



# Join the North American Olive Oil Association (NAOOA)

## Navigating a Complex Environment

There's never been a more complex time to be in the olive oil business. The NAOOA, whose members represent a majority of the U.S. market, can help you navigate a constantly changing landscape.



### Three Seal Programs to Support Marketing

- **NAOOA Certified Seal:** By far the most widely used certification program in the industry
- **Extra Virgin Alliance Seal:** For qualifying specialty olive oils
- **AHA Heart Check:** Master license agreement for label use



### Elite Government Relations

- Work with top lobbying firm
- Interact with government agencies and policymakers in D.C. and state capitals



### Sophisticated Strategic Communications

- Aggressive PR effort to defend against negative attacks



### Defense of the Category

- Actively promote olive oil through social media and other channels
- Legal efforts to check bad actors and anti-competitive conduct negatively impacting the category



### Experienced Leadership

- Full-time executive director with 25+ years of industry experience and a legal background

## Great Value for Members

The cost of NAOOA membership is a fraction of what you would pay for these services on your own. For example, to hire your own government relations, public relations, digital and legal defense teams would cost **100x the average annual membership dues.**

## Two Company Memberships in One

NAOOA members are automatically members of the Association of Food Industries (AFI), the U.S. food import industry's trade association. Both are company memberships, meaning your whole team has access to the services and information provided by both associations.

## NAOOA Gives You a Competitive Advantage

Members get ongoing information and benefits, such as:

- Newsletters and memos
- New regulations
- Labeling and standards
- Consumer and market trends
- Quality control issues
- Twice-yearly meetings

**Become a Member Today!**