

# Be part of Olive-It...

Industry Experts In-Depth Discussion on Olives, their growers and the market.



**Date:**

Tuesday, September 15

**Check-in:**

11:45 a.m.

**Lunch:**

12:00 p.m.

**Speakers:**

12:30 p.m.

**Place:**

Hilmar Cheese Company  
9001 N. Lander Ave  
Hilmar, CA 95324  
(click here for directions)

**Registration Deadline:**

Friday, September 4

Make the trip to Hilmar Cheese Company and enjoy an afternoon discussion on: a brief history on olives and super high density plantings, general practices regarding super high density plantings, current market trends, discussion of the revenue sources for growers.



**Dan Flynn** is executive director of the UC Davis Olive Center, leading the center's efforts to promote olive research and education. He also oversees olive oil production for UC Davis, including overseeing the harvest, operating milling equipment and helping promote the product. He served as a consultant to the California State Legislature from 1985 to 2004 in a variety of policy areas, and he is the former owner and manager of an organic farm in the Sierra foothills. Dan received a B.A. in Sociology at the University of California, Santa Barbara and a M.A. in Political Science from Rutgers University.

**Alan L. Greene, A Greene Idea Today** Alan is a food marketing, product development and super high density olive orchard development consultant with a focus on green approaches to business. From 2003 through 2009, Alan was VP of Sales and Marketing, Business Development for the first successful Super High Density orchard in California, California Olive Ranch. He is a past board member and past President of California Olive Oil Council. Prior to Alan's emersion in the olive oil industry, he spent over 17 years in marketing and sales management roles at Blue Diamond Growers, the world's largest almond processor and marketer. Alan has lead business teams in all channels of food production, marketing, and sales - from specialty food catalogs and food service to commodity food ingredients. Alan has a BS degree in Consumer Behavior from UC Davis and lives in Roseville, CA.

## Register & Pay Online! Click Here!

or Register & Pay by mail:

Ag Lenders c/o Olive Luncheon, 3874 Loyola Lane, Clovis, CA 93619

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Name(s)

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Company/Affiliation

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Phone

Number Attending Members

Non-members

Cost: \$30 for members, \$35 for non-members

For More Information Contact:

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