



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

- **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



Marketing Benefits

- Consumer-facing website with blog, recipes and educational resources
- Active promotion through social media
- NAOOA membership in the Specialty Food Association



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 and to seek correction of published misinformation



Experienced Leadership

- Full-time executive director with 30+ years in the industry and legal experience checking bad actors and anti-competitive conduct negatively impacting the category

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!