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CALIFORNIA STATE FAIR ANNOUNCES INAUGURAL EXTRA VIRGIN OLIVE OIL COMPETITION

SACRAMENTO, CA- The California State Fair is expanding its commercial competitions for 2015 to include a competition for Extra Virgin Olive Oil. Of all the olive oil produced in the United States, California produces 99 percent and the California State Fair is seeking to find the best from California.

Extra Virgin Olive Oils in more than 15 different classes and divisions, including blends and flavored Olive Oils will be judged during the competition. The entry deadline is April 1, 2015. The California State Fair Extra Virgin Olive Oil competition is open only to California Olive Oil producers.

From July 10-26 the 2015 California State Fair will feature a special California Extra Virgin Olive Oil exhibit with the award-winning extra virgin olive oils on display, fun and interactive educational exhibits, free tastings, and market research surveys for the Fair's 750,000+ annual guests.

On average, the world consumes approximately 2.25 million tons of olive oil each year and the

annual consumption of olive oil in the United States increased from 30 million gallons to nearly 70 million gallons a year in the last two decades.

Producers wishing to enter the Extra Virgin Olive Oil competition should visit CAStateFair.org to view the competition handbook for rules and entry information.

This project is supported by the Specialty Crop Block Grant Program at the U.S. Department of Agriculture (USDA) through Grant 14-SCBGP-CA-0006, and its goal is to promote the awareness and availability of award-winning California Extra Virgin Olive Oils.

About The California State Fair

For more than 160 years, the California State Fair has showcased the best of the Golden State. During the 2014 State Fair at Cal Expo more than 750,000 people experienced the best and made memories that will last a lifetime. Cal Expo was dedicated as a place to celebrate California's achievements, industries, agriculture, diversity of its people, traditions and trends that shape the Golden State's future. The 2015 California State Fair will take place July 10-26.

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