

# Sylverleaf Press

Volume 2 / Issue 1

## Harvest Time

Mother nature and the local workforce finally cooperated with us as we began the harvest on **December 15**. The weather was just right, not too cold and not too wet, so the crew picked the olives quickly. The olives arrived at the mill within 20 hours, and a third of them were turned into oil within 4 hours of picking! The faster the fruit gets to the mill, the better the oil will be in flavor and health benefits. The harvest was just under 2 tons this year, a little less than last year. Although the total weight was lower, we got 90 gallons of pure extra virgin goodness, 10 gallons more than last year!



This year's oil has a noticeable **softness** compared to our last release. The warm and dry winter of 2002 combined with a HOT spring to produce a range of flavors identical to last year; the intensity is just a bit lower. We are having fun with the new oil and trying it in a number of new ways in our cooking. If **you** would like to experiment, try out the recipe on the back of this newsletter.

## Sold Out / Pre-Order

As many of you already know, we sold out of the 2003 release of our gold medal winning olive oil. Don't worry though, we've reopened our web site and our telephone line to take orders for our new oil. We will release the 2004 blend sometime near the beginning of February with a new look. Many thanks to those people who gave us direction as we tested a large number of label designs and color schemes. Let us know what **you** think. **Your opinion does count.**



We would like to thank you all, **our incredible customers**, for making our first year such a success! Please keep promoting Sylverleaf Olive Oil! Our first release sold out by word of mouth and direct sales only. We would like to give special thanks to Frances Mudge for her generous and frequent orders and East Coast sales and support! We are conjuring up a new promotion to

reward our best customer each year, so keep on using that olive oil and good luck!

This year, we plan to **branch out** and sell our olive oil at select Farmer's Markets, a few stores and olive festivals. We are also planning to send this delicious batch of oil to the LA County Fair and to a few international competitions as well. Keep your fingers crossed for another award-winning year for Sylverleaf. Our Estate olive oil will also be **certified Extra Virgin** this year by the California Olive Oil Council, an assurance that our oil is of the highest standard in taste and health benefits.

For those of you who have access to the Internet, you can now order Sylverleaf olive oil from our website with a credit card. We are excited about our new storefront and encourage you to check it out!

<http://www.sylverleaf.com/oil.html>

## Sierra Olive Association

Never to be taken for idle, we have formed an association of local olive growers and olive oil makers. Our mission is to promote Yuba and Butte counties as the premier region for growing the highest-quality olives for oil production and to bring national legislation to formalize the region (we intend to create an appellation for olives). Currently, many olive oil makers simply purchase their olives (they don't even grow them) from our region, have them milled in our region, then slap on a label that says that the olives are from their own region. By doing this, they are misleading the consumer and capitalizing on place name recognition. In most cases, the oil is very good, but not because of their processes. Their oils are good because **the olives themselves** are of superior quality.

As our outlook widens to the future, so have our contacts in the olive industry. With even more knowledge and an ever-growing enthusiasm, we've met some incredible people who share our passion and the hard-work ethic that is required when caring for olives. It has been a year in which our path has proven itself to be more and more that of a fated journey.

## Recipe Numero Uno

We thought that we would offer up some of our favorite recipes that showcase olive oil in ways that you might not expect. Our first recipe is a great Mexican dish that requires a little topping of olive oil to bring out all of the great flavors. It's no wonder why we grow Spanish olives! We think that you'll be nicely surprised.

Continued on reverse...

## Enchiladas De Pollo

Serves 4-6

3 tablespoons Sylverleaf Extra Virgin Olive Oil, divided  
1 cup chopped yellow onion  
2-3 chicken breasts (about ½ pound)  
1½ cups (6 oz) shredded sharp cheddar cheese, divided  
1 16-oz bottle picante sauce  
4 ounces cream cheese  
1½ teaspoon ground cumin  
8 (6-inch) flour tortillas  
12 oz bottled green taco sauce  
2 tablespoons fresh cilantro, chopped

If you make your own guacamole, add a tablespoon or so of olive oil for an added touch.

Preheat oven to 350°.

Heat 1½ tablespoons of oil in a large non-stick skillet over medium heat.

Cut chicken into thirds, then cook until done, approximately 5 minutes per side.

Allow chicken to cool, then shred chicken into tasty bits.

Heat another 1½ tablespoons of oil over medium heat in the same pan.

Add onion, and sauté over medium-high heat for 6 minutes or until tender.

Add to pan the prepared chicken, ¾ cup of shredded cheddar cheese, picante sauce, cream cheese, and cumin. Stir well.

Reduce heat to medium. Cook 3 minutes or until cheese melts, stirring occasionally.

Spoon ½ cup of the chicken mixture down center of each tortilla, then roll it up.

Place enchiladas in a 13 × 9-inch baking dish, then drizzle with green taco sauce, and sprinkle with ¾ cup shredded cheddar cheese.

Cover with foil and bake at 350° for 15-18 minutes or until cheese melts.

Drizzle with Sylverleaf olive oil, and top with cilantro. Serve immediately.

SYLVERLEAF OLIVE OIL  
PO BOX 8091  
LOMA RICA, CA 95901

Olive Our Best™