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BIG FRESNO FAIR'S POPULAR SAN JOAQUIN VALLEY OLIVE OIL COMPETITION RETURNS IN 2021

All California olive oil producers are eligible to participate; deadline is May 27, 2021

FRESNO, CALIFORNIA, March 30, 2021...Entries are now being accepted for the 6th annual San Joaquin Valley Olive Oil Competition (SJVOOC); Extra Virgin Olive Oil and Flavored Olive Oil entries from commercial producers in the State of California are eligible and olive oil must be made from producers' most recent olive harvest. Deadline for entries is May 27, 2021. This popular competition is returning after being canceled last year amid the statewide shelter-in-place order due to COVID-19, which made judging impossible.

"We are so excited for the return of the annual San Joaquin Valley Olive Oil Competition," said Stacy Rianda, Deputy Manager II of The Big Fresno Fair. "We are honored to be able to continue our showcase and recognition of the best olive oil producers from throughout California after a year of uncertainty throughout the fair industry."

Participating producers must enter their harvest into one of two different classes: Extra Virgin Olive Oil and Flavored Olive Oil. Competition categories in the Extra Virgin Olive Oil class include: Spanish Blends (arbequina, arbosana, etc.); Spanish Singles; Italian Blends (ascolano, etc.); Italian Singles; Other Blends (picholine, barouni, etc.); Other Singles. Competition categories in the Flavored Olive Oil class include: Citrus; Herbal (rosemary; basil, etc.); Pepper (chile, jalapeno, habanero, etc.); and Other Flavors (garlic, truffle etc.).

Awards will be given out for Gold and Silver medals in each category, as well as one overall "Best of Show" in both the Extra Virgin Olive Oil category, Flavored Oil category and the "Best of the Valley" award. Judging will be evaluated and scored as follows:

- **Gold Medal:** Awarded to an olive oil that demonstrates its type and/or varietal character, balance, structure and complexities to the highest standards. Gold Medals will be awarded to those oils receiving scores between 86 - 100 points.
- **Silver Medal:** Awarded to an olive oil reflecting the correct distribution of balance and character of its type or variety; an oil deemed to be well crafted and of excellent quality. Silver Medals will be awarded to those oils receiving scores between 76- 85.99 points.
- **Best of Show:** Awarded to an olive oil recognized to possess special characteristics of the highest quality overall. All Gold Medal winners are eligible to compete for Best of Show in their division.
- **Best of the Valley:** Awarded to the oil that scored the highest with the ranch or office located in the San Joaquin Valley. Medals will be awarded for both EVOO and flavored oils. (Kern, Tulare, Kings, Fresno, Madera, Merced, Stanislaus and San Joaquin Counties eligible)

Producers may submit multiple entries under one category but may not submit a particular entry to more than one category. All entries must be available for commercial sale at the time of entry. Entries are due by May 27, 2021. Judging will be held on June 9, 2021 and winners will be announced on June 17, 2021 by 5:00 p.m.





If there is an in-person Big Fresno Fair, Gold Medal, Best of the Valley and Best of Show winners will all have the opportunity to have a booth in the Wells Fargo Agricultural Building on one day during the 2021 Big Fresno Fair where they can taste, display and sell their award-winning product. Additionally, educational information will be set up so that Fairgoers can learn more about the art of making olive oil, its health benefits and more. The Big Fresno Fair continues to collaborate with the Fresno County Department of Public Health on plans for a modified in-person Fair.

Each submission must include an entry form, at least two 250 ml bottles of the olive oil with retail labels attached and a \$60 non-refundable fee per entry. Each entry must also contain a third-party chemical analysis in order to verify extra virgin status. Entries can be dropped off at The Big Fresno Fair Administration Office or can be shipped to SJVOOC – The Big Fresno Fair, 1121 S. Chance Ave. Fresno, CA 93702 no later than 4:30 p.m. on May 27, 2021. Any entry delivered by mail, freight or express must be prepaid. The Administration Office is open Monday through Friday from 8 a.m. to 4:30 p.m. for drop offs.

In 2019, 38 entries from all throughout California were received. Below is a list of the Gold Medal Winners and Best of Show. For a complete 2019 winners list, go to: www.FresnoFair.com/SJVOOC.

Best Of Show

Mountain Springs Olive Ranch *Arbequina* (Paso Robles)
Coldani Olive Ranch *Calivirgin Hot Virgin Jalapeno* (Lodi)

Best of the Valley

Boparai Farms *Frantoio 8/9* (Lemoore)
Coldani Olive Ranch *Calivirgin Hot Virgin Jalapeno* (Lodi)

Extra Virgin Olive Oils (EVOO)

Gold Medal Winners

- **Spanish Blends**
Corto Olive Co. *Truly* (Stockton)
- **Spanish Singles**
Olivaia *Olivaia's Ola Estate Sevillano* (Lindsey)
Mountain Springs Olive Ranch *Arbequina* (Paso Robles)
The Olive Press *Sevillano* (Sonoma)
The Olive Press *Arbosana* (Sonoma)
Corto Olive Co. *Arbosana* (Stockton)
- **Italian Blends**
Boparai Farms *Frantoio 8/9* (Lemoore)
- **Other Singles**
Organic Roots Olive Oil's *Organic Koroneiki* (Maxwell)
Rosenthal Olive Ranch *Koroneiki* (Madera)
Corto Olive Co. *Koroneiki* (Stockton)

Flavored Olive Oils

Gold Medal Winners

- **Pepper Flavored Oils**
Coldani Olive Ranch *Calivirgin Jalapeno Garlic* (Lodi)
Coldani Olive Ranch *Calivirgin Hot Virgin Jalapeno* (Lodi)
Enzo Olive Oil Company *Fresno Chili* (Clovis)





For more information about the new San Joaquin Valley Olive Oil Competition (SJVOOC), including downloadable entry forms and deadlines, please visit www.FresnoFair.com/SJVOOC, email questions to srianda@fresnofair.com or call The Big Fresno Fair office at (559) 650-FAIR.

About The Big Fresno Fair:

The Big Fresno Fair, founded in 1884, is the fourth largest fair in the state of California and represents the 21st District Agricultural Association. More than 600,000 people from throughout the State visit The Big Fresno Fair each year making it the largest event in the Central Valley. Members of the Board of Directors include: Jerry Pacheco, President; Charles Riojas, Vice President; Terry Gonsalves, Secretary/Treasurer; Linda Mae Balakian Hunsucker; Gary Chahil; Frank Flores; Annalisa Perea; Larry Serpa; and Lawrence Salinas. Deputy Managers, Stacy Rianda and Lauri King oversee the daily operations of the Fair. The 2021 Big Fresno Fair dates are October 6 - 17; Fair Management continues to collaborate with the Fresno County Department of Public Health on permitted operations to be able to bring this longstanding tradition back for the community to enjoy in 2021. As more details are known, the Fair will update its website. For more information about The Big Fresno Fair, please visit www.FresnoFair.com.

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