



CALIFORNIA **OLIVE** COMMITTEE
2565 Alluvial Ave • Suite 182
Clovis, CA 93611
PHONE 559/456-9096 FAX 559/456-9099

AGENDA
Ripe Olive Executive Subcommittee Meeting
Double Tree • Sonoma Room
Wednesday, June 13, 2018
9:00 a.m.

Conference Call Line: 1-877-366-0711 Passcode: 93458269#

- I. Call to Order
 - a. Roll call
 - b. Chairperson's comments
 - c. Approval of 11-30-17 Executive Subcommittee minutes (action item)
- II. 2018 Export Strategy and Updates
- III. Office/Personnel – Closed Session
- IV. Other Business
- V. Adjournment

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COC Subcommittees for 2017-2019

Executive Subcommittee:

Mike Silveira, G-1
Mark Hendrixson, G-2
Dennis Burreson, MUS
Julia Tinsley, BCF
Tim T. Carter, BCF
Ed Curiel, G-1
Janet Edwards, MUS
Felix Musco, MUS
Edward Garcia, G-1
Mark Heuer, G-2
Pat Ricchiuti, G-2
Vacant, BCF

Inspection Subcommittee:

Julia Tinsley, BCF
Julia Inestroza, G-2
Dennis Burreson, MUS
Pablo Nerey, G-1
Rick Benson, G-2
Janet Edwards, MUS
Ben Hall, MUS
Chris Henderson, G-1
Vacant, BCF
Vacant, BCF
John Pieretti, MUS
Scott Hamilton, MUS
Jacob Peter, BCF
Mike Silveira, G-1
Edward Garcia, G-1
Carolina Burreson, G-1
John Patterson, G-2
Galen Pfeiffer, G-2
Joan Whelan-Vanderhorst, G-2

Marketing Subcommittee:

Bill McFarland, MUS
Colleen Sparda, BCF
Tim T. Carter, BCF
Ed Curiel, G-1
Tracey Wood, MUS
Julia Inestroza, G-2
Pat Ricchiuti, G-2
Scott Hamilton, MUS
Mark Hendrixson, G-2
Phil Quigley, BCF
Edward Garcia, G-1
Mike Silveira, G-1
Rick Benson, G-2
Pablo Nerey, G-1
Joan Whelan-Vanderhorst, G-2
Sergio Mendez, BCF
Vito DeLeonardis, G-2
Felix Musco, MUS

Research Subcommittee:

Dennis Burreson, MUS
Julia Tinsley, BCF
Carolina Burreson, G-1
Mike Silveira, G-1
Bert Quezada, G-2
Vito DeLeonardis, G-2
Chris Henderson, G-1
Vacant, BCF
Ben Hall, MUS
Phil Quigley, BCF
John Pieretti, MUS
Pablo Nerey, G-1
Ed Curiel, G-1
Pat Ricchiuti, G-2
Galen Pfeiffer, G-2
Jacob Peters, BCF
John Patterson, G-2
Janet Edwards, MUS



CALIFORNIA OLIVE COMMITTEE
Executive Subcommittee Meeting Minutes
Thursday, November 30, 2017
9:30 a.m.
Double Tree Hotel - Modesto, CA

I. CALL TO ORDER

A meeting of the Executive Subcommittee was called to order by Chairman Mike Silveira at 9:38a.m., and the following members were present:

Members

Julia Tinsley
Felix Musco
Mark Hendrixson
Michael Silveira
Janet Edwards
Pat V. Ricchiuti
Doug Reifsteck
Felix Musco
Tim T. Carter
Edward Garcia
Mark Heuer

Affiliation:

Bell-Carter
Musco
Grower
Grower
Musco
Grower
Bell-Carter
Musco
Bell-Carter
Grower
Grower

Others Present:

Alexander Ott COC
Liza Ramon COC
Peter Sommers USDA

With a majority of the Subcommittee members present, a quorum was established.

MOVED BY Pat RICCHIUTI duly seconded by Tim T. CARTER, and unanimously carried THAT the minutes of the June 20, 2017 Executive Subcommittee meeting be approved. (Motion 11-30-17 #1)

II. EXPORT PROGRAMS

The Foreign Agricultural Service (FAS) helps to maintain and expand foreign markets for U.S. agricultural products by helping to remove trade barriers and enforcing U.S. rights under existing trade agreements. They accomplish this by distributing funding to cooperators, such as the COC, under programs such as the Market Access Program (MAP) and Emerging Markets Program (EMP).

Through the Market Access Program (MAP), FAS partners with U.S. agricultural trade associations, cooperatives, state regional trade groups, and small businesses to share the costs of overseas marketing and promotional activities that help build commercial export markets for U.S. agricultural products and commodities.

The Emerging Markets Program (EMP) program provides funding to U.S. organizations for projects that promote exports of U.S. agricultural products to countries that have, or are currently developing, market-oriented economies and have the potential to be viable commercial markets.

Each year, FAS announces the MAP and EMP program application period, along with criteria. The application process allows applicants to request funding from multiple USDA market development programs through a simple, strategically coordinated proposal. These proposals are reviewed by FAS, and funds are allocated on a competitive basis.

The COC applied for and received \$100,000 of MAP funding in both 2017 and 2018. These dollars are being allocated to conduct marketing activities solely in Japan. Through this project, the COC has contracted Yamano and Associates to serve as our on-the-ground representation in the market. In May of 2017, COC staff traveled to Japan to meet with imported and distributors of table olives, in addition to U.S. government officials, to discuss market condition and the outlook for table olives in Japan. The COC visited multiple retail establishments, from high-end retail venues to mid to low-end establishments in order to see how olives are displayed in the market. Moving forward to 2018, the COC, along with Yamano and Associates, will work to build upon the foundation that was established in this first year of work.

Also in 2017, the COC applied for and received a total of \$136,000 in EMP funding to conduct market assessments in both India and China. The purpose of this project is to conduct research and in-country meetings in order to determine the potential opportunities, if any, that exist for CA olives in these markets. Before the end of 2017, COC staff will travel to both India and China to conduct meetings with industry members and government officials, in addition to retail site visits. In India, the COC will also be participating in a USDA-led agribusiness trade mission.

In 2017-2018, the COC received a total of \$236,000 of combined MAP and EMP dollars. Further reports on all export activities will be made available to the industry in the near future.

IV. 2018 ADMINISTRATIVE BUDGET

MOVED BY Pat RICCHIUTI, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Committee adopt the General Administration 2018 FY Budget. (Motion 11-30-17 #2)

MOVED BY Mark HENDRIXSON, duly seconded by Mark HEUER, and unanimously carried THAT the Committee delegate authority from the Committee to the Executive Director with oversight by the Chairman for Inner-item transfer fund. (Motion 11-30-17 #3)

MOVED BY Doug REIFSTECK, duly seconded by Dennis BURRESON, and unanimously carried THAT the Committee use legal counsel should one be needed with approval from USDA. (Motion 11-30-17 #4)

VI. ADJOURNMENT

Having no further business, Chairman Mike SILVEIRA adjourned the meeting at 10:14 a.m.

I hereby certify that the above is full, true and correct copy of the minutes of the meeting held on November 30, 2017 in Modesto, California, by the Subcommittee.

December 4, 2017
Date: December 4, 2017

Liza Ramon
Liza Ramon, California Olive Committee

SUMMARY OF MOTIONS FOR NOVEMBER 30, 2017

Motion 11.30.17 #1

APPROVED

MOVED BY Pat RICCHIUTI duly seconded by Tim T. CARTER, and unanimously carried THAT the minutes of the June 20, 2017 Executive Subcommittee meeting be approved.

Motion 11.30.17 #2

APPROVED

MOVED BY Pat RICCHIUTI, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Committee adopt the General Administration 2018 FY Budget.

Motion 11.30.17 #3

APPROVED

MOVED BY Mark HENDRIXSON, duly seconded by Mark HEUER, and unanimously carried THAT the Committee delegate authority from the Committee to the Executive Director with oversight by the Chairman for Inner-item transfer fund.

Motion 11.30.17 #4

APPROVED

MOVED BY Doug REIFSTECK, duly seconded by Dennis BURRESON, and unanimously carried THAT the Committee use legal counsel should one be needed with approval from USDA.



EXPORT OVERVIEW

JUNE 13, 2018

JAPAN UPDATE 2018

- Using a combination of MAP and industry funding
- Attended Japan Supermarket Tradeshow in February 2018
- Developed COC website in Japanese, along with translated Buyer's Guide
- COC conducted market visit in April 2018
 - Met with key trade contacts and U.S. Embassy ATO personnel

Future Activities:

- Taste of America Fair in October
- Foodservice Wholesaler Exhibition in June
- Bakery & Café Japan Tradeshow in July (U.S. Pavilion)
- Trade Seminar in October
- Advertising & Digital Media
- Retail Promotions
 - Targeting home meal replacements
 - Tapas, salad, etc.



CHINA EMP UPDATE

- Current EMP agreement requirements satisfied with FAS
- Participating in Embassy's July 4th Event
 - Providing samples, recipes, handouts, etc.
- Applied for more funding for remainder of 2018
- Technical Training Seminars
 - Usage
 - Taste Profile



OTHER MARKET UPDATES 2018

Southeast Asia

- COC to attend trade mission from July 5-13
- Targeting
 - Bangkok, Thailand
 - Kuala Lumpur, Malaysia
 - Singapore
 - Manila, Philippines

Canada

- COC Attended SIAL tradeshow in May
- Store audits
- Will participate in Quebec based GBI, Prenez GOÛT in July
 - Retail promotions

Asia Fruit Logistica 2018

- COC to attend tradeshow as a co-exhibitor with the California Blueberry Commission
 - Booth in the U.S. Pavilion



2019 UNIFIED EXPORT STRATEGY

- **Canada**
- Trade Representation
- Tradeshow
- Retail Promotions
- **Japan**
- Trade Representation
- Supermarket Tradeshow and Seminar
- Foodservice & Retail promotions
- Trade mission
- Advertising and Digital Media
- **Mexico**
- Trade Representation
- Tradeshow
- Public Relations
- Retail Promotions
- **South Korea**
- Trade Representation
- Market Research
- Trade mission
- Retail Promotions



THANK YOU!
