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Olive Oil Market & Future

April 29, 2014

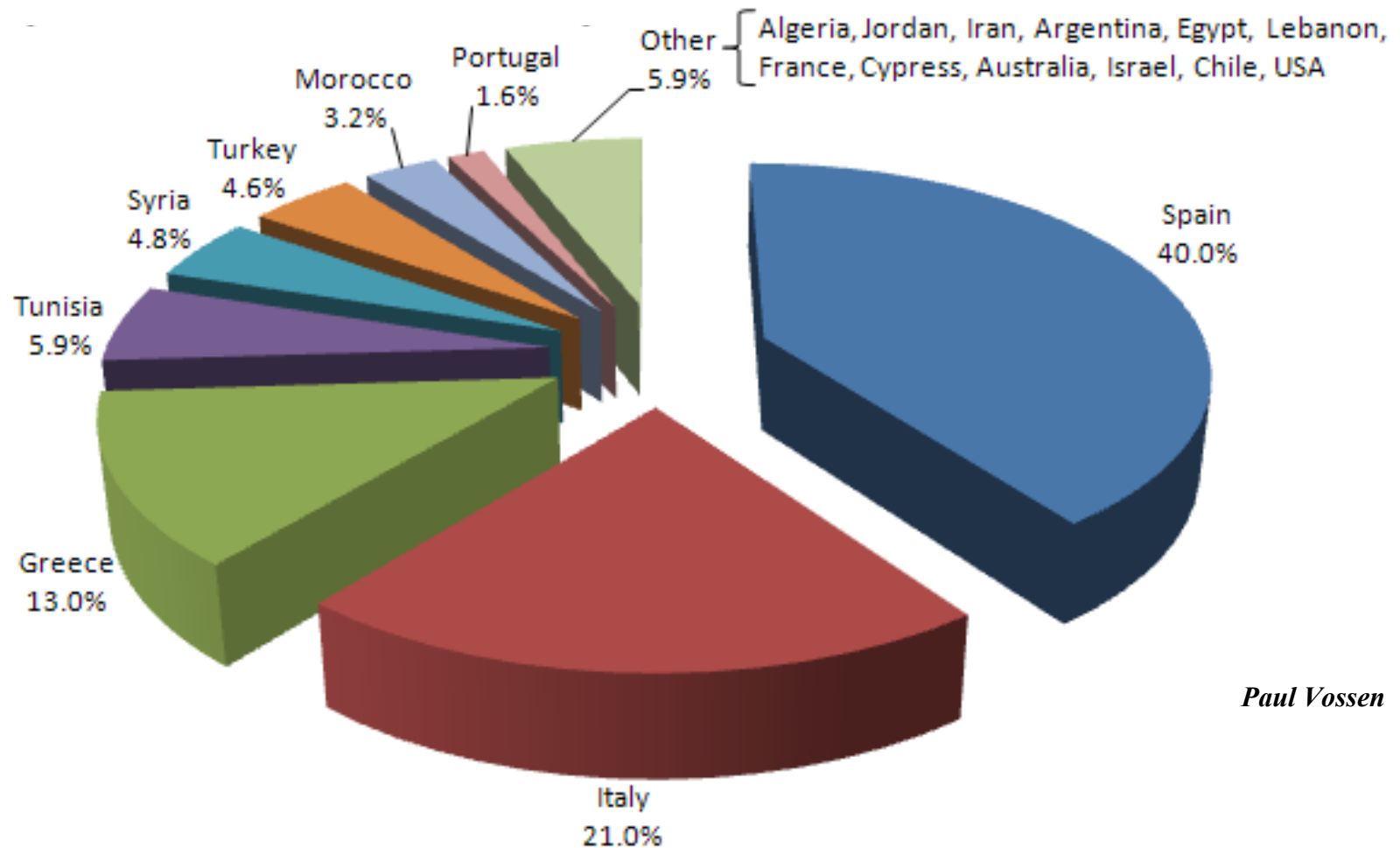
- World Situation
- California Situation
- Problems
- Opportunities



World Production and Consumption up 183% in 23 years



World Production 3 million tons (EU= 75%) USA = 1%



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Spain, Andalucia



Italy, Calabria



Greece, Peloponisos

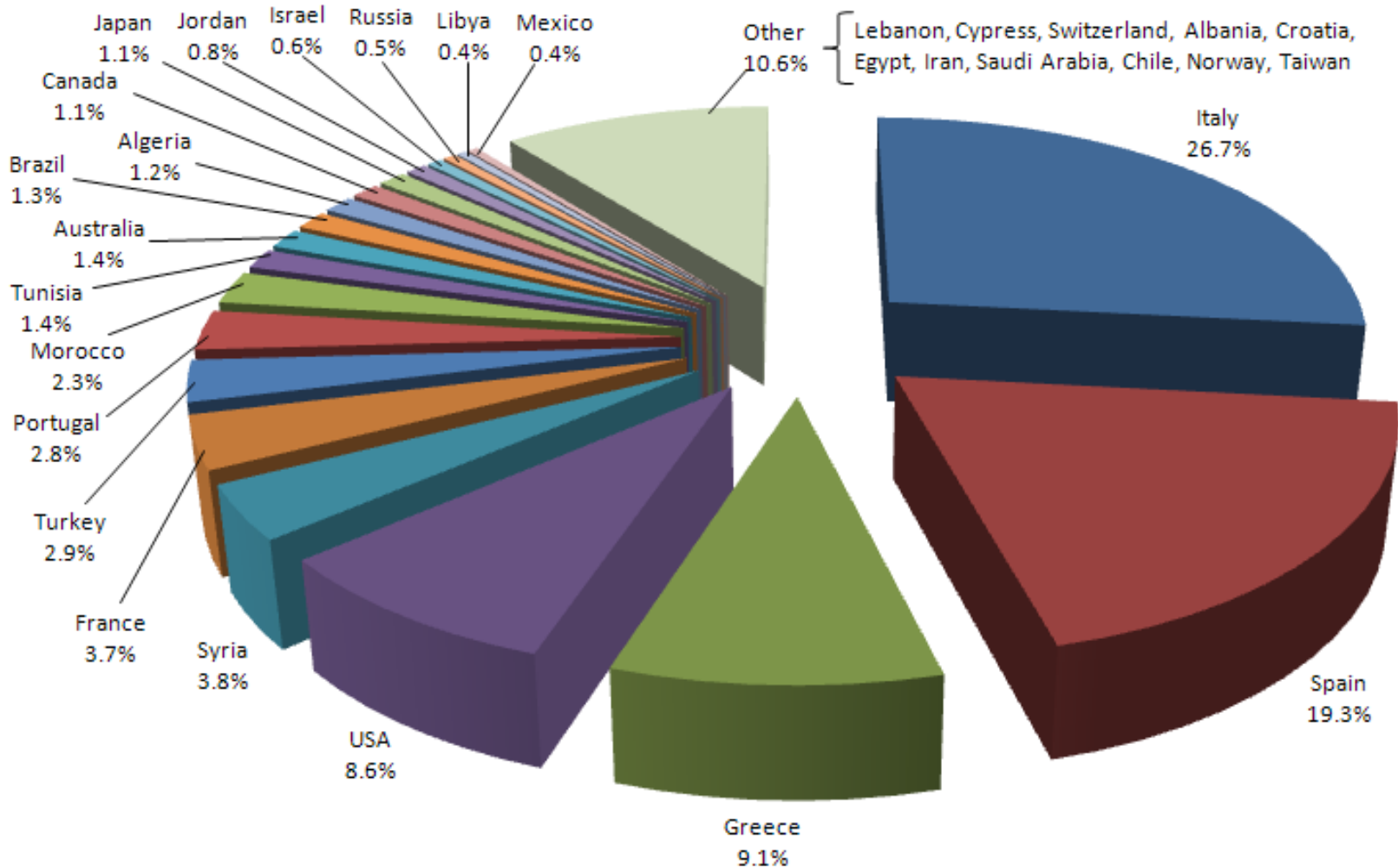




**North Africa &
Middle East**

World Consumption 2013-14 (EU= 57%) USA = 9.6%

World Olive Oil Consumption 2004-2010 (ave. 2.812 million tons)



International Olive Oil Council



- **US imports down 10%**
- **Australia imports down 25%**

Developed world grades and standards

Supports voluntary compliance & self certification

Promotes olive oil at trade fairs, in-store promotions, celebrity chefs

NY Times Article

The Opinion Pages

FOOD CHAINS

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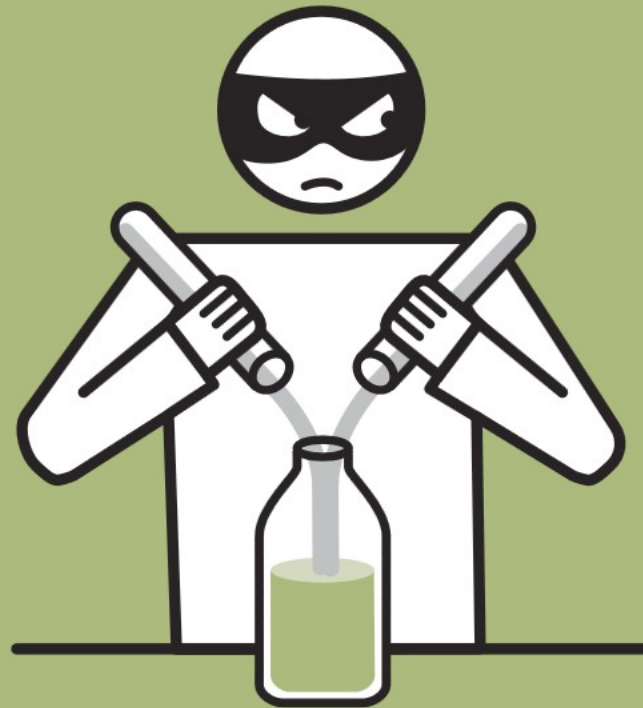


EXTRA VIRGIN SUICIDE

THE ADULTERATION OF ITALIAN OLIVE OIL

By Nicholas Blechman





Other refineries are even worse. They mix vegetable oils with beta-carotene, to disguise the flavor, and chlorophyll for coloring, to produce fake olive oil.





Bottles are labeled “Extra Virgin” and branded with “Packed in Italy” or “Imported from Italy.” (Oddly, this is legal, even if the oil does not come from Italy — although the source countries are supposed to be listed on the label.)



The “olive oil” is shipped around the world, to countries like the U.S., where one study found that 69 percent of imported olive oil labeled “extra virgin” did not meet, in an expert taste and smell test, the standard for that label.



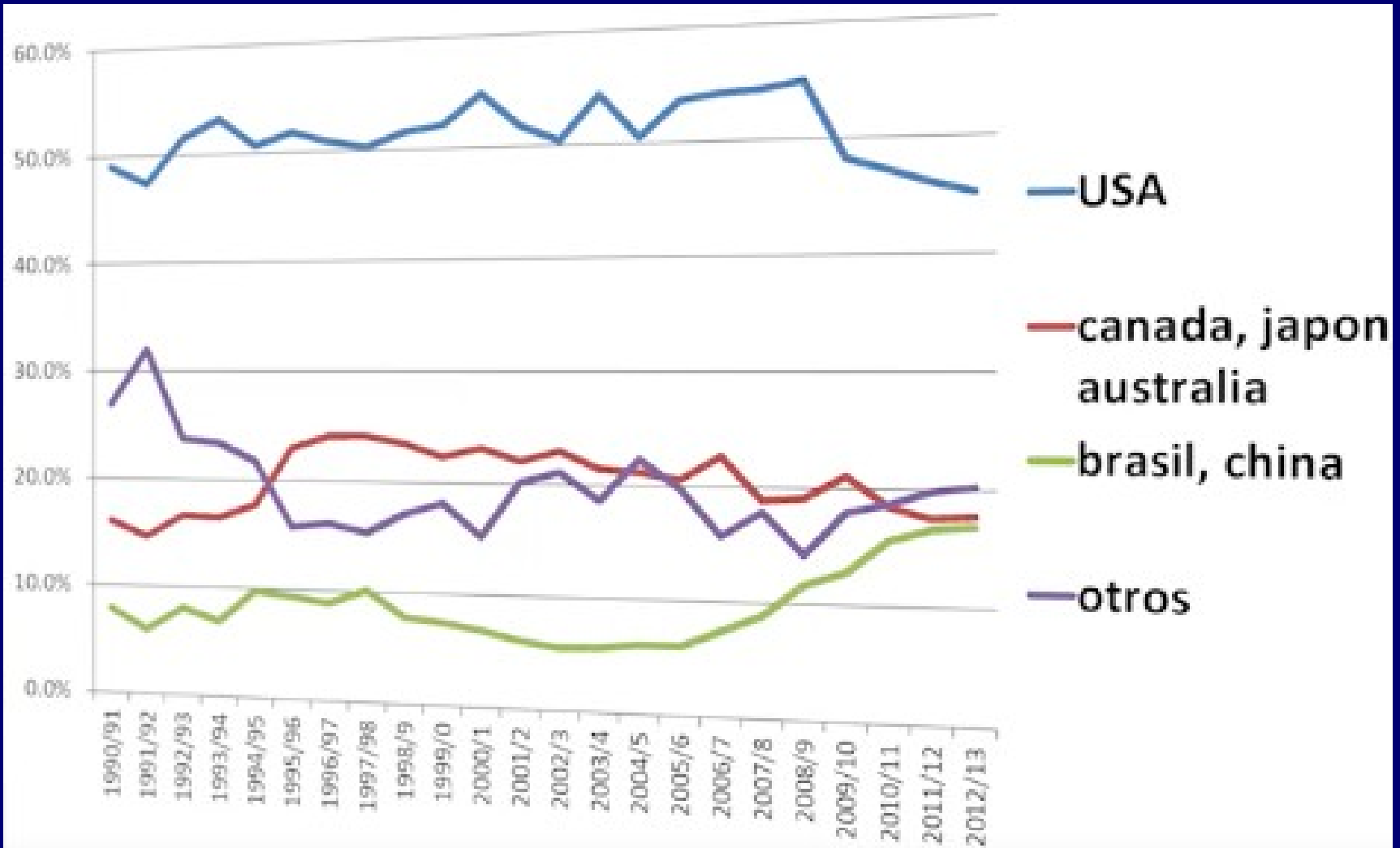
But producers — many of whom have connections to powerful politicians — are rarely prosecuted.



All this fraud, however, has created a drop in olive oil prices. Corrupt producers have undermined themselves, effectively committing economic suicide.



USA Imports



USA imports ~ 97.0% of consumption



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Most of it is this stuff selling for \$2.81 to \$6.87 per ½ liter bottle



Much of it is defective (old, fermented, rancid)

Cheap imports typically have defects



#1 Defect = Rancid - old oils (not fresh)

#2 Defect = Fusty - cheap oils - low cost producers from ground harvested or poorly handled fruit

#3 Defect = Heated Flavor - Mix of refined & pomace oil up to IOC standard (non-detectable levels)

AND . . are labeled as “extra virgin”

Quality Study UC Davis

Report

Tests indicate that imported "extra virgin" olive oil often fails international and USDA standards

Frankel, E. N.; Mailer, R. J.; Shoemaker, C. F.; Wang, S. C.; Flynn, J. D.

- 69% of imported oils labeled EV did not meet IOC standards for EV
 - 31% failed laboratory tests
 - 83% failed sensory tests
 - 10% of domestic oils labeled EV did not meet IOC standards for EV
 - Many failed new German/ Australian tests
- 



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Money

Shopping ▾

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Home > Consumer Reports Magazine > 2012 > September > How to find the best extra-virgin olive oil

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A A

How to find the best extra-virgin olive oil

Our taste tests show that some oils don't make the grade

Consumer Reports magazine: September 2012

[Look to the West](#) | [What is extra virgin, anyway?](#) | [A healthy fat](#) | [How to choose, how to use](#) | [Decoding labels](#)

Many "extra virgin" olive oils—including big names such as Bertolli, Crisco, Filippo Berio, and Mazola—don't taste good enough to merit that description. By definition, extra-virgin olive oil is supposed to be flawless, but only the top nine of the 23 products our experts tried were free of flaws. More than half tasted fermented or stale. Two even tasted a bit like . . . let's just say a barnyard. That problem can occur if oil is stored in vats containing sediment that has begun to ferment. The good news is that two products were excellent; one of those is a CR Best Buy.

You may not be able to easily spot a dud. Most people don't sip olive oil straight from a glass, as our experts did, and foods can mask imperfections. In addition, many consumers assume that olive oil should be a liquid version of the fruit they put in a salad or martini. Wrong. Superior oils are fresh and fragrant, with complex flavors of ripe and unripe fruit, grass, herbs, nuts, or butter, for starters. If you're used to a particular product, you might not realize what you're missing until you do your own side-by-side comparison. It's like learning to appreciate and enjoy fine wine.



To gauge color differences, our experts looked at oils poured into white porcelain spoons.

Look to the West

Our [Ratings](#) show that you don't need to buy oil with an Italian heritage to experience the best. California, which produces about 3 percent of the olive oil consumed in the U.S., is the source of the only two products judged Excellent: McEvoy Ranch (grown on a 550-acre property in Petaluma) and Trader Joe's California Estate oil ("crafted to our specifications from the first press of Arbequina olives grown on estate ranches in the Sierra foothills"), which costs far less than McEvoy: 35 cents per ounce compared with \$1.73.

Three of the six Very Good oils also have a California pedigree: B.R. Cohn, 365 Everyday Value (Whole Foods), and California Olive Ranch. O-Live & Co. is pressed from Chilean olives. Only Lucini Premium Select and Kirkland Signature (Costco) Select Toscano are from olives grown in Italy. The other rated products contain olives from a mix of nations, such as Argentina, Greece, Italy, Morocco, Spain, Tunisia, and Turkey. Goya, a winner in our tests years ago, scored only a Fair this time around.

13 ISSUES



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Consumer News



REFRIGERATOR REVIEWS
Find the best compact refrigerator for a

Ratings Olive oil

All tested products In order of taste.

CR Best Buy

Recommended

Product	Cost per oz.	Comments (See box below.)
---------	--------------	---------------------------

EXCELLENT Strong, complex, very fresh-tasting. Best drizzled over foods to add flavor.

<input checked="" type="checkbox"/> McEvoy Ranch	\$1.73	Intense green-grassy flavors; ripe-fruit and floral notes. Very well balanced. Bitterness and pungency add to complexity. Long finish. Great with pasta, bread, bruschetta, red meat, salads, and cheese.
<input checked="" type="checkbox"/> Trader Joe's California Estate	0.35	Pronounced green flavors; ripe fruit. Pungent, slightly bitter. Medium finish. Pairs well with bread and salad.

VERY GOOD Fresh, complex oils that complement many foods.

<input checked="" type="checkbox"/> O-Live & Co.	0.53	Strong aroma and flavors, mostly green with ripe-fruit notes. Pungent, slightly bitter. Pair with pasta, bread, white meat, and salad.
<input checked="" type="checkbox"/> B.R. Cohn California	1.79	Lots of ripe-fruit and green flavors, with an unusual anise/fennel note. Slightly pungent, hint of bitterness. Pair with pasta, bread, bruschetta, salad, and pizza.
<input checked="" type="checkbox"/> Lucini Premium	0.93	Pronounced ripe-fruit and green flavors, including an unusual citrus note. Pungent, slightly bitter. Pair with pasta, bread, fish, and salad.
<input checked="" type="checkbox"/> Kirkland Signature Select Toscano (Costco)	0.35	Distinct green flavors with ripe-fruit notes. Hint of hay and woody notes. Long finish. Pair with pasta and white beans.
<input checked="" type="checkbox"/> 365 Everyday Value 100% Californian Unfiltered (Whole Foods)	0.38	Distinct ripe-fruit and green flavors, hint of banana. Pungent, slightly bitter. Pair with bread, white meat, and salad.
<input checked="" type="checkbox"/> California Olive Ranch	0.42	Ripe-fruit and green flavors, hint of banana. Slightly pungent, hint of bitterness. Good on salads and bread, and for baking.

GOOD Except for Newman's Own, the top "Goods" had slight flaws that might not be noticed with food. The rest had more obvious problems, but most would be fine for cooking.

Newman's Own Organics	0.46	Some ripe-fruit and green flavors. Odd salty taste. Pungent, slightly bitter.
Colavita	0.56	Mostly ripe-fruit flavors, some green notes. Pungent, slightly bitter. Oxidized note.
Filippo Berio Organic	0.42	Ripe-fruit and green flavors. Bitter, pungent. Somewhat oxidized and fusty.
Star	0.34	Strong aroma but little flavor. Somewhat oxidized and fusty. Pungent.
Archer Farms 100% Italian (Target)	0.53	Some ripe-fruit and green flavors. Bitter, pungent. Some oxidized and woody (olive pit) notes.

FAIR Few positive attributes. All tasted at least somewhat stale; most had other flaws.

Pompeian	0.32	Ripe-fruit and green flavors. Somewhat pungent, hint of bitterness. Fusty and slightly oxidized.
Crisco	0.30	A little ripe-fruit flavor. Somewhat pungent, slightly bitter. Somewhat oxidized.
Great Value (Walmart)	0.28	A little ripe-fruit flavor and pungency, hint of bitterness. Oxidized, slightly fusty.
Goya	0.38	A little ripe-fruit and green flavors. Somewhat pungent, slightly bitter. Slightly fusty, slightly oxidized.
Filippo Berio	0.34	A little ripe-fruit and hint of green flavors. Somewhat pungent, slightly bitter. Slightly fusty and oxidized.
Bertolli	0.39	A little ripe-fruit flavor. Slightly bitter and a hint of pungency. Greasy mouth feel. Oxidized and fusty, slight musty aroma.
Mazola	0.28	Hardly any fruit flavor. Only a hint of bitterness and pungency. Greasy mouth feel. Fusty, notably oxidized.

POOR Old-tasting, with one or more strong flaws that aren't likely to be masked by cooking.

Botticelli	0.28	Old-tasting, oxidized; fusty, musty, barnyardlike. There's a little ripe-fruit flavor but almost no bitterness or pungency.
Pompeian Organic	0.33	Old-tasting, greasy, rancid. Hint of ripe fruit but little pungency and almost no bitterness.
Capriti	0.22	Old-tasting, greasy. Fusty, with strong muddy/barnyardlike flaw. No fruit flavor, little pungency, and only a hint of bitterness.

Fraud in Spain – 54%

Andalucía destapa el fraude de la venta de falso aceite virgen extra

La inspección de la Junta descubre que se etiqueta producto de menor calidad

GINÉS DONAIRE - Jaén - 24/11/2010

Vota ☆☆☆☆☆ | Resultado ★★★★★ 434 votos

Comentarios - 270



Twitter 38

Recommend 286

La Junta de Andalucía llevaba meses intuyendo que en los precios llamativamente bajos que ofertan algunas marcas de aceite de oliva virgen había gato encerrado. En mayo encargó una inspección del etiquetado del aceite que se vende en 25 establecimientos de Jaén y en otros 25 de Córdoba, y los primeros resultados confirman las sospechas. La Dirección General de Consumo de la Consejería de Salud ha detectado fraude en la mitad de las inspecciones realizadas en pequeñas y grandes superficies de Jaén, la principal productora del país.

Clasificaciones del aceite de oliva

- La Junta niega riesgo para el consumo porque la inspección se centra en el etiquetado del aceite
- La Junta niega riesgo para el consumo porque la inspección se centra en el etiquetado del aceite
- El sector del aceite reclama más controles para evitar el fraude

La noticia en otros webs

webs en español
en otros idiomas

La campaña aún no está cerrada, pero fuentes de la Administración andaluza señalan que los resultados preliminares constatan que de las 25 muestras analizadas en Jaén los laboratorios de la Consejería de Agricultura han encontrado irregularidades en el etiquetado de 14, puesto que se estaba vendiendo como aceite de oliva virgen extra -el de máxima calidad- otro de menor valor. En 10 casos, el aceite que se distribuía era virgen y en otros cuatro se trataba de un aceite de peor calidad.

Las inspecciones se han realizado en tiendas de alimentación, medianas y grandes superficies y en establecimientos especializados en la venta de

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SUSCRIBASE



Instalaciones de una empresa dedicada al embotellado de aceite. - GARCÍA CORDERO

publicidad

hipoteca NARANJA

2010 Fraud in Australia – 56%



Australian Government

**Rural Industries Research and
Development Corporation**

Evaluation of New Analytical Methods to Detect Lower Quality Olive Oils

RIRDC Publication No. 12/007

NY International Olive Oil Conf.



“ I did not know anything about olive oil”

“ Most Chefs and most people do not know anything about olive oil”

Many Consumers Like Bad Oil

Research Brief

UC Davis Olive Center examines consumer olive oil preferences

A majority of Northern California consumers tend to dislike bitter and pungent extra virgin olive oils, with many consumers liking defective attributes such as rancidity. These preferences contrast with those of expert tasters, who prefer defect-free oils that are noticeably bitter and pungent. These are among the key findings of a UC Davis study in the March 2011 edition of *Food Quality and Preference*.

The study "How do consumer hedonic ratings for extra virgin olive oil relate to the quality ratings by experts and descriptive analysis ratings?" is the first to provide a comprehensive method of examining the "drivers of liking" for consumers when compared to the quality of extra virgin olive oil. UC Davis sensory scientists Claudia Delgado and Jean-Xavier Guinard conducted the study of 110 Northern California consumers regarding their preferences and drivers-of-liking for 22 commercial olive oils labeled as extra virgin.

Half of the oils in the study were imported and half were from California. The consumers were more highly educated than the general population, with 83 percent having some college experience. Seventy-four percent of the consumers were female, and 75 percent identified themselves as White/Caucasian. Incomes level were evenly distributed among the group. The study has a 95 percent confidence level (reliability of the test or results) and a power of 90 percent (test sensitivity: how good is the test to detect differences among samples).

Fruitiness, bitterness, pungency are the positive sensory attributes of olive oil as identified by International Olive Council (IOC) standards. Extra virgin olive oils must be free of defects and have some fruitiness under IOC grade standards.

Fermented Table Olives



Oil Olives
are
FRESH



Table Olives
are
PROCESSED



Learning by Tasting



California's Major Crops (acres)

- Citrus 270,600
 - Navel Oranges 141,000
 - Valencia 43,000
 - Lemons 47,000
 - Tangerines 30,000
 - Grapefruit 9,600
- Nut Crops 1,054,200
 - Almonds 710,000
 - Walnuts 223,000
 - Pistachios 118,000
 - Pecans 3,200
- Vegetables 813,000
- All Grapes 786,000
 - Wine 482,000
 - Raisin 221,000
 - Table 83,000
- Tree Crops 242,300
 - Prunes 64,000
 - Peaches 52,600
 - Cherries 27,000
 - Apples 19,000
 - Pears 14,000
 - ~~Apricots 10,700~~
 - Table Olives 22,000
 - Oil Olives 30,000
- Strawberries 35,500

**TO MEET CURRENT USA
DEMAND for OLIVE OIL**
70 million gallons = 265 million liters

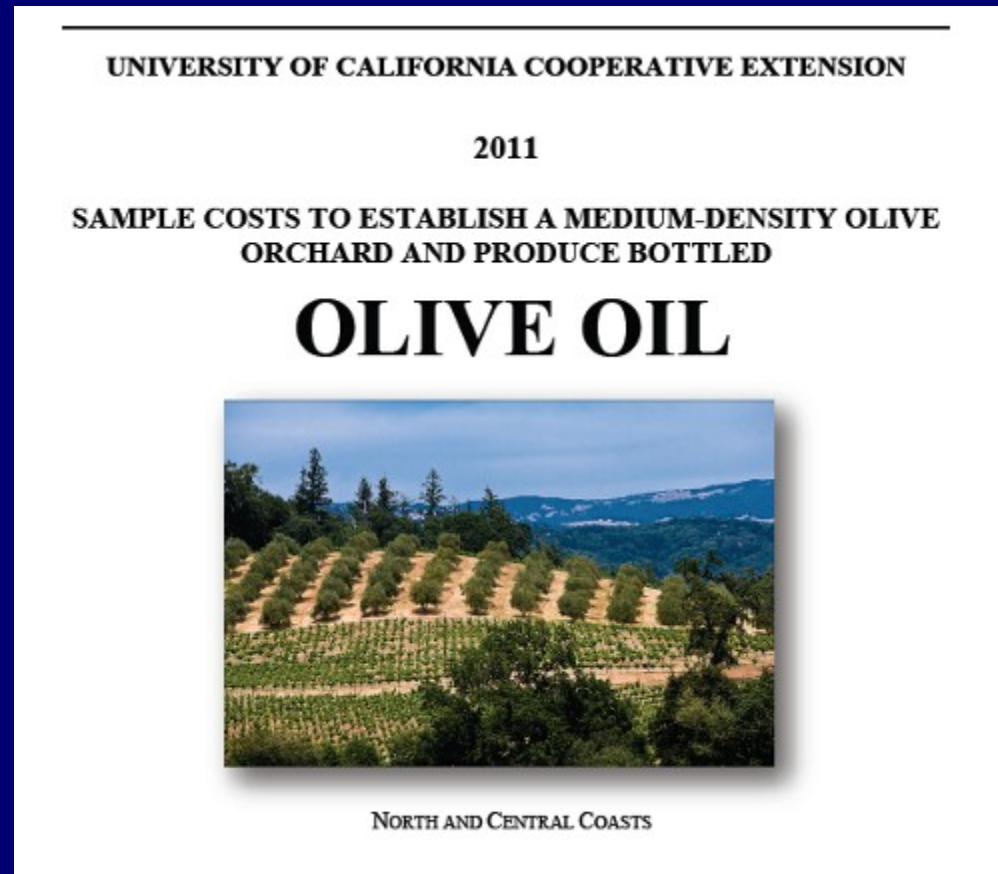
**We would have to plant 300,000 acres of olives
@ (5 t/acre @ 42 gallons/ton)**

**Meanwhile, how much might demand
increase?**

Can Money Be Made?

<http://coststudies.ucdavis.edu>

1. **2011 Bottled Oil from coastal medium density**
2. **2007 bulk oil from central valley super high density**



California New Plantings



September to September



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Summer 2nd year (0.5 t/a)



3rd Year Orchard (1-4 t/a)



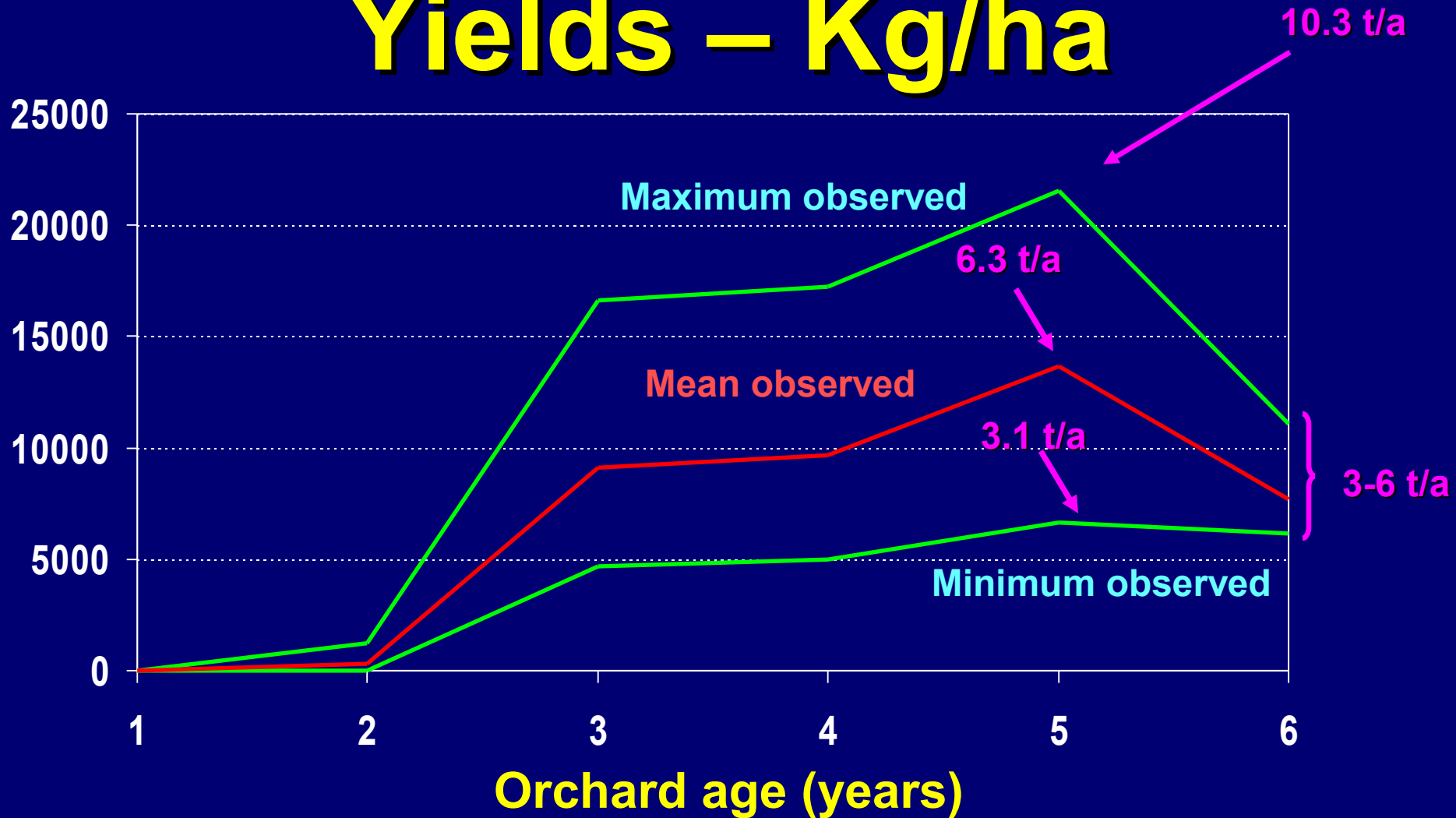
4th Year
(4-10 t/a)



5th - 6th Year (4 t/a)




Super-High-Density Yields – Kg/ha



Pruning High Density Arbequina

5th yr. hand pruned on
right – unpruned left

A photograph of an olive grove. The trees on the right are neatly pruned, forming a clear path. The trees on the left are overgrown and dense. The text overlay indicates that the trees on the right are 5 years old and have been hand pruned, while the trees on the left are unpruned.

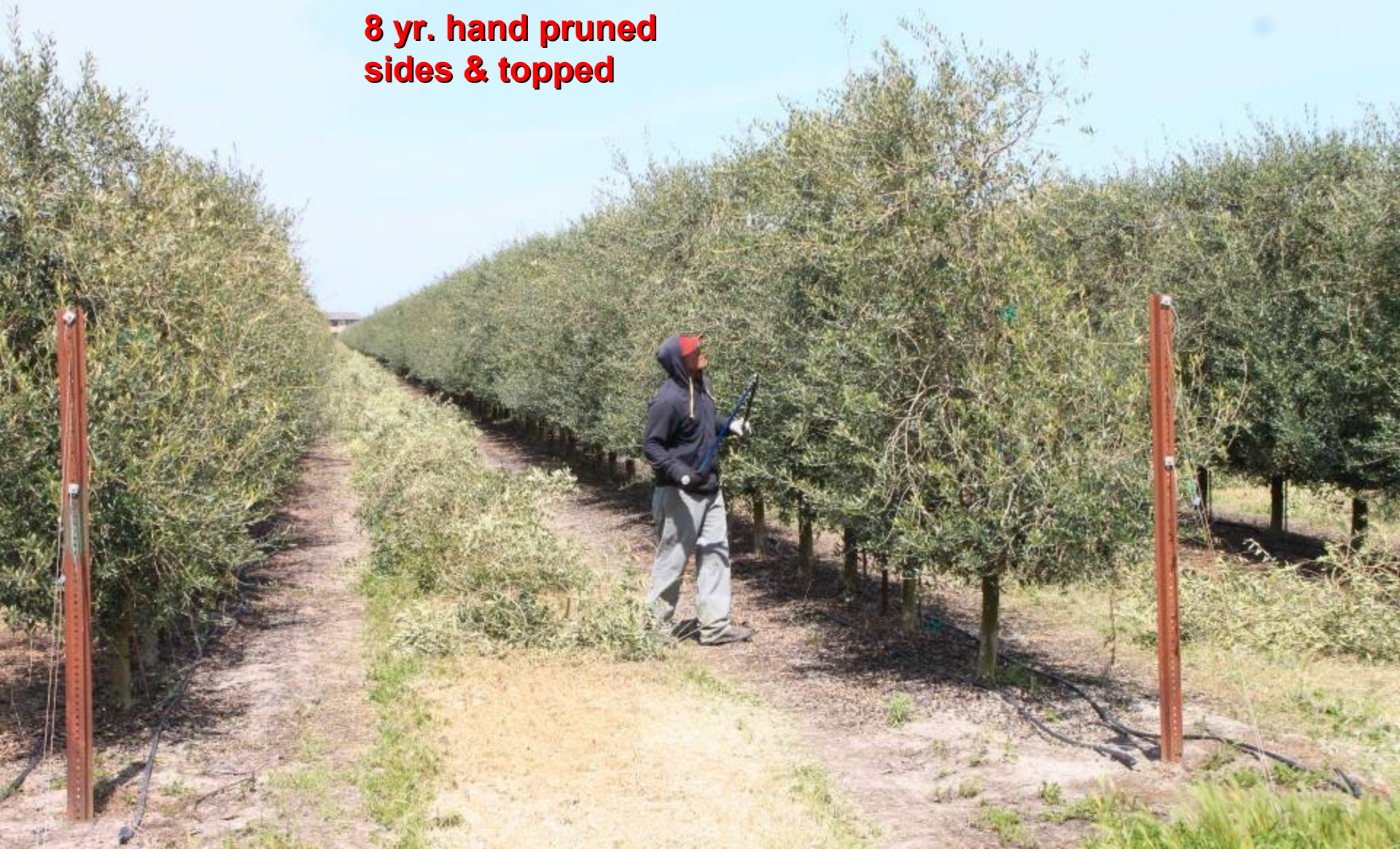
Pruning High Density Arbequina

Topping Early July



Pruning High Density Arbequina

**8 yr. hand pruned
sides & topped**



SHD – Central Valley Expected yields and prices

- **Marketable production in the 3rd year**
 - 3rd Year - 84 gallons per acre
 - 4th Year - 189 gallons per acre
 - 5th Year - 210 gallons per acre
- **Expected yield range: 147 – 273 gallons/acre**
- **Expected price range: \$9 – \$15 per gallon**
- **Arbequina prices \$16-\$26/gallon (5 yrs.)**

Super-High-Density in California



Pot of Gold

- Efficiency
- Quality
- Price

Bigger Producers in CA



Break Even Yield & Cost/bulk gallon

Table 8.

UC COOPERATIVE EXTENSION
RANGING ANALYSIS – GALLONS
SACRAMENTO VALLEY - 2007
ARBEQUINA VARIETY

	YIELD(GALLONS/ACRE)						
	147.9	168.0	189.0	210.0	231.0	252.0	273.0
OPERATING COSTS/ACRE:							
Cultural Cost	777	777	777	777	777	777	777
Harvest Cost	368	378	388	397	407	417	427
Postharvest Cost	119	119	119	119	119	119	119
Interest on Operating Capital	47	47	47	47	47	47	47
TOTAL OPERATING COSTS/ACRE	1,311	1,321	1,330	1,340	1,350	1,360	1,370
TOTAL OPERATING COSTS/GALLON	8.92	7.86	7.04	6.38	5.85	5.40	5.02
CASH OVERHEAD COSTS/ACRE	282	282	282	282	282	282	282
TOTAL CASH COSTS/ACRE	1,593	1,603	1,613	1,623	1,633	1,643	1,652
TOTAL CASH COSTS/GALLON	10.84	9.54	8.53	7.73	7.07	6.52	6.05
NON-CASH OVERHEAD COSTS/ACRE	1,151	1,151	1,151	1,151	1,151	1,151	1,151
TOTAL COSTS/ACRE	2,744	2,754	2,764	2,774	2,784	2,794	2,804
TOTAL COSTS/GALLON	18.67	16.39	14.62	13.21	12.05	11.09	10.27

Economic Study in Spain

Cost of Production & Income

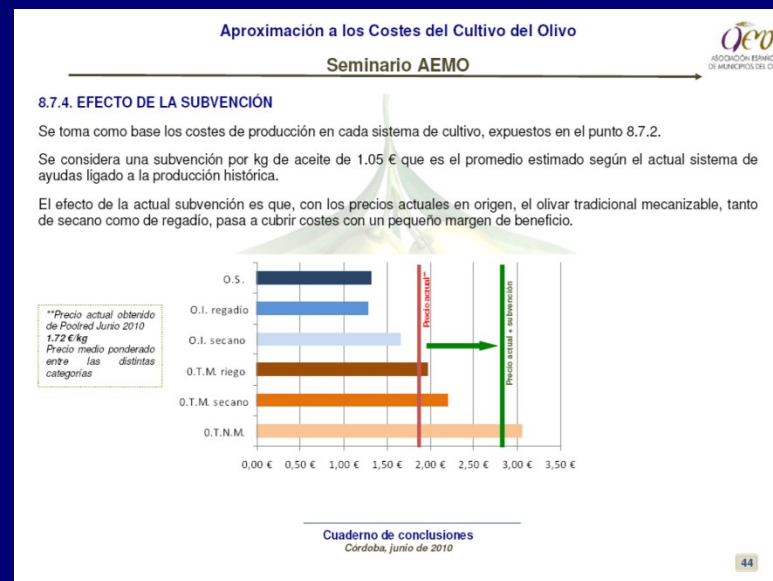
Cost of Production

- Super High Density - \$6.83/ gallon
- Med Density (irrigated) – \$6.57
- Med Density (non-irrigated) – \$8.94
- Traditional (irrigated & mechanized) - \$10.00
- Traditional non-irrigated & mechanized) \$12.09
- Traditional non-irrigated and not mechanized \$16.30

Base price \$9.04/gallon

+ EU Subsidy: \$5.25/gallon

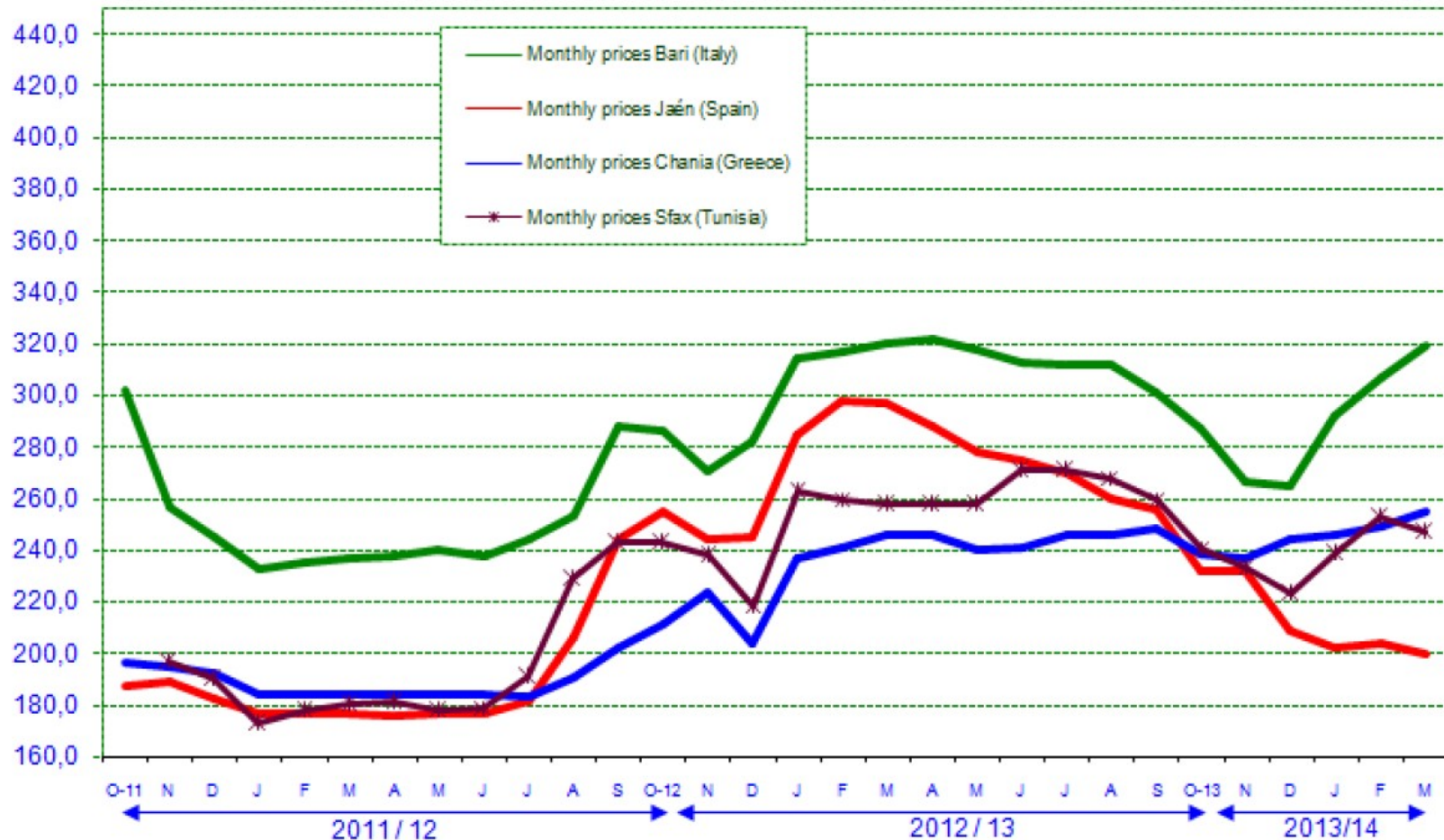
Final price \$14.3/gallon



World Olive Oil Prices

MOVEMENTS IN PRODUCER PRICES EXTRA VIRGIN OLIVE OIL Average monthly prices

Euros/100 kg



\$/G

16.80

13.10

10.50

Freeze Damage (leaves – flower buds)



Defoliated Trees (Dec. 2008)



Bark cracking from freeze



50% Killed Trees (21° F)



100% Killed Trees (15° F)



Frozen rotten fruit – 29°F



Cold injured fruit – 40°F



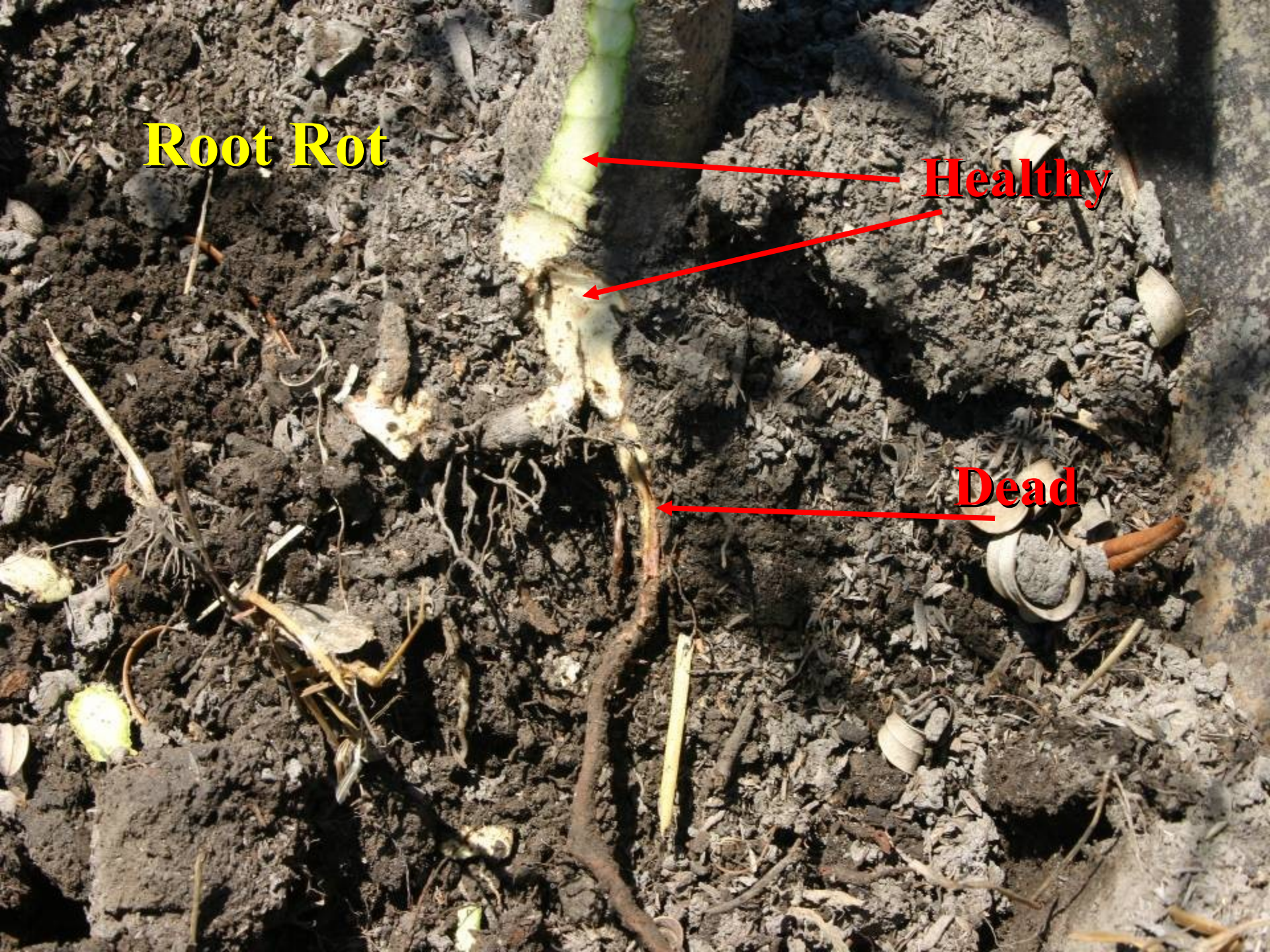
Too wet



Root Rot

Healthy

Dead



Severe Foliar Disease







Olive Knot



Chilling (Winter & Spring)

- **First step: Reversible**

- Opposition of chilling and high temperatures
- Form and destroy 'Precursor for Dormancy Breaking Factor' (PDBF) (hormone)

- **Second step: Irreversible**

- Moderate temperature: fixes chilling effect
- When a critical portion of the PDBF is accumulated = 'Dormancy Breaking Factor' (DBF) or chilling portion.

Perfect and Imperfect Flowers

Perfect flower

Imperfect flower with
no stamens (male
parts) and deformed
pistil (female part)



North side (some flowers) – South side no flowers



Alternate Bearing

Huge crop one year

Nothing the next year

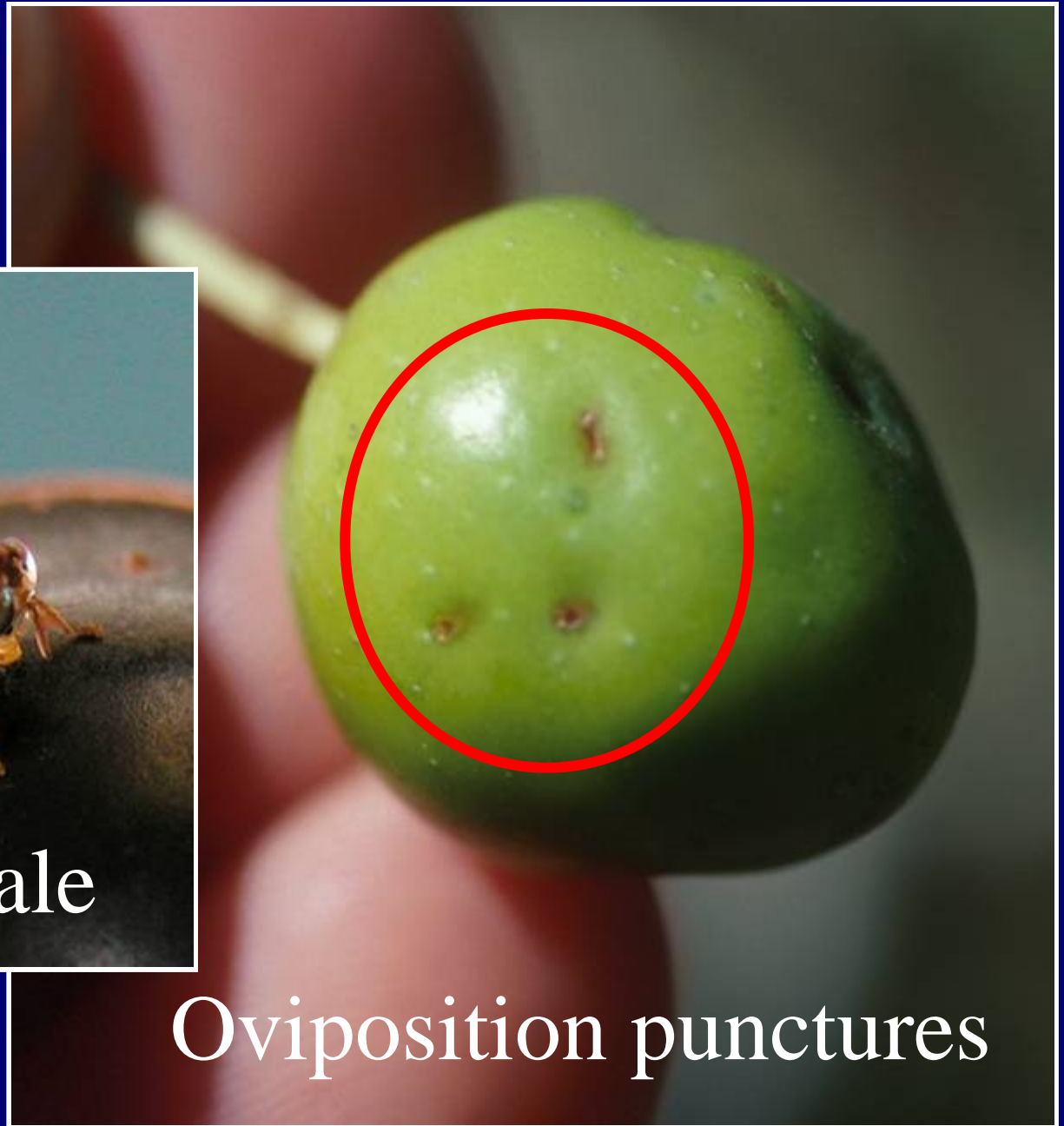
No crop next year



Olive Fly



Adult female

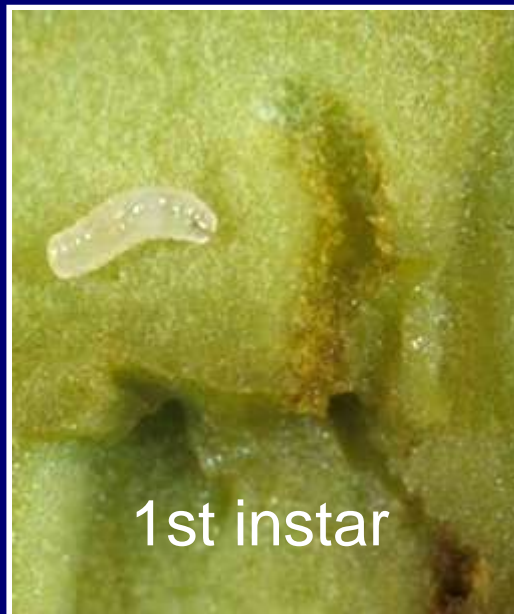


Oviposition punctures

Olive fly egg



1st instar



3rd instar



Adult fly
emerging
from
fruit



Feeding tunnels



Emergence
hole



Olive fly biology

Puparia



Stings – Damage - Rot



Problems Summary

- **World Production is high – CA is low**
- **Prices are low and competitive**
- **Quality is low – people don't know**
- **Sales are primarily price driven**
- **Familiar brands are “Italian”**
- **Taste education is slow**
- **Whims of nature – frost, fly, disease, etc.**
- **Not much room for error**

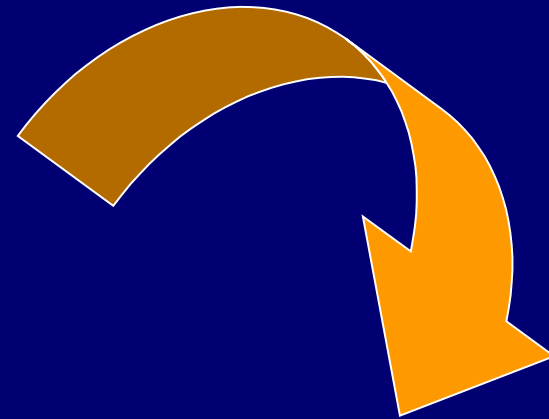
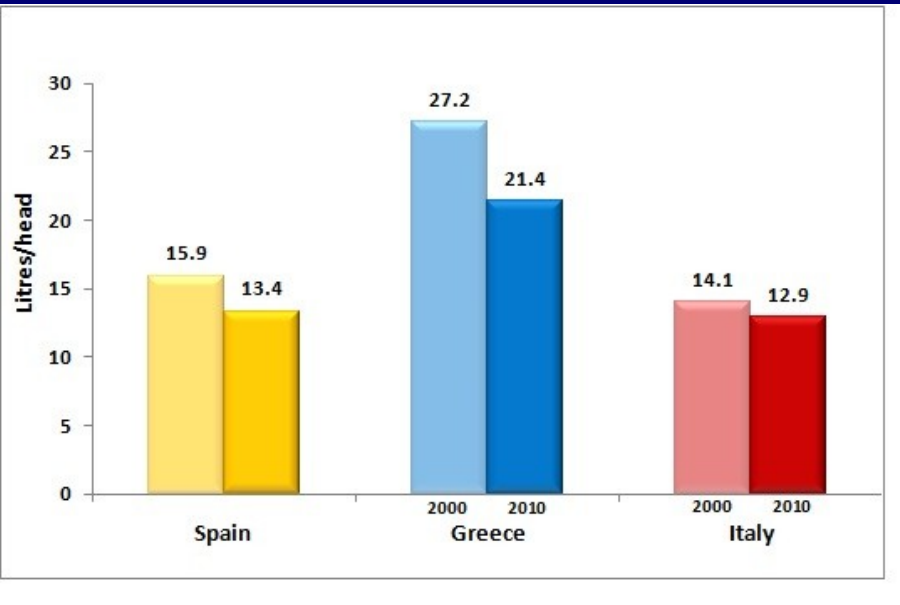
Opportunities

- **Market is huge**
- **Olive oil is healthy and tastes good**
- **Premium quality oil is not difficult to make**
- **People REALLY like fresh olive oil**
- **Prices are good in some situations**
- **Quality is improving (regulation advancing)**
- **Other commodities have advanced**
- **Rare varieties get better prices than Arbequina**
- **EU subsidies?**

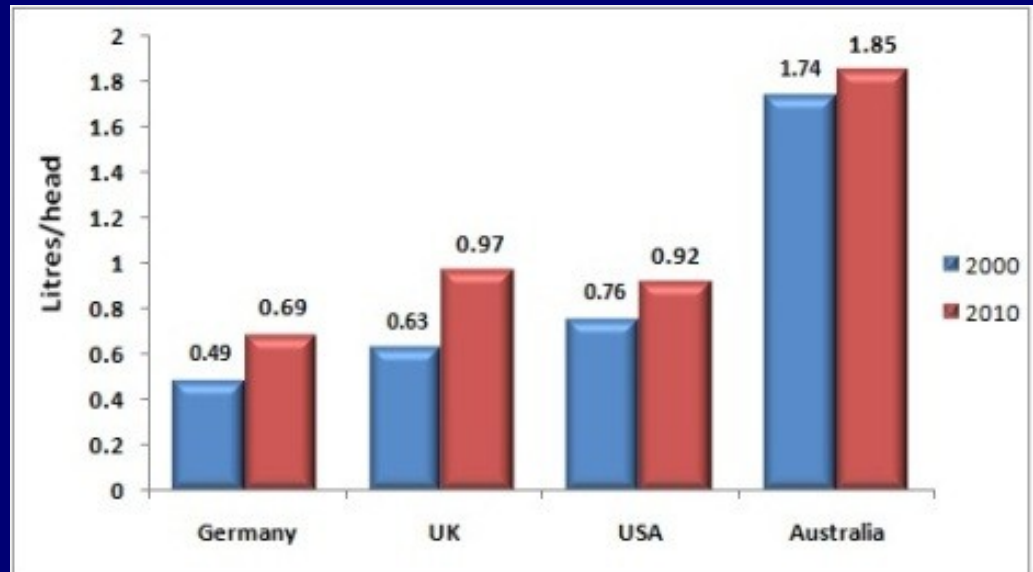


**California
would have
to plant
about
300,000 acres
to meet USA
demand**

Per Capita Consumption

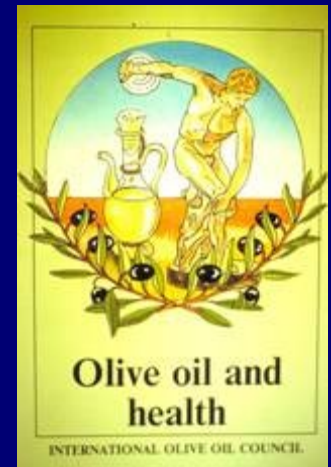


**Our European
ancestors
consume 15-20
times as much as
we do**



Olive oil's health benefits

- Natural juice – monounsaturated fat & source of polyphenols – antioxidants
- Heart disease and diabetes – lowers LDL (bad) & raises HDL (good) cholesterol
- Lowers blood pressure (polyphenols are anti-inflammatory) USDA label heart healthy
- Alzheimer's – lower risk of artery clogging
- Gallstones – increased secretion of bile
- Cancer – prevention – many studies - only fat not associated with increased cancer risk



Making Premium Quality Oil is Easy

Defects come from the extremes

- **Severe olive fly damage with rotten fruit**
- **Frozen fruit**
- **Severe fruit damage (harvest - transport - storage)**
- **Very dirty or contaminated or broken down processing equipment**
- **Stored on sediments too long**
- **Stored too long until it goes rancid**

Very few California olive oils are not extra virgin

Freshness



Consumers like bitter & pungent food!



Chefs are learning about how olive oil can influence the flavor of food



Enhanced with a drizzle of olive oil



People will eventually get it !



Super Premium Olive Oil Prices

- \$15 to \$30/bottle = \$30 to \$60 per liter
- \$113.55 to \$227.10/gallon



SHOP

THE FEED

WINE

FOOD

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Round Pond
E S T A T E

OLIVE OILS

ORCHARDS

MILLING

HARVEST

RED WINE VINEGARS

CITRUS SYRUPS

ACCOLADES

OLIVE OILS

Ripened in the rich soils of Rutherford, California, the imported Mediterranean olive trees of Round Pond Estate bestow upon fruit of extraordinary purity, flavor and character. Each of our four estate olive oils is crafted from a meticulous selection of hand-harvested olives using our signature pressing methods, which combine traditional stone mill techniques with state-of-the-art technology. Master blending in small lots, and bottling only on demand ensures that each gourmet olive oil is delivered to our customers at the height of vibrant freshness. We are also pleased to announce the release of three new, complementary herb infused oils, made from the very finest California extra virgin olive oil and hand blended at the Estate. We invite you to savor the goodness of our artisan oils.



ITALIAN VARIETAL EXTRA VIRGIN

Round Pond's Italian Varietal Extra Virgin Olive Oil is crafted from a medley of olive trees grown on the estate, hand-harvested at the initial stage of ripeness, and crushed individually by varietal. To capture the fresh and lively, green Tuscan flavors of the olives, we blend in small lots. Assertive and robust, our Italian Olive Oil is the perfect finishing oil for salads and vegetables.

[Browse Italian Varietal Olive Oil](#)

ABOUT WE OLIVE

ABOUT OLIVE OILS

RECIPES

THE LATEST

STORE LOCATOR

FRANCHISING

OLIVE OIL CLUB

SHOP ONLINE



We Olive is more than just a store with olive oil ...it is an 'Olive Oil Experience'.

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About We Olive

The We Olive story began in October of 2003 in Paso Robles, California.

Located in California's Central coast, this idyllic town has many things to offer its residents and those just passing through: fantastic restaurants, world-class wines, and award-winning olive oils. That last part, however, about the olive oil was once a lesser known fact. There were several olive oil growers in the area, but there was nowhere to try all of them in one place.

That is where Gary and DeeDee Brown came in. "The concept behind We Olive originally came about because we are both totally into food and gourmet cooking. We realized there were a lot of wine bars and tasting rooms around town where people can try wines from the area, but nowhere to sample all of the great, healthy olive oils. We figured there had to be other people like us that would appreciate the hard work that goes into making these artisan olive oils." And that is how it all began.

We Olive specializes in California olive oil because the origin, processing, and quality of each oil can be guaranteed. When you enter a We Olive store you will be amazed at the product selection. There are at least twenty different oils on the bar at any given time! Our highly trained We Olive staff will guide you through an Olive Oil tasting, teaching you about the different flavors and nuances of olive oil. You will also be able to sample all of the products We Olive has to offer, from olive oils to tapenades to fresh

Greater Standards Enforcement

New CA Olive Oil Commission

Some certification program seals:



California Olive Oil
Council Certified
Extra Virgin



Australian Certified
Extra Virgin



Protected
Geographical
Designation of Origin



Olives New Zealand
Certified Extra Virgin



North American Olive Oil
Association Certified
Quality



Extra Virgin
Alliance

The coffee example

from Folgers to Starbucks

- **Childhood memories of brown coffee**
- **Few brands of percolated & instant**
- **Big changes over the last 15-20 years**
- **Now much greater quality**
- **Fresh roasted beans by region – organic**
- **Higher price**
- **Higher consumption overall**



Gourmet Coffee >

SHOP BY

★ Gourmet Coffee

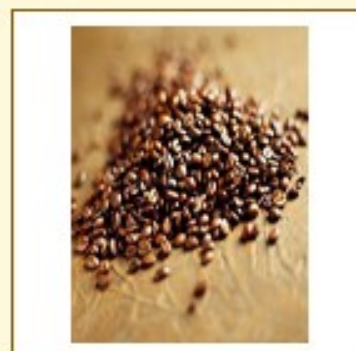
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- ♦ [Gourmet Blends](#)
- ♦ [Origin Coffees](#)
- ♦ [Organic Coffees](#)
- ♦ [Fair Trade](#)
- ♦ [Decaf Coffee](#)
- ♦ [All Coffees in 1lb Bags](#)
- ♦ [Coffee Club](#)
- ♦ [Coffee Pods](#)
- ♦ [Equipment](#)
- ♦ [Wholesale Gourmet Coffee in 5lb Bags](#)

Gourmet Coffee

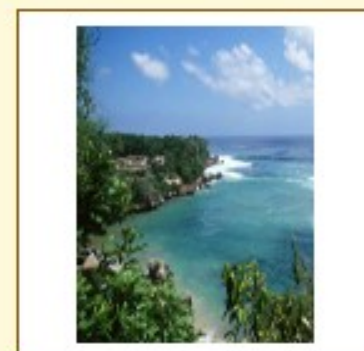
Please select a category of our hand roast coffees from the list below.



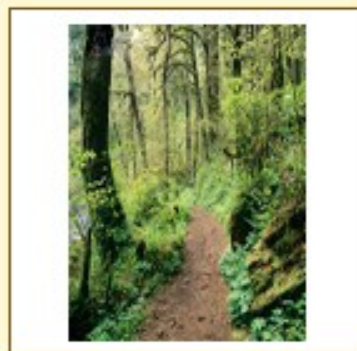
Top Sellers



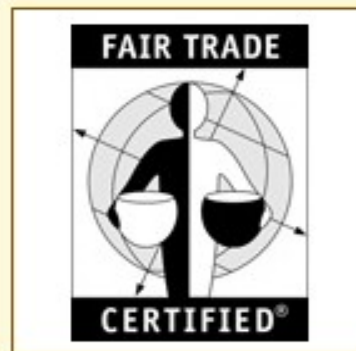
Gourmet Blends



Origin Coffees



Organic Coffees



Fair Trade



Decaf Coffee

Chocolate - from Hershey's to ...



Other varieties



Narrow Tree Training (palmette)

13 ft
tall

8 x 16 ft. spacing

- Year 3 = 0.5 tons/acre
- Year 4 = 3.0 tons/acre
- Year 5 = 4.0 tons/acre
- Year 6 = 5.0 tons/acre

Palmette System – side view



Paul Vossen

AUSTRALIA Colossus harvester



