L.), solely by mechanical or other physical means under conditions, including thermal conditions, that do not lead to alterations in the oil, and which has not undergone any treatment other than washing, crushing, malaxing, decantation, pressing, centrifugation, and filtration and to the exclusion of oils obtained using solvents or re-esterification processes and of any mixture with oils of other kinds.

Extra Virgin Olive Oil is olive oil that has a free acidity, expressed as free oleic acid, of not more than 0.5 grams per 100 grams, a median of defects equal to 0, and the other characteristics which correspond to the limits fixed for this grade in these standards. Extra Virgin Olive Oil is fit for consumption without further processing.



DELIVERY & SHIPPING

Deliveries must be received between Monday and Friday, 9 am to 4 pm. Please include entry receipt and lab report with entries. (For Shipping and Delivery Deadlines, see calendar on page 5)

Shipping

California State Fair
Attn: Olive Oil Competition
Administration Building
1600 Exposition Blvd.
Sacramento, CA 95815

Hand Delivery

Directions for Hand Delivery:

Enter Cal Expo Fairgrounds at Exposition Blvd and Challenge Way (Blue Gate). Follow signs to Administration. Call the phone number posted on the front door for access.

Deliveries may be dropped off Monday - Friday, 9:00 am - 4:00 pm.

JUDGING

1. Blind Judging: Judges will taste oils out of a standard, blue olive-oil tasting glass, labeled only with the division, class and a randomly assigned identification code.
2. Double Gold, Gold, Silver & Bronze Awards are given based on individual merit, using a points system. Aroma - 20 points, Flavor - 45 points, Final - 35 points
3. Best of Class Awards are given based on highest score of 90+ point entries. Ties are broken by a comparison tasting.
4. Best of Show and Best of California Awards are given by a blind comparison tasting among eligible Best of Class entries.
5. The decision of the Judges is final. No changes will be made after judging is complete.
6. Judging Sheets are confidential and are not provided.
7. The California State Fair reserves the right to create or combine divisions or classes if warranted by the number of entries.
8. Judges reserve the right to transfer entries to another division or class, if appropriate..
9. In the interest of safeguarding the reputation of integrity of the California State Fair competitions and its judges, it is required that all judges of the Extra Virgin Olive Oil Competition make full disclosure of all relevant industry involvement or association, so that they may be assigned to judge only those Divisions and Classes in which there may be no possible perception of a conflict of interest.

AWARDS CATALOGUE

Each entry will be awarded a State Fair Rosette representing the highest award won. Bottle stickers and duplicate ribbons will be available for purchase if desired.

Best of Class - 58 awards available, one in each class of each division, selected from only gold medal winners with scores of 90+.

Double Gold Award - score of 98-100

Gold Award - score of 86-97

Silver Award - score of 76 - 85

Bronze Award - score of 65-75

Best of California Awards

Selected from only Best of Class winners in the Extra Virgin Olive Oil Show

- Best California Delicate Single Variety EVOO
- Best California Medium Single Variety EVOO
- Best California Robust Single Variety EVOO
- Best California Delicate Blend EVOO
- Best California Medium Blend EVOO
- Best California Robust Blend EVOO
- Best California EVOO by a Micro producer (less than 500 gallons)
- Best California EVOO by an Artisan Producer (501- 4,999 gallons)
- Best California EVOO by a Large Producer (more than 5,000 gallons)

Selected from only Best of Class Winners in the Flavored Olive Oil Show

- Best California Co-Milled Flavored Olive Oil
- Best California Infused Flavored Olive Oil

Best of Show

Three (3) awards given, one in the Extra Virgin Olive Oil Monovarietal Show, one in the Extra Virgin Olive Oil Blend Show and one in the Flavored Olive Oil Show. Best of Show winners will receive an engraved Golden Bear Trophy.

Friend to the Consumer Award

The Judge may select up to (2) two Producers whose labeling exemplifies education and disclosure to the consumer.

Qualifications:

- Oil is packaged in dark glass or other opaque, non-porous packaging
- Package includes a Harvest Date, Best if Used By or Use by date.

Judge will consider disclosure of:

- Provenance (as specific as possible: state, region, and/or estate),
- Freshness Assurance (Harvest Date, Best By, and/or Best if Used By Date, Storage Instructions)
- Tasting & Flavor Notes (flavors, aromas, intensity, name of varietal(s))
- Use Notes (suggested culinary uses)
- Consumer-friendly clarity.

Additional Benefits For Award Winners

The dedication of producers to crafting high-quality extra virgin olive oil embodies the spirit of excellence we aim to highlight with this competition. Together, let's elevate the prestige of California's olive oil industry!

The California State Fair is proud to promote award-winning California Olive Oil in the following ways:

The Best of California Magazine

The official magazine of the California State Fair's commercial competitions features award-winning wine, cheese, beer and extra virgin olive oil with full page articles and photos. It's a great buyer's guide to California's very best. Visit our website to view past editions.

Competition Results Press Release

This annual press release is full of competition information and highlights the Best of Show winners. Add your own list of awards, business info and a personalized statement, and forward to all of your favorite local news outlets to spread your good news!

Best of Show Award Ceremony & Press Event

Best of Show winners from the California State Fair's esteemed commercial competitions for wine, beer, cheese, olive oil and cannabis are presented with their engraved Golden Bear statuette awards at this annual event, set against the backdrop of the beautiful Cal Expo wine garden. Watch for special events throughout the day!

Sales & Sampling at the California State Fair

Sample and sell your oils at the Extra Virgin Olive Oil exhibit. A beautiful, pre-decorated tasting booth includes merchandising space, large counters, and food prep and storage facilities. Reserve the space by the day. Priority registration is offered to 2025 competition winners, starting with Best of Show winners. Fees apply.

Tasting Classes at the California State Fair

Your consumers have spoken! They desire additional knowledge of how to taste, purchase and enjoy extra virgin olive oil. Sign up to lead one or more 20-minute tasting classes in the beautiful Taste of California Classroom. Facilities, sampling supplies, a classroom aide, and seating for 24 students are provided.

Cooking Demonstrations at the California State Fair

Show your consumers how to prepare dishes that feature lots of delicious and healthful California extra virgin olive oil. The Cooking Theatre is a full demonstration kitchen with seating for up to 100 with additional standing room. Ingredients, food storage and prep areas, MC Services, and sample portioning and passing assistance are provided.



DIVISIONS & CLASSES

Only oils made from 100% olives which are grown, processed and packaged in California are eligible for this competition.

Extra Virgin Olive Oil Monovarietal Show

Monovarietal entries must contain 90% of the named cultivar.

DIVISION 1100: EVOO Monovarietal Delicate

DIVISION 1101: EVOO Monovarietal Medium

DIVISION 1102: EVOO Monovarietal Robust

VARIETAL CLASSES

1	Mission	7	Koroneiki
2	Manzanillo	8	Frantoio
3	Sevillano	9	Picual
4	Ascolano	10	Coratina
5	Arbequina	11	Leccino
6	Arbosana	12	Any Other Cultivar

Extra Virgin Olive Oil Blend Show

At least 85% of the oil must be from olives grown in named region. Regions are defined by County on page 7.

DIVISION 1103: EVOO Blend Delicate

DIVISION 1104: EVOO Blend Medium

DIVISION 1105: EVOO Blend Robust

REGIONAL CLASSES

1	North Coast Blend
2	Sacramento Valley Blend
3	Sierra Foothill Blend
4	Central Coast Blend
5	San Joaquin Valley Blend
6	South Coast and Southern California Blend
7	California Blend (Interregional)

Flavored Olive Oil Show

DIVISION 1106: Co-Milled Flavored Olive Oil

DIVISION 1107: Infused Flavored Olive Oil

FLAVOR CLASSES

1	Citrus Flavored Oil
2	Herbal Flavored Oil
3	Chili-based Flavored Oil
4	Garlic Flavored Oil
5	Any Other Flavored Oil

2025 GENERAL RULES

CLICK LINK OR SCAN QR CODE TO VIEW GENERAL RULES ONLINE:

<https://calexpostatefair.com/wp-content/uploads/2025/01/25-General-Rules.pdf>

