

**The International Olive Council
The Culinary Institute of America**
present

Olive Oil and the World Table

Dialogues on the Future to Advance Quality in the Olive Oil Sector

**June 26, 2025 (hybrid format)
The Culinary Institute of America
Hyde Park, New York**

Olive Oil and the World Table

Dialogues on the Future to Advance Quality in the Olive Oil Sector

An Invitational Leadership Gathering

The Culinary Institute of America | June 26, 2025 | Hyde Park, NY

Overview

As part of an ongoing, multi-year collaboration, **The International Olive Council (IOC)** and **The Culinary Institute of America (CIA)** are jointly hosting **Olive Oil and the World Table: Dialogues on the Future to Advance Quality in the Olive Oil Sector**, in a hybrid participation format on June 26th at the CIA's Hyde Park, New York (main) campus (inviting in-person/on-campus participation and virtual viewing).

This one-day invitational program for olive oil industry leaders, affiliated professionals, government representatives, and educators will focus on four major program elements to foster dialogue and shared discovery:

1. Crafting our Future, 2025: Increasing Global Collaboration in the Olive Oil Sector to Advance Quality, Expand Markets, and Support Culinary Literacy

A presentation by **Jaime Lillo**, Executive Director of the International Olive Council

2. Scientific Perspectives on International Standards of Quality in Olive Oil with a View to the Meeting of the 29th Codex Committee on Fats and Oils (CCFO) (Malaysia, February 9-13, 2026)—Parts I and II

In these two sessions, we'll consider the significance and potential relevance of Pyropheophytins "a" (PPPs) and 1,2-diacylglycerols (DAGs) as part of ongoing global dialogues about international standards of quality in olive oil in advance of the upcoming 2026 meeting of the 29th Codex Committee on Fats and Oils in Malaysia.

As part of the harmonization of standards and following the discussions of the last CCFO28 in 2024, it was agreed to formally collect data on the use of (PPPs) and DAGs) to decide whether or not to include them as additional parameters in the standard. PPPs are pigments from the thermal degradation of pheophytins, an isomer of chlorophyll, the main pigment of olive oil. DAGs are the compound produced when a triacylglycerol loses one fatty acid existing in two isomers in olive oil – 1,2 and 1,3 diacylglycerols. These parameters have been recently associated with 'freshness' (even if a well-established and shared definition of 'freshness' does not seem to exist) that could indicate the age of the oil (mainly DAGs). The value of DAGs depends on many variables, like acidity, temperature of storage and maturation index of the fruit, while PPPs also depend on the

acidity, initial concentration of pigments, temperature and storage conditions (mainly exposure to light).

These parameters are currently included in the standards of Australia, South Africa and California. Ongoing studies within the Codex Alimentarius electronic Working Group (eWG) aim to inform a decision at the 30th session of the CCFO. As one of the main objectives of the IOC in its International Agreement on Olive Oil and Table Olives of 2015 is to harmonize national and international standards to prevent any obstacle to trade and to guarantee olive oil excellence through its quality parameters, it is critical to analyze the convenience and the consequences of the implementation of both parameters in an international standard taking into account the state of scientific studies including their broader context and relevance.

Part I of the program will be dedicated to presentations and discussion about PPPs and DAGs from the point of view of the available science and Part II will be a roundtable to exchange views among various organizations, scientists and producers.

3. Sustaining our Future: Opportunities for Elevating the Mediterranean Diet and the Olive Oil Sector with the Global Alignment of Health, Nutrition and Sustainability Imperatives...and a New Framework for Olive Oil Education

The anticipated release of the [EAT-Lancet Commission 2.0 Report](#) on personal and planetary health to be published by the prestigious British medical journal *The Lancet* in Q3 2025 will further reshape challenges and opportunities for all food and agricultural sectors, including the global olive oil sector. This report, building on its first edition released in 2019, will further define the “what” and “why” of delivering optimal nutrition for a projected population of nearly 10 billion in 2050 within sustainable planetary boundaries. In other words: What is the scientific evidence for advancing dietary patterns that *simultaneously* enhance human health and maximize efforts to mitigate climate change and promote sustainable food systems? In this session, we’ll discuss the forthcoming report, the opportunities it presents to further highlight the Mediterranean Diet and the plant-forward olive oil kitchen, and how this will frame and inform a new CIA olive oil educational initiative for chefs, other restaurant and foodservice professionals, and retailers in product knowledge, sensory evaluation, standards of quality and characteristics of excellence, culinary literacy, and consumer engagement strategies around olive oil and EVOO’s.

4. An Olive Oil Discovery and Tasting Lunch

This olive oil discovery and tasting lunch, designed and prepared by the chefs of the CIA, will pair extra-virgin olive oil excellence with a blend of Mediterranean-inspired flavors and showcasing the early summer harvest of the Hudson Valley. The lunch will highlight the diversity and excellence of the IOC’s 2025 Mario Solinas Quality Award “2025 Best Extra-Virgin Olive Oils” as well as top EVOO’s from invited California and other American producers.

Program Schedule

9:45 am	Check-in and Coffee
10:00 am	Welcome and Overview
10:15 am	Presentation Crafting our Future, 2025: Increasing Global Collaboration in the Olive Oil Sector to Advance Quality, Expand Markets, and Support Culinary Literacy <i>Jaime Lillo</i> , IOC Executive Director
10:30 am	Session I, Part I: Presentations and Discussion Scientific Perspectives on International Standards of Quality in Olive Oil with a View to the Meeting of the 29th Codex Committee on Fats and Oils (CCFO) in Malaysia, February 9-13, 2026—Background and Scientific Studies on PPP & DAGs Moderator: <i>Mercedes Fernández Albaladejo</i> , Head of IOC Standardisation & Research Unit <i>Selina Wang</i> , Associate Professor, University of California, Davis <i>Claudia Guillaume</i> , General Manager, Modern Olives Laboratory Australia <i>Anna Cane</i> , Scientific & Public Affairs Director, Deoleo <i>Wenceslao Moreda</i> and <i>Maurizio Servili</i> , IOC eWG chairs on PPP/DAGs
12:45 pm	Lunch An Olive Oil Discovery Tasting and Lunch
2:00 pm	Session II, Part II: Discussion Forum Scientific Perspectives on International Standards of Quality in Olive Oil with a View to the Meeting of the 29th Codex Committee on Fats and Oils (CCFO) in Malaysia, February 9-13, 2026 Moderator: <i>Angelo Faberi</i> , CCFO eWG chair <i>Sarah Cahill</i> , General Secretary, <i>Codex Alimentarius</i> <i>Kimberly Houlding</i> , President and CEO, American Olive Oil Producers Association (AOOPA) <i>Leandro Ravetti</i> , Joint CEO, Cobram Estate Olives Limited <i>Joseph Profaci</i> , Executive Director, North American Olive Oil Association (NAOOA) <i>Thierry Moyroud</i> , Chief North America & LATAM officer, Deoleo
3:30 pm	Coffee Break and Informal Tasting Healthy Indulgences: EVOO and the American Dessert Kitchen
3:45 pm	Session III: Presentations and Discussion Sustaining our Future: Opportunities for Elevating the Mediterranean Diet and the Olive Oil Sector with the Global Alignment of Health, Nutrition and Sustainability Imperatives...and a New Framework for Olive Oil Education

Greg Drescher, Senior Advisor for Strategic Partnerships, Industry Leadership and Impact, The Culinary Institute of America

Alexandra Devarenne, CEO and Co-Founder, Extra Virgin Alliance; writer and educator

Jason Potanovich, Associate Dean, The Culinary Institute of America

4:45 pm Conclusions and end of the program

***: The speakers' biographies are attached to the program.**

About the International Olive Council

The **International Olive Council (IOC)** was set up in 1959 under the auspices of the United Nations, with permanent headquarters in Madrid, Spain. The [IOC](#) is the only intergovernmental organization in the world to bring together olive oil and table olive producing and consuming stakeholders. It holds a unique position as a global convener for authoritative discussion on issues of interest to the olive industry. The IOC membership currently includes 48 countries represented by 21 members, as the European Union and its 27 member states are represented as single members in the IOC. Observer governments participate in some of the IOC activities without being members including the United States of America, Australia, Canada, Japan, and Brazil. The IOC's Advisory Committee engages in permanent, ongoing dialogue with the private sector (including producers, other parts of the industry, and consumers). Since its establishment and through its [Standardisation and Research Unit](#), the IOC has played a critical role worldwide in advancing the olive sector, establishing technical [standards of olive oil quality](#), highlighting health impacts, fostering sustainable and responsible development of olive growing, and serving as an international forum for discussing policymaking issues. Its annual [Mario Solinas Quality Award](#) competition recognizes excellence in global olive oil production and flavor expression.

Visit www.internationaloliveoil.org for more information.

About the Culinary Institute of America

The Culinary Institute of America (CIA), founded in 1946, is widely regarded as the world's premier culinary college. Dedicated to developing leaders in foodservice and hospitality, the independent, not-for-profit CIA offers master's, bachelor's, and associate degrees with majors in culinary arts, baking and pastry arts, food business management, hospitality management, culinary science, sustainable food systems, and applied food studies. Its conferences, leadership initiatives, and consulting services have educated countless industry professionals and its worldwide network of more than 55,000 alumni includes innovators in every area of the food world. The college's thought leadership initiatives include [Menus of Change: The Business of Healthy, Sustainable and Delicious Food Choices](#) and [Healthy Kitchens, Healthy Lives](#), joint projects of the CIA and Harvard T.H. Chan School of Public Health—Department of Nutrition; [The Global Plant-Forward Culinary Summit](#); and [The Healthy Kids Collaborative](#). The CIA has locations in New York, California, Texas, and Singapore.

Visit www.ciachef.edu for more information.



JAIME LILLO is the Executive Director of the [International Olive Council \(IOC\)](#), the only intergovernmental organization in the world dedicated to [olive oil and table olives](#). With a career spanning more than 20 years in international agricultural policy and multilateral cooperation, he has held key roles within the Spanish Ministry of Agriculture and the European Union, where he focused on sustainability, trade, and food systems. Prior to his appointment as Executive Director, Mr. Lillo served as Deputy Executive Director of the IOC from 2016 to 2023, leading major initiatives on global standards, market development, and scientific cooperation. He holds degrees in Agricultural Engineering and International Relations and is widely recognized for his strategic vision and leadership in advancing the global olive sector. Under his direction, the IOC continues to promote quality, sustainability, and innovation across the value chain, while strengthening its role as a global reference in the agri-food landscape.



DR MERCEDES FERNÁNDEZ ALBALADEJO (MD) works for the Executive Secretariat of the [International Olive Council](#), the UN-brokered international commodity organisation for olives and olive oil. After qualifying and working as a doctor she joined the IOC where she was initially in charge of overseeing IOC-funded scientific research. Since 2005 she has headed the IOC [Standardisation and Research Unit](#), which is responsible for developing and updating [standards and methods for the physico-chemical and sensory analysis](#) of olive products in partnership with experts and specialist agencies and for harmonising product standards in line with the objectives of the International Olive Oil and Table Olive Agreement. The main focus of her work is on quality control, fair international trading, consumer rights protection and fraud prevention. She liaises actively with international standards agencies and participates as a speaker in international congresses and seminars besides writing publications and articles on olive oil and table olives.



DR. SELINA WANG, is a Professor in the Department of Food Science and Technology at University of California in Davis, is internationally recognized for her expertise in oil chemistry and has shaped food quality standards in the U.S. and beyond. Her research on California olive oil led to the establishment of state standards in 2014. In 2020, her team published the first comprehensive study on the quality and purity of commercial avocado oil, strengthening consumer protection and supporting ethical producers.

Dr. Wang leads a mission-driven research and extension program focused on: (1) developing rapid methods to assess food quality, purity, and nutrient density; (2) studying how ingredients, processing, and harvest practices impact food composition and health; and (3) creating sustainable uses for agricultural byproducts to support human, animal, and environmental health.



DR CLAUDIA GUILLAUME – Modern Olives General Manager

Claudia has led the Modern Olives Laboratory since 2006, specializing in olive oil testing and analysis. With over 20 years of experience, she holds a Food Science degree from Argentina, focusing on olive oil quality, authenticity, and sensory evaluation. She is an approved chemist of AOCS and a technical member of Australian Standard and USP committees, contributing to regulatory and quality standards. Claudia represents Australia in international bodies, including the IOC, Codex, and ISO, influencing global olive oil regulations. Her expertise covers chemical and sensory characterization, compliance, and industry best practices. She has conducted professional training, judged international olive oil competitions, and published extensively in scientific journals.



DR ANNA CANE, is a Food Chemist, graduated at the University of Genoa, Italy - with a deep knowledge in Oils & Fats - she developed her carrier mainly in the food and olive oil business through various technical and then managerial roles in Quality, R&D, Supply Chain, Regulatory Affairs and PR areas in a multinational environment.

In 2016 she joined Deoleo (the largest world Olive Oil Company) and is currently Scientific & Public Affairs Director.

Additional roles:

President of Olive Oil Group of ASSITOL (Italian Edible Oil Industry Association)

Past President of FOOI (Italian Olive Oil Interprofessional)

Past President of FEDOLIVE (European Federation of Olive Oil Industry)

Board Member of SISSG (Italian Society for Oil and Fats)

Past Board Member of CTG (Italian Governmental Technical Committee for vegetable oils)

Observer at the IOC Chemists' Expert Group for Olive Oils and Pomace Oils.

Member of Oil & Fats Technical Committee at UNI – ISO.



DR MAURIZIO SERVILI, is a full Professor of Food Science and Technology at the University of Perugia, where he began his academic career in 1990 after graduating in Agricultural Sciences. His research is primarily focused on virgin olive oil chemistry and in the impact of agronomic and technological factors in the quality. The research activity focused on the impact of agronomic factors of production and process innovation on the health and sensory quality of virgin olive oils, as well as studies on real shelf life and by-products valorisation. He is also involved in developing innovative technologies to enhance the quality of table olives. He has authored 223 scientific publications, holds an h-index of 57, and has received over 12,700 citations.

Since 2008, he has been a member of the International Olive Council's expert group on olive oil chemistry, and in 2020 he joined the Board of Directors of the University of Perugia. He is one of the two coordinators of the olive oil division of the Euro Fed Lipids, it's on the Board of the Società Italiana per lo studio delle sostanze grasse, Vice President of the National Academy of Olives and Oil, and an Ordinary member of the Georgofili Academy.



DR WENCESLAO MOREDA, is a research scientist at the CSIC's Instituto de la Grasa in the Department of Lipid Characterization and Quality. He is also head of the Olive Oil Quality, Purity, and Technology research group. His main lines of research over the past 25 years include the development of analytical methods for olive oil quality and purity control, olive oil authenticity for fraud detection, chemical reactions and modifications of food constituents, functional foods, sensory and volatile analysis, the relationship between technological processes and olive oil quality, and residue and contaminant analysis. He was head of the Sensory Panel of the Fat Institute, a panel recognized by the IOC, accredited by ENAC (ISO 17025), and an Official Panel of the European Union for 10 years. He is an active member of several expert committees, including the Chemical Expert Committee, the Sensory Expert Committee, and the Contaminants Expert Committee of the International Olive Council (IOC). He also participates in the Olive Oil Chemistry expert group in the European Union. He represents AENOR (Spanish Standardization Entity) in the TC34/SC11 for fats and oils. He has published numerous scientific articles in relevant journals and proposed many of the standard methods included in several regulations. He has actively participated in IOC training activities in several member countries on aspects of olive oil chemistry and sensory evaluation. He is the lead researcher in several research projects on olive oil characterization. He is the CSIC representative in the OLEUM project of the H2020 program. He has all the necessary equipment for the characterization and analysis of vegetable oils, including equipment for the analysis of mineral hydrocarbons using online LC-GC-FID and LC-GCxGC-TOFMS-FID.



DR ANGELO FABERI, is a senior official at the Italian Ministry of Agriculture, Food Sovereignty and Forests, where he currently serves as Director of the ICQRF Territorial Office for Lazio and Abruzzo. With a background in analytical chemistry and over twenty years of experience in food quality control, he has held several key positions within the ICQRF (Central Inspectorate for Quality Protection and Fraud Repression). Dr. Faberi is a long-standing technical expert of the International Olive Council (IOC), where he contributes to working groups on analytical methods, contaminants, and quality standards. He has represented Italy in various international fora, including the European Commission (DG AGRI) and the Codex Committee on Fats and Oils, participating in multiple sessions in Europe and Asia. He has also been involved in EU-funded twinning and technical assistance projects focusing on regulatory alignment and quality assurance systems on various food commodities, including olive oils. His work supports global efforts in combating food fraud.



DR SARAH CAHILL, is the Secretary of the Codex Alimentarius Commission since June 2024, having previously worked for five years in the Codex Secretariat as a Senior Food Standards Officer. Prior to that she led the FAO Secretariat of the Joint FAO/WHO Expert Meetings on Microbiological Risk Assessment (JEMRA), responsible for overseeing the provision of scientific advice to Codex and Member countries on microbiological hazards in a wide range of foods. Her wide experience also comprises working on providing scientific advice to other UN agencies such as the World Food Programme (WFP) and the United Nations Children's Fund (UNICEF) on the safety of specific foods destined for food insecure and vulnerable populations and supporting training on risk assessment and microbiological food safety. Dr Cahill holds a bachelor's degree in science and worked in the dairy and beverage sectors before going on to receive her Ph.D. in food microbiology from University College Dublin, Ireland in 1999.



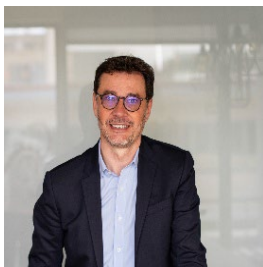
KIMBERLY HOULDING, since 2013, Kimberly Houlding has served as President and CEO of the American Olive Oil Producers Association, leading efforts to strengthen the U.S. olive oil industry. A fourth-generation member of a California agricultural family, Houlding brings a deep understanding of farming along with policy expertise as a former Congressional staffer. Her leadership has fostered collaboration among producers, researchers, and industry associations across the U.S. and globally, advancing initiatives to improve quality standards and the olive oil marketplace. In 2017 she was appointed to the USDA and USTR's Agricultural Technical Advisory Committee (ATAC) for Trade in Processed Foods and is currently serving her third term (2024–2028). Houlding earned a Bachelor of Science in Agricultural Business from California Polytechnic State University, San Luis Obispo, with concentrations in Policy, Communications, and Water Science and a holds Certificate in Strategic Communications from The George Washington University's Columbian College of Arts & Sciences.



LEANDRO RAVETTI is graduated as Agricultural Engineer in Argentina where he worked in olive research and advised many of the country's largest olive developments until he moved to Australia in 2001. Leandro has also studied and worked as a researcher at the Olive Research Institute of Perugia, Italy and at different Olive Institutes in Andalusia, Spain where he completed a postgraduate degree on olive growing and olive oil processing. Leandro has been Executive Director of Cobram Estate Olives Limited (CBO) since 2005. As part of his role with CBO, Leandro has overseen all technical aspects of production developing the world's leading Oliv.iQ® growing system. More recently, Leandro has been appointed joint CEO of CBO since the company's public listing in 2021. Leandro has received a Meritorious lifetime award from the Australian Olive Association for his outstanding contribution to the Australian olive industry and as drafting leader of the Australian Standard AS 5264-2011.



JOSEPH R. PROFACI, has served as Executive Director of the North American Olive Oil Association since October 2017. He is an experienced food products attorney and business manager with over 30 years of experience in the olive oil category. Prior to joining NAOOA, he served as general counsel for Colavita USA, LLC, a leading importer and distributor of Italian specialty food products. While with Colavita USA, Mr. Profaci was instrumental in arranging the financial gifting that led to the establishment of the Colavita Center for Italian Food and Wine on the CIA's Hyde Park campus. He was also served as Colavita's representative at the NAOOA, for which served on the board for 4 years, including serving as the organization's chair from June 2015 – June 2017. Mr. Profaci is based in New York City. He is a graduate of Harvard College and New York University School of Law.



THIERRY MOYROUD, is the Chief North America & LATAM Officer. His career has been shaped by his leadership in the FMCG sector, across both retail and industrial companies such as Casino Group, Ebro Foods, and Arla. With experience in France and internationally, he has consistently thrived in complex, fast-moving environments consistently ensuring that strategy is matched by excellence in execution. With a background in marketing, Thierry has a strong focus on growth through innovation, using brands and product portfolios as levers to drive revenue and profitability. He joined Deoleo in 2018, later appointed Chief North America & LATAM Officer in 2024, a role in which he continues to lead the transformation and growth of the region.



GREG DRESCHER, is a senior advisor for strategic partnerships, industry leadership, and impact and is a member of the president's leadership team at [The Culinary Institute of America](#) (CIA). Previously, and most recently as CIA vice president for strategic initiatives and industry leadership, he designed the college's [leadership initiatives](#), including [Menus of Change](#) and [Healthy Kitchens, Healthy Lives](#), both jointly presented by the Harvard T.H. Chan School of Public Health. In the early 1990's, before joining the CIA, he jointly spearheaded a collaboration of some of the world's leading food and health experts and organizations—including the Harvard Chan School and the World Health Organization—in researching and authoring [The Mediterranean Diet Pyramid: A Cultural Model for Healthy Eating](#). He is the co-author of "[Three Decades of the Mediterranean Diet Pyramid: A Narrative Review of its History, Evolution and Advances](#)," recently published in the *American Journal of Clinical Nutrition*.



ALEXANDRA KICENIK DEVARENNE, is an olive oil consultant, writer, and educator based in California. A trained taste panelist, she has taught and organized classes on the sensory analysis of olive oil at home and abroad for many institutions. She has also taught and presented on all aspects of olive oil production, evaluation, communication and marketing for a wide range of entities and events domestic and international. Author of *Olive Oil: A Field Guide* from AOCS Press, she has written articles, papers and book chapters on many aspects of olive oil for popular and scholarly publications and websites. She is the founder/director of Extra Virgin Alliance, the specialty section of the North American Olive Oil Association, working with international olive oil producers and experts to foster appreciation, restore consumer trust, and create value in the market for authentic extra virgin olive oil. Her freelance consulting work focuses on all aspects of improving olive oil quality and success.



JASON POTANOVICH, '96, CHE, CHBP is associate dean of restaurant education and high-volume production; and the chair of the Olive Oil Working Group at The Culinary Institute of America. (Hyde Park, NY)