



www.georgiaolivegrowers.com

SPRING SEMINAR

APRIL 11, 2011
CIVIC CENTER
209 SOUTH VALDOSTA ROAD
LAKELAND, GA

Alan Greene

From 2003 through 2009, Alan was Vice President 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 The California Olive Oil Council. In 2010, Alan was presented with the Pioneer Award for leadership in the California olive oil industry. Prior to his immersion 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. Mr. Greene has led business teams in all channels of food production, marketing, and sales from specialty food catalogs and food service to commodity food ingredients. He holds a Bachelor's degree in Consumer Behavior from The University of California at Davis.

Adam Englehardt

Mr. Englehardt is the Vice President of Orchard Operations for the California Olive Ranch, the largest producer of olive oil in the United States. Since joining California Olive Ranch in April 2008, he has overseen the development and management of nearly 10,000 acres of olives for the production of extra virgin olive oil. Adam is a fifth-generation California farmer and rancher who grew up in the Livermore Valley and was closely involved in family farming. He graduated from California Polytechnic State University, San Luis Obispo with a Bachelor of Science degree.

www.georgiaolivegrowers.com

MORNING

- | | |
|-----------|---|
| 8:30 a.m. | Registration |
| 9 a.m. | Welcome and Recognition of Guests |
| 9:30 a.m. | Update on Orchards
<i>Kevin and Sam Shaw</i> |
| 10 a.m. | The Market for Domestic Olive Oil
<i>Alan Greene</i> |
| 11 a.m. | How Things Have Changed in Super High Density Cultural Practices and Where We are Headed
<i>Adam Englehardt</i> |
| Noon | Lunch |

AFTERNOON

- | | |
|--------|---|
| 1 p.m. | Field Visit to Shaw Orchards
<i>Adam Englehardt</i> |
|--------|---|

BOARD MEMBERS

President

Dr. Mark Hanly mhanly@sepamed.us

Secretary

Berrien Sutton berrien@georgiaolivefarms.com

MEMBERS

Bob Krueger	bk28ga@cstel.net
Jason Shaw	jason@georgiaolivefarms.com
Sam Shaw	sam@georgiaolivefarms.com
Kevin Shaw	kevin@georgiaolivefarms.com