Jean-Xavier Guinard is the Associate Vice Provost and Executive Director of the University of California Education Abroad Program and a Professor of Sensory Science in the Department of Food Science and Technology at the University of California, Davis. Prof. Guinard is a sensory scientist and a consumer researcher. His research, teaching, outreach and consulting focus on the sensory properties of foods and beverages and how they affect food intake and consumer behavior. Prof. Guinard was trained as an Agricultural Engineer in France and he holds a Master’s Degree in Enology and a PhD in Microbiology from the University of California, Davis. He teaches undergraduate, graduate and lifelong learning courses in sensory science and food science. Prof. Guinard is the Director of the UC Davis Olive Oil Taste Panel. His research findings suggest that canopy-contact mechanical harvester can provide a cheaper alternative to hand harvesting of table olives and trunk-shaker harvester may need further refinement before its application may be satisfactory. Research also showed a strong potential for fresh-processed olives in the Californian-olive market.