



February 11, 2021

Assemblmember Cecilia Aguiar-Curry
California State Capitol
Sacramento, CA 95814

Re: Assembly Bill 535: California Olive Oil Labeling (Aguiar-Curry)--SUPPORT

Dear Assemblymember Aguiar-Curry,

The Community Alliance with Family Farmers has represented small and mid-scale family farmers in California for over 40 years, seeking to preserve family-scale agriculture and promote environmental sustainability.

We are writing to emphasize our strong support for your California Olive Oil Labeling bill (AB 535) and highlight the importance of supporting local California grown products. This bill will establish clear olive oil labeling guidelines for when to use “California” on product labeling or marketing.

AB 535 aligns with our efforts to lift up and promote products grown in California, particularly by small and medium-scale farmers. California farmers adhere to critical quality and environmental regulations, as well as increasing minimum wage and overtime standards, which is not the case in many competing regions. Allowing California branded olive oil products to include blends sourced from other countries including Spain, North Africa, and Argentina has led to customer confusion and places California olive farmers at a disadvantage. This labeling confusion undercuts the quality of California standards rather than rewarding local California farmers for adhering to our state’s important environmental and labor requirements.

Over the years we have supported numerous legislative efforts to encourage state institutions to purchase food from California farmers. As AB 535 advances we’d encourage greater consideration of incentivizing California institutions to purchase California-made products that have higher health, environmental, and labor standards.

Thank you for your consideration and leadership during this difficult time.

Sincerely,

Paul Towers
Executive Director

A handwritten signature in black ink, appearing to be 'Paul Towers', written in a cursive style.