

ENROLLING IS EASY!

BY MAIL complete this form and send it to the Registration Office, UC Davis Extension, University of California, 1333 Research Park Drive, Davis, CA 95618-4852.

BY PHONE call toll free (800) 752-0881. From Davis or Woodland call 757-8777. Please have your Visa, MasterCard, American Express or Discover account number handy.

BY FAX to (530) 757-8558. Be sure to include a complete enrollment form along with credit card information or a company purchase order.

IN PERSON at our Registration Office, 8:30 a.m.-4:30 p.m., 1333 Research Park Drive, Davis. **ONLINE** at www.extension.ucdavis.edu.

1. **YES!** Please enroll me in Sensory Evaluation of Olive Oil/ March 30 & 31/\$595/section 063FST300.

NO, I can't enroll at this time, but please add me to the mailing list for future information about Agricultural programs.

2. Customer information:

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Important! Where would you like to receive mail? work home
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Email If you do not wish to receive periodic email about UC Davis Extension courses and programs in your area of interest, please check this box .

Please add info@unexmail.ucdavis.edu to your address book or safe list to ensure that our email messages are delivered properly.

*University Extension is required by federal law to report your Social Security Number (SSN) and other pertinent information to the Internal Revenue Service pursuant to the reporting requirements imposed by the Taxpayer Relief Act of 1997. University Extension also will use the SSN you provide to verify your identity. SSN disclosure is mandatory. This notification is provided to you as required by the Federal Privacy Act of 1974.

3. Payment information:

Enclosed is a check payable to UC Regents.

Enclosed is a company purchase order (a complete enrollment form, or all information requested on the enrollment form, must be included with purchase orders).

Please charge Visa/MasterCard/Discover/American Express:

Account number _____

Expires _____

Name of cardholder _____

Authorized Signature _____

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4. Important! Key code: _____

For efficient processing of your enrollment, please fill in this code as it appears on your mailing label, whether or not it is addressed to you. If you enroll by phone, please be prepared to provide this code to your customer service representative. Also include it on all purchase orders.

UC Davis Extension
University of California
1333 Research Park Drive
Davis, CA 95618-4852

Key Code

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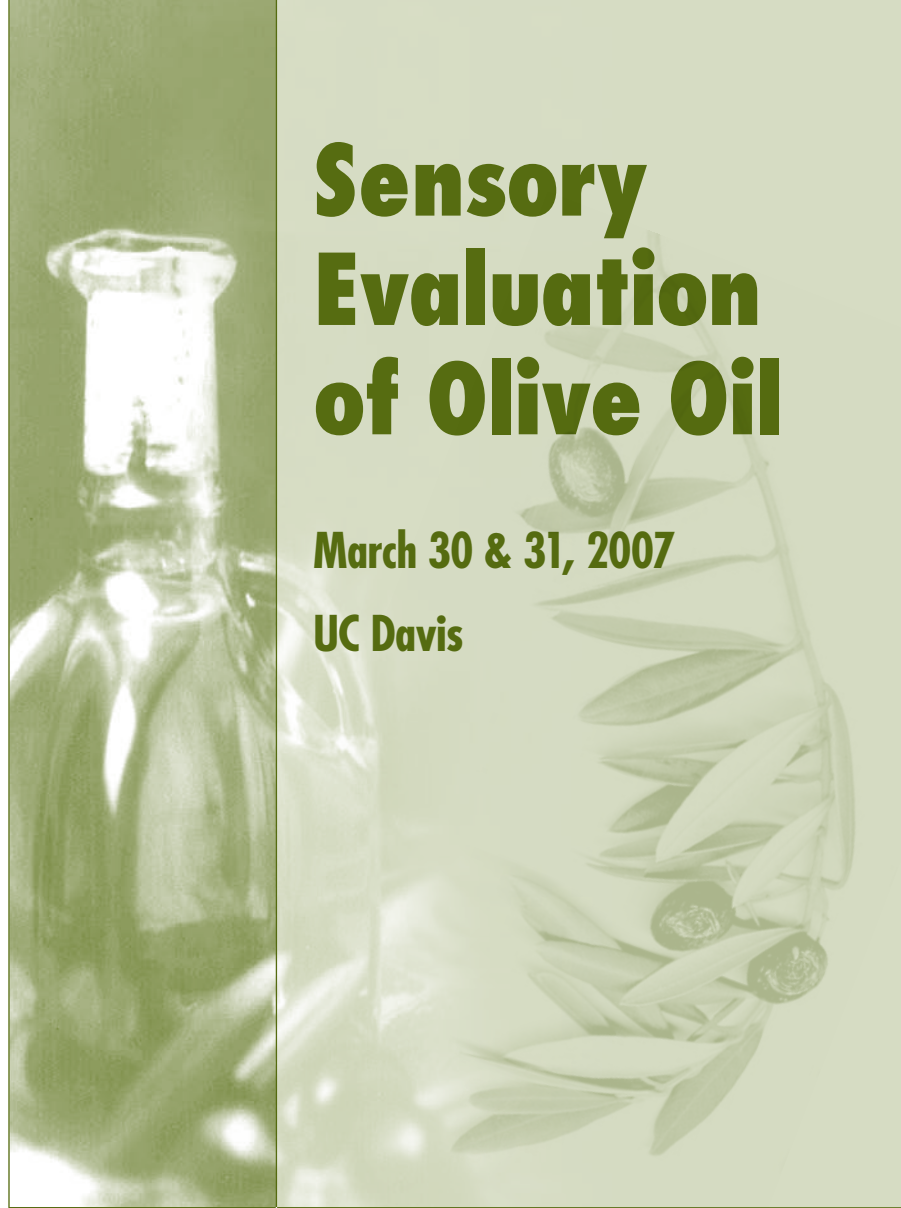


**UC DAVIS
EXTENSION**
PROFESSIONAL AND CONTINUING EDUCATION

Sensory Evaluation of Olive Oil

March 30 & 31, 2007

UC Davis



Sensory Evaluation of Olive Oil

March 30 & 31, 2007

This two-day course is designed to teach you how to evaluate olive oil objectively according to international standards, and subjectively as to its use with food. It is a blend of tastings and lectures to teach theory and provide applied experience in evaluating oils. Lecture topics include the mechanics of how to formally taste olive oil, identifying sensory defects in olive oil, the role of maturity and variety in oil flavor and style, sensory evaluation as a science, and an overview of processing alternatives and their effects on oil style. Learn about the multitude of flavor attributes of olive oil, how to distinguish between ripe and green fruitiness, the aromatics of olive oil, undertone flavors and the subtleties of complexity, depth and harmony in olive oil. Activities include blind tastings of newly made oils from California and Europe, and oils from South Africa, Chile, Argentina, Australia and New Zealand.

Several tastings will focus on the flavor profiles of specific olive varieties and how they are influenced by fruit ripeness. One tasting focuses on regionality and typicality and how

these ideas interact with price and consumer perceptions of olive quality. Another will feature how several styles of oil complement or detract from the foods with which they are paired. The last tasting is a test of the student's ability to distinguish and differentiate oil flavor intensities.

Led by farm advisor Paul Vossen, who directs the University of California Olive Oil Sensory Research Panel.

Course participants must not wear any strongly scented perfumes, deodorants or hand creams, and should refrain from smoking during the testing process.

Dates and times

March 30 & 31, Fri., 8:50 a.m.-4:30 p.m. and Sat., 8:30 a.m.-4:30 p.m.

Location

1632 Da Vinci Ct., Davis, California.

Enrollment fee

\$595 includes two lunches and all tastings. **Enroll in section 063FST300.**

If your plans change. Requests to withdraw from a course must be received before the last meeting of the course. Following the proper withdrawal procedure will ensure an appropriate grade assignment. Refund requests for short courses (five or fewer meetings) will be approved, less a \$30 processing fee, if the request is received *seven calendar days before* the course begins. For quarter-long courses (more than five meetings), refunds will be approved, less a \$30 processing fee, if the request is received *before the second meeting* of the course.

Requests for withdrawals or refunds may be made by phone, fax or in writing. Please include the student's name, course title and course section number. For information about other alternatives (e.g., transferring to another course or sending a substitute), call UC Davis Extension at 1-800-752-0881. UC Davis Extension reserves the right to cancel or reschedule courses and to change instructors. If a course is canceled or rescheduled, you may request an official transfer to another course or a refund. Every reasonable effort will be made to notify enrollees of changes or cancellations.

Friday, March 30

- 8 a.m. Registration, coffee & pastries
- 8:50 Welcome & Introduction
Paul Vossen, short course program coordinator and UC farm advisor, UC Cooperative Extension
- 9 Lecture: Sensory Evaluation as a Science
Hildegard Heymann, professor and sensory scientist, Department of Viticulture and Enology, UC Davis
- 9:45 Lecture: Mechanics and vocabulary of olive oil tasting – Blue glass – Profile sheets – How a taste panel functions – IOC recognition – UC research guidelines – Educational feedback from UCCE
Tasting: Olive oil attributes (5 oils to smell) (5 oils to taste)
Alexandra Devarenne, taste panel member and UC staff research associate
- 10:45 BREAK
- 11:10 Lecture: What is olive oil – How olive oil is made – Quality standards
Tasting: Classic olive oil defects (5 oils to smell) (5 oils to taste)
Paul Vossen
- 12:30 p.m. LUNCH
- 1:30 Lecture: Olive oil positive characteristics
Tasting: Effects of variety, maturity, and processing on oil flavor (6 oils to taste)
Paul Vossen
- 2:30 BREAK
- 2:50 Lecture: World production and consumption statistics
Paul Vossen
- 3:15 Lecture: History of olive oil production in Europe
Tasting: Traditional styles of olive oil from Europe (6 oils to taste)
Darrell Corti, Corti Brothers, Sacramento, CA
- 4:30 ADJOURN

Saturday, March 31

- 8:30 a.m. Lecture: Health benefits of olive oil – claims vs. reality
Bruce German, professor, Department of Food Science and Technology, UC Davis
- 9:15 Lecture: Styles of olive oil in California + California production statistics
Tasting: Specific California oils (6 oils to taste)
Paul Vossen
- 10:15 BREAK
- 10:35 Tasting: Testing your skills as a taster – unknown oils (5 oils to taste)
Alexandra Devarenne
- 11 Lecture: Olive oil standards and labeling in the U.S. market
Discussion of olive oil prices, adulteration, labeling and quality assurance
Paul Vossen
- 11:30 Lecture: What food - what olive oil? Cooking and baking with olive oil
Tasting: Olive oil and food (5 oils to taste)
Fran Gage, Author, chef, and taste panel member
- 12 p.m. LUNCH + FOOD and OIL PAIRING
Small groups will evaluate various food and olive oil pairings
(Fran Gage, Alexandra Devarenne, Paul Vossen, Darrell Corti, other taste panel members)
- 1:15 IOC threshold (arrangement) tests to evaluate your sensory abilities. Each person will be tested on their threshold perception of bitterness and defects (fusty, winey and rancid)
Paul Vossen
- 2:45 Tasting: Oils off the supermarket shelf (4 oils to taste)
UC taste panel member
- 3:15 Lecture: Flavored olive oils
Tasting: Flavored oils (5 oils to taste)
Deborah Rogers, taste panel member and master miller – The Olive Press
- 4:15 Course evaluation: Provide us with feedback on this educational process
Question and answer session: Sharing of experiences by course participants
Paul Vossen
- 4:30 ADJOURN

