

## *The Olive and Its Products.*

THE planting of olives in California dates back to the early Spanish Missions. The good priests brought with them from their native land the seeds of many plants, among them the olive, the fruit which constitutes the principal food supply of thousands of people in the countries which border the Mediterranean. As a food the olive has few equals and its introduction into this State has added to the list of our products one of untold value and placed within the reach of the American people one of the most delicious and healthful of nature's foods.

Olives have been grown in Butte County for probably half a century, and it has been fully demonstrated that this is the natural home of the olive tree. Climate and soil are particularly adapted to its successful and profitable culture. The olive groves of Butte County are absolutely free from disease and insect pests of every kind, and bear heavy crops.

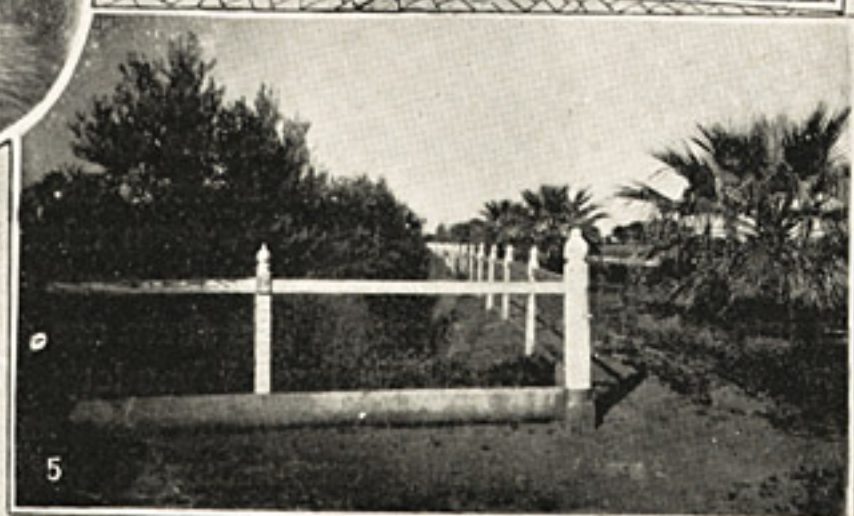
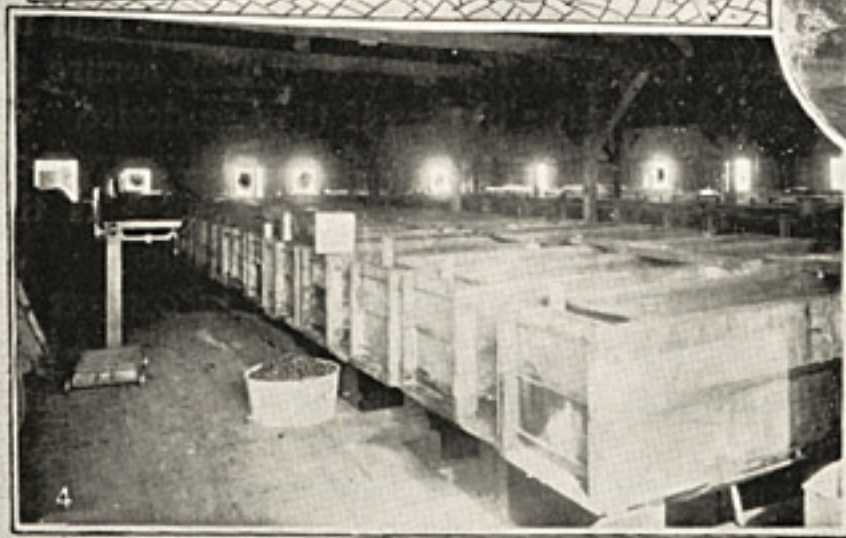
The olive tree has many advantages. It is hardy and will bear more neglect than the orange, though it responds readily to good care. Its fruit is the most healthful of foods and is in demand wherever it is in use.

The ripe pickled olive of California has proven a revelation to American olive consumers. The imported olive is green, hard and indigestible; the ripe California olive is rich, oily and delicious and wins its way wherever it is introduced. The growth of the demand for them has been phenomenal. When first the groves of Butte County produced a harvest there was almost no market for them, but the demand has increased until Butte County ripe pickled olives are shipped to almost every State in the Union. More than one hundred thousand gallons were marketed last year and leading manufacturers were unable to fill their orders.

*The Ripe  
Pickled Olive*

For many years pure olive oil has been almost unknown to American markets, but Butte County mills are turning out a product that is absolutely pure and accepted by chemists as the standard of purity. Oil





1. In Thermalito Olive Farm.      3. Butte Creek Above Chico.      2. Ekman-Stow Olive Oil Mill—Oroville.      © 2003 CSL  
4. Olive Pickling—Oroville.      5. A Corner of Thermalito Olive Farm.





*Pure  
Olive Oil*

consumers in America have been buying cottonseed oil and various cheap oils sold under olive oil labels, but it is no longer necessary to do so for here they may secure the pure article and may themselves see it pressed from the berries if they so desire. We are told that in the olive growing regions of the old world the stable and olive press are often under the same roof, but this is never the case here. In Butte County olive mills, cleanliness is the unvarying rule and the oil is kept free from tainting influences, to which it is peculiarly susceptible.

Following the planting of orchards came the necessity for oil mills and pickling plants to convert the olives into merchantable products, and there are a number of these in the county. There are oil mills at Oroville, Palermo, Wyandotte, Honcut, Paradise, Pentz and Biggs. Almost every orchard of any considerable size has its own pickling plant. At Oroville and Palermo are large pickling establishments which buy the olives of small growers and cure them for the market. The manufacture of olive oil has grown to an industry of considerable proportions. The oil made here is pure and of the highest degree of excellence.

*Olive Mills  
Pickling Plants*



Butte County contains the largest olive pickling plant and oil mill in the State, that of the Ehmann Olive Company, situated in Oroville. It has a floor area of fourteen thousand square feet. The ripe pickled olives from this factory are of the very best, delicious in flavor, with high percentage of oil and excellent keeping qualities. The oil is smooth, palatable, with a uniform flavor—a perfect oil from both a table and medicinal standpoint. This factory was built and began operations five years ago. The demand for its products has steadily increased and the factory has been doubled in size to meet the requirements of increasing trade. The supply of its best products has never kept pace with this demand.

*The Ehmann  
Plant*

One of the largest oil mills is that of the Ekman-Stow Company, situated at Oroville. Another large plant is located at Thermalito Olive Farm, a fine orchard of forty-one acres just across the river from Oroville. Other large mills are located at Palermo, Wyandotte, Pentz and Paradise. Purity, flavor and excellence are the aim of all, and olive oil consumers who want the real article should buy a Butte County brand.

The olive industry as a whole may fairly be said to be a demonstrated success. The rapid and continued growth of the demand for ripe pickled olives is the best evidence of their merit. This demand is certain to grow as the olive reaches its new field. Prices for the best grade of pickle rule high, \$1.00 to \$1.25 per gallon, and yield good returns. The future of the ripe pickled olive looks bright. The oil industry is still in the experimental stage. The oil itself is a grand success, but it must compete in the market with cheap adulterated and substituted oils and is at a disadvantage because of the fact that few consumers can distinguish between the genuine and the fraud. Leading oil manufacturers who have spent time and money in securing recognition of the purity of their goods have built up a demand for them. California olive oil will achieve its greatest success when our laws prohibit substitution and adulteration of food products. The outlook for oil is encouraging.

*Success  
With Olives*