

**Texans are invited to Plant TIME Olive Trees**

And to taste the Beladi olive fruit which is still being gifted to the world from the 6,000-year old Mother trees, 16 of which can be admired in the village of Bechealeh, Lebanon

**Thursday, May 2, 2013** – Austin, TX – *“We discovered a treasure and we would like to share it with you. Through DNA, we have learned that the immortal olive trees of Bechealeh mothered the Beladi variety we introduced in the USA in collaboration with Novavine, one of the most successful grape nurseries in the USA.”* Gwen Dayton, Director of Communications, Olive Grove Partners.

With Nancy Ash’s blends, the Beladi won 4 medals with its first 5 entries in its first 2 years at the Los Angeles International Olive Oil Competition.

*“We are fortunate to be part of this adventure with arguably the oldest variety of olive trees and the legend of their branch brought by a dove to Noah’s Ark.”* Farid Rebeiz, Principal, Olive Grove Partners.

Age and fruit say it all about the health, flavor and giving of the Beladi olive tree. Add the shade, drought-resistance, beauty and value to their property and Texans can enjoy the Mediterranean lifestyle.

*“Our mission is to research and propagate in the USA, the Mediterranean/Lebanese olive tree varieties. Our plan is to plant them and let them do their job, their way, in Texas. It will absolutely survive the weather; the climate will influence the fruit’s flowering process, not the growth of the tree. Hundred-year old olive trees are commonly transplanted with almost 100% survival rate in Lebanon.”*

For the Texas growers who want to profit from the olive oil, we will offer data on the industry’s advance in Northern California and suggest factoring in the climate for the fruit’s flowering process in Texas. At a gathering on Sat. May 4, 2013 at Pedernales Cellars near Fredericksburg, Jay Jensen, CEO of Novavine, will make a presentation on the olive tree in general, on our progress in the R&D of our varieties and the potential similarities and differences when grown in California, Texas, Lebanon or Oregon.

*“50 years after few farmers persevered despite being told that wine grapes could not grow in Oregon, their Pinot Noir wine has become over a billion dollar a year industry. Oregon could also produce a superior olive oil with the right cultivar. It looks like your plants could be the one.”* wrote Professor Mostul of Rare Plant Research to Rebeiz.

A couple of years ago, Jensen told Rebeiz that the best way to promote a variety was to win medals; the blind test when the US beat France was a defining moment for California wine...listen carefully for that same silence when the medal count goes up for the Beladi.