

## **1999. CALIFORNIA, ON THE LARGE MARKET**

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It is the 3rd oil importing country in the world and in just a few years, it may become the second or even the first. Local production doesn't even reach 1%. However, the state of California meets the optimal conditions for olive tree cultivation. For this reason, a group of Spanish investors who believed in this concept thought it would be a good opportunity to invest in this kind of plantation in 1999 when there still was no olive-growing history in the country and olive tree cultivation wasn't even relevant. Thus, California Olive Ranch (COR) was born. This triggered many other plantations and the creation of oil mills. Currently, it is the area in the world with the most expectations for growth in this kind of plantation. Local olive oil production is absolutely necessary in order to increase American consumer awareness about this product and therefore, increase its consumption as occurred several years ago with the California wine industry.

 [california.jpg](#) [1]

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