Lesson 11: Outstanding Olives

Directions: Access the commodities and products tab on the AgMRC website (http://www.agmrc.org) and find the link to Grains and Oilseeds. Utilize information located here to answer the questions below:

1. Olives were originally cultivated to produce oil. What caused a shift in olive production toward canning olives? How do you think this impacted the olive industry?

2. According to the AgMRC, “California remains the only U.S. state to commercially produce olives.” What factors make California an ideal area in which to produce olives?

3. What has historically been the purpose of the olive oil industry in California? What role have European processors had in the olive oil industry? How do producers feel that they could better compete with European producers and processors?

4. In terms of production tactics, what methods have producers used in order to increase efficiency? How have these methods helped to improve productivity?

5. Where have most of the olives imported into the U.S. come from? What makes these regions suitable for olive production? (Hint: Think geography and climate)