

Western SARE project by La Creole Orchards:  
Improving the Marketing Edge for Small  
Producers of Olives and Extra Virgin Olive Oil in  
Oregon

Data from focus groups with  
consumers conducted by PI Caceu  
and Technical Advisor Colonna  
(conducted within scope of a  
project previously-funded by USDA  
RD that will have yielded data by  
July 2023, ahead of start of this  
proposed SARE project)

Data from Linus Pauling Institute  
laboratory testing (quantification  
of phenolic compounds in dozens  
of samples of extra virgin olive oils  
from various provenances donated  
by PI Caceu)

Technical Advisor Colonna (Sensory Program Director, OSU  
Food Innovation Center Experiment Station) synthesizes  
the two data flows and produces report on marketing  
strategy with specific recommendations for small/family  
producers of extra virgin olive oil in Oregon

Education by PI Caceu and Technical Advisor Colonna, with  
support from stakeholders such as OSU College of  
Agricultural Sciences, OSU Extension Service, OSU Food  
Innovation Center Experiment Station, and the Oregon  
Olive Growers Association at events such as the OSU Small  
Farms Conference, the OSU Sustainable Food  
Manufacturing Forum, other OSU events, and at the annual  
meeting of the Oregon Olive Growers Association

Publication of testing results  
in Journal of Food Science (or  
similar peer-review journal)

