



CALIFORNIA **OLIVE** COMMITTEE

2565 Alluvial Ave • Suite 182

Clovis, CA 93611

PHONE 559/456-9096 FAX 559/456-9099

AGENDA

Full Committee Meeting

Double Tree • Sonoma Room

Thursday, November 30, 2017

9:00 a.m.

- I. Call to Order
 - a. Roll call
- II. Announcement of Committee Member Elections for 2017-2019
 - a. Election of Officers
 1. Chairman (action item)
 2. Vice-Chairman (action item)
 3. Secretary/Treasurer (action item)
 4. Approval to Empower the Chairman to Appoint From its Members and Alternates Such Subcommittees as Deemed Necessary (action item)
 5. Approval of 6-20-17 Full Committee minutes (action item)
 6. Chairman Comments
- III. COC Member Orientation
- IV. Other Business
- V. Adjournment

Note: The COC prohibits discriminations in its programs on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital or familial status. The COC is an Equal Employment Opportunity Organization. Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact Liza Ramon at 559-456-9096.

CALIFORNIA OLIVE COMMITTEE

June 1, 2017 – May 31, 2019

PRODUCERS

DISTRICT #1 (Counties of Alpine, Tuolumne, Stanislaus, Santa Clara, Santa Cruz all counties north thereof)

Members	Alternates
Pablo Nerey	Carolina Burreson
Ed Curiel	Michael Silveira
Edward Garcia	Chris Henderson

DISTRICT #2 (Counties of Mono, Mariposa, Merced, San Benito, Monterey, and all counties south thereof)

Members	Alternates
Mark Hendrixson	Julia Inestroza
Mark Heuer	Bert Quezada
Rick Benson	Joan Whelan-Vanderhorst
Pat V. Ricchiuti	Galen Pfeiffer
Vito DeLeonardis	John Patterson

HANDLERS

Members	Alternates
Doug Reifsteck	Sergio Mendez
Tim T. Carter	Colleen Sparda
Cody McCoy	Jacob Peters
Julia Tinsley	Phil Quigley
Janet Edwards	John Pieretti
Felix Musco	Benjamin Hall
Bill McFarland	Tracy Wood
Dennis Burreson	Scott Hamilton



CALIFORNIA **OLIVE** COMMITTEE
Full Committee Meeting Minutes
Tuesday, June 20, 2017
Double Tree Hotel - Modesto, CA

I. CALL TO ORDER

A meeting of the Full Committee was called to order by Mike SILVEIRA at 12:14 p.m., and the following members were present:

Members

Mike SILVEIRA
Doug REIFSTECK*
Rick BENSON*
Tim CARTER*
Ben Hall
Pablo NEREY*
Edward GARCIA*
Felix MUSCO*
Julia TINSLEY*
Phil QUIGLEY
Bert QUEZADA
Colleen SPARDA
Janet EDWARDS*
Ed CURIEL*
Dennis BURRESON*
Chris HENDERSON
Mark HENDRIXSON*
Pat V. RICCHIUTI*
Vito DELEONARDIS
Mark HEUER*
Julia INESTROZA*

Others Present:

Alexander OTT
Todd SANDERS
Liza RAMON
Jeff SMUTNY
Adin HESTER
Allison GREGG
Elizabeth BROWN
Daniel CASARES
Travis AVERILL

Affiliation:

GROWER
BELL CARTER
GROWER
BELL CARTER
BELL CARTER
GROWER
GROWER
MUSCO
BELL CARTER
BELL CARTER
GROWER
BELL-CARTER
MUSCO
GROWER
MUSCO
GROWER
GROWER
GROWER
GROWER
GROWER
GROWER
GROWER
COC
COC
COC
USDA
OLIVE GROWER COUNCEL
SAMPSON, SAMPSON & PATTERSON, LLP
COC
USDA
NASS

Ed MILANESIO
Rachelle BROSS
Giulio ZAVOLTA

GROWER
GROWER
GROWER

*Denotes voting members for the Committee

With the appropriate number of members in attendance and the seating of an alternate member, a quorum was established.

MOVED BY Pat RICCHIUTI, duly seconded by Julia TINSLEY, and unanimously carried THAT the minutes for December 14, 2016 for the Full Committee Meeting be approved. (Motion 6.20.17 #1)

II. MARKETING SUBCOMMITTEE

In November of 2016, the Subcommittee approved the 2017 marketing plan presented by Fleishman Hillard. The plan featured various activities including:

- Building Upon the Message of Family Tradition - Heritage
- New Campaign Logo and Website Redesign
- National Media Partner
- Influencer Event
- Retail Promotions & Trade Ads
- Asset Development- 2 New Grower Videos
- Recipe development and photography
- Social Media outreach Twitter and Facebook

The COC presented a brief progress summary on the 2017 COC marketing activities. The presentation is also available in the meeting packet.

III. INSPECTION SUBCOMMITTEE

Each year the United States Department of Agriculture (USDA) provides the industry with an update on import inspection and inspection fees. Daniel CASARES from USDA provide information on the 2017-2018 import inspection and inspection fees. Additionally, a report on imported olives was also provided.

In 2015 the Committee decided to explore optical sizers and companies that could optically size all the varieties and sizes of olives. A working group was established to oversee this project in order to find a machine that can size provide local service support we are still looking for other companies to explore and get the best outcome for the industry.

Finally, in 2017, the Committee received official approval from USDA's Specialty Crops Inspection Division to allow the Multiscan I5 optical sizer to be used for the certification of incoming olives. With this approval, each handler will be required to create a manual of the documented system of operation and calibration to allow SCI to verify the accuracy of the Multiscan I5. Standards and Technology Program (S&T) is creating an implementation document which will be used as guidance for each handler moving forward. The approval of the Multiscan I5 was based on the findings and

recommendations included in S&T's analysis (*Olive Instrument Trial Findings and Recommendations*) for incoming olive size grading.

A copy of the approval letter, and S&T's analysis are included in the following pages.

MOVED BY Mark HENDRIXSON, duly seconded by Vito DELEONARDIS, and unanimously carried THAT the Committee adopt the 2017-2018 Incoming & Outgoing Inspection Requirements. (Motion 6.20.17 #2)

IV. REVIEW CROP ESTIMATES

Every year, the National Agricultural Statistical Service (NASS) provides the industry with a forecast of the crop for the upcoming season. This forecast assists the industry in preparation for the season and budget planning for next year.

MOVED BY Pat RICCHIUTI, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Committee approve an estimated 81,500 tons as the official forecast for the 2017-2018 crop. (Motion 6.20.17 #3)

V. EXECUTIVE SUBCOMMITTEE

A representative from Sampson & Sampson has completed the California Olive Committee's 2016 fiscal audit. Allison GREGG, from Sampson & Sampson reviewed the audit to the Committee.

MOVED BY Mark HENDRIXSON, duly seconded by Mark HEUER, and unanimously carried THAT the Committee approve the 2016 FY audit. (Motion 6.20.17 #4)

Each year, the California Olive Committee (COC) must approved a Marketing Policy Statement. The Marketing Policy Statement (MPS) is an annual analysis of the industry that is used by the U.S. Department of Agriculture (USDA) to determine the effectiveness of the Federal Marketing Olive Order 932 and its relationship to the requirement established by the Agricultural Marketing Agreement Act.

MOVED BY Pat RICCHIUTI, duly seconded by Mark HENSRIXSON, and unanimously carried THAT the Full Committee approve 2017-2018 amended Marketing Policy Statement. (Motion 6.20.17 #5)

Every year the California Olive Committee must approve the Annual Compliance Plan (ACP). The ACP describes compliance strategies, resources and activities for the current year. USDA requires that this program be established in order for the industry to comply with the Oder and regulations. Additionally, the ACP must be in place to provide the COC the procedures needed should violations be brought forward before the Committee.

On a side note, in 2010 USDA required the Committee to file an E-Compliance Plan. The compliance plan is a USDA template staff completes for the Committee. By 2011 USDA requested the Committee to approve both the completed E-Compliance Plan and ACP Plan. Although both plans are similar and duplicative, USDA has stated that both plans have to be brought before the Committee for approval.

MOVED by Mark HEUER, duly seconded by Pat RICCHIUTI, and unanimously carried THAT the Committee approve the 2017-2018 amended Annual Compliance Plan and E-Compliance Plan. (Motion 6.20.17 #6)

In the next election cycle, the COC would like to adopt a formal policy for COC board member election procedures to eliminate any confusion regarding the process.

Option 1:

- Election procedures shall be held in accordance with the following statues, in a manner prescribed by these election policies as written.
- Any nominee shall be required to provide, in writing, a preference for candidacy as either a Director of the Board (Member), or as an Alternate member. Failure to select a preference will automatically place nominees in the Member category.
- Based on the written statement of each nominee, the names will appear on the ballot under the appropriate category. The order in which the names appear on the ballot will be selected at random.
- Nominees with the greatest amount of votes in either category will be selected as Members or Alternates until all official positions have been elected.
- In the event of a vacancy in either the Member or Alternate category after the votes have been tallied, the Committee shall nominate to fill any vacancies at the next COC Full Committee meeting.

MOVED BY Julia TINSLEY, duly seconded by Rick BENSON, and unanimously carried that the Committee approved the election procedure. (6.20.17 #7)

VI. RESEARCH SUBCOMMITTEE

In 2016 the Research Subcommittee funded various projects. The final research reports are included in the meeting packet.

Researcher	Project	Amount Funded
Lovatte & Fichtner	PGR's and pruning treatments to manage alternate bearing	\$11,045
Pickett	Biological control of Olive Psyllid Parasitoid	\$15,840
Adaskaveg	Epidemiology and management of olive knot	\$21,000
Rosecrance & Kruegar	Canopy Management, Tree Hedging and Topping to Optimize Yield	\$31,075
Preece & Ferguson	Propagating Dwarfing Olive Rootstocks and Establishing a Long Term Orchard	\$15,096

Simpson

Northern Fly Trapping

\$6,500

Stewart

Southern Fly Trapping

\$6,334

VIII. ADJOURNMENT

Chairman Mike Silveira adjourned the meeting at 1:08 p.m.

MOVED BY Mark HEUER, duly seconded by Rick BENSON, and unanimously carried that the meeting be adjourned at 1:08 p.m. (6.20.17 #8)

June 22, 2017

Date: June 22, 2017



Liza Ramon, California Olive Committee

SUMMARY OF MOTIONS FOR JUNE 20, 2017

Motion 6-20-17 #1 **APPROVED**
MOVED BY Pat RICCHIUTI, duly seconded by Julia TINSLEY, and unanimously carried THAT the minutes for December 14, 2016 for the Full Committee Meeting be approved.

Motion 6-20-17 #2 **APPROVED**
MOVED BY Mark HENDRIXSON, duly seconded by Vito DELEONARDIS, and unanimously carried THAT the Committee adopt the 2017-2018 Incoming & Outgoing Inspection Requirements.

Motion 6-20-17 #3 **APPROVED**
MOVED BY Pat RICCHIUTI, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Committee approve an estimated 81,500 tons as the official forecast for the 2017-2018 crop.

Motion 6-20-17 #4 **APPROVED**
MOVED BY Mark HENDRIXSON, duly seconded by Mark HEUER, and unanimously carried THAT the Committee approve the 2016 FY audit.

Motion 6-20-17 #5 **APPROVED**
MOVED BY Pat RICCHIUTI, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Full Committee approve 2017-2018 amended Marketing Policy Statement.

Motion 6-20-17 #6 **APPROVED**
MOVED BY Mark HEUER, duly seconded by Pat RICCHIUTI, and unanimously carried THAT the Committee approve the 2017-2018 amended Annual Compliance Plan and E-Compliance Plan.

Motion 6-20-17 #7 **APPROVED**
MOVED BY Julia TINSLEY, duly seconded by Rick BENSON, and unanimously carried that the Committee approved the election procedure.

Motion 6-20-17 #8 **APPROVED**
MOVED BY Mark HEUER, duly seconded by Rick BENSON, and unanimously carried that the meeting be adjourned at 1:08 p.m.