



CALIFORNIA **OLIVE** COMMITTEE
Full Committee Meeting Minutes
Wednesday, December 14, 2016
Double Tree Hotel - Modesto, CA

I. CALL TO ORDER

A meeting of the Full Committee was called to order by Mike SILVEIRA at 10:10 a.m., and the following members were present:

Members

Mike SILVEIRA
Doug REIFSTECK*
Rick BENSON*
Pablo NEREY*
Edward GARCIA
Felix MUSCO*
Julia TINSLEY*
Bill MCFARLAND*
Janet EDWARDS*
Ed CURIEL*
Chris HENDERSON
Mark HENDRIXSON*
Pat V. RICCHIUTI*
Mark HEUER*
Paul DANIELSON
Cody MCCOY*
Tim T. CARTER*
Scott HAMILTON

Affiliation:

GROWER
BELL CARTER
GROWER
GROWER
GROWER
MUSCO
BELL CARTER
MUSCO
MUSCO
GROWER
GROWER
GROWER
GROWER
GROWER
GROWER
BELL CARTER
BELL CARTER
MUSCO

OTHERS PRESENT:

Alexander OTT
Todd SANDERS
Liza RAMON
Elizabeth CARRANZA
Adin HESTER
Luke HEUER
Shelly KESSEN
Brittany GILLMOR
Dan W. BLOCK

COC
COC
COC
COC
OLIVE GROWER COUNCIL
GROWER (HEUER FARMS)
FLEISHMAN HILLARD
FLEISHMAN HILLARD
DW BLOCK, ASSOC., LLC

*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 Bill MCFARLAND, duly seconded by Pat RICCIUTI, and unanimously carried THAT the minutes for July 21, 2016 for the Full Committee Meeting be approved. (Motion 12.14.16 #1)

II. MARKETING SUBCOMMITTEE

Each year, the Marketing Subcommittee approves a marketing plan with a contracted agency. Additionally, the Committee approves travel for staff, and growers to various marketing events, association fees, and partnerships.

- 1) Education and Partnerships - \$73,500
 - a. Alliance for Food and Farming
 - b. CA Grown
 - c. Partnerships
 - d. Travel
 - e. Olive Day
 - f. Fruit Logistica
 - g. Crisis Communication

Fleishman Hillard TOTAL - \$750,000

Staff has put together a history of previous Marketing Committee Budgets.

<i>FISCAL YEAR</i>	<i>2017 (proposed)</i>	<i>2016</i>	<i>2015</i>	<i>2014</i>	<i>2013</i>	<i>2012</i>	<i>2011</i>
<i>ADMIN</i>	\$823,500	\$727,800	\$450,000	\$565,600	\$637,380	\$520,000	\$700,000
<i>%Differ</i>	13.1%	61.7%	-20.4%	-11.3%	22.6%	-25.7%	-

MOVED BY Rick BENSON, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Committee adopt the Marketing Budget AND THAT the Committee delegate authority to the Marketing Subcommittee to develop a new logo. (Motion 12.14.16 #2)

MOVED BY Rick BENSON, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Committee to delegate authority from the Committee to the Executive Director with oversight by the Chairman, for Inter-Item transfer fund. (Motion 12.14.16 #3)

III. INSPECTION SUBCOMMITTEE

Last year, the Committee did not allocate dollars for inspection as electronic reporting and optical sizing projects were carried over from previous years. With the systems in place, the industry is seeing success in both the reporting and optical sizing. Adjustments to the program will be made in order to ensure integrity of the system and to ensure the technology keeps up with software and other items.

For the 2017 FY, phase three of the two major projects will expand. The following items are expenditures for the Inspection program.

1. Travel	-	\$8,000
2. Electronic Reporting (Phase III)	-	\$40,000
3. Optical Sizer	-	\$50,000

Staff has put together a history of previous Inspection Committee Budgets.

<i>FISCAL YEAR</i>	<i>2017 (Proposed)</i>	<i>2016</i>	<i>2015</i>	<i>2014</i>	<i>2013</i>	<i>2012</i>	<i>2011</i>	<i>2010</i>
<i>INSPECT</i>	\$98,000	\$102,000	\$132,000	\$0	\$105,000	\$50,000	\$75,000	\$50,000
<i>%Differ</i>	-3.9%	-22.2%	100.0%	-100.0%	110.0%	-50.0%	50.0%	-

MOVED BY Cody MCCOY, duly seconded by Rick BENSON, and unanimously carried THAT the Committee adopt the Inspection Budget for the 2017 FY. (Motion 12.14.16 #4)

MOVED BY Mark HEUER, duly seconded by Pat V. RICCHIUTI, and unanimously carried THAT the Committee to delegate authority from the Committee to the Executive Director with oversight by the Chairman, for Inter-Item transfer fund. (Motion 12.14.16 #5)

IV. EXECUTIVE SUBCOMMITTEE

The following is the General Administration Budget for the California Olive Committee. This year, the Committee added a separate category for exports. As noted below, General Admin. decreased by \$7,700 whereas exports increased by \$36,000.

<i>FISCAL YEAR</i>	<i>2017 (Proposed)</i>	<i>2016</i>	<i>2015</i>	<i>2014</i>	<i>2013</i>	<i>2012</i>	<i>2011</i>	<i>2010</i>	<i>2009</i>
<i>ADMIN</i>	\$392,100 ¹	\$399,800	\$393,500 ²	\$333,800	\$333,500	\$415,900 ³	\$324,923	\$359,549	\$288,552
<i>%Change</i>	-1.9%	1.6%	17.9%	.09%	-19.8%	28.0%*	-9.6%	24.6%	-
<i>EXPORTS</i>	\$121,000	\$85,000	\$72,000	\$0	\$0	\$0	\$0	\$0	\$0
<i>%Change</i>	42.3%	18.1%	100%	-	-	-	-	-	-

¹ \$121,000 of the total budget is dedicated to the export category, and the remaining \$392,100 is for general administrative costs. General admin. decreased from \$399,800 in 2016 FY to \$392,100 this year, whereas exports increased from \$85,000 to \$121,000.

² The Committee approved dollars for crisis communication and legal activities coupled with \$72,000 for industry studies. These studies were for additional research on specific items. Legal and crisis communication will be rolled over to next year for a reserve to be created going forward.

³ The original approved Executive Sub-Committee budget for 2012 was \$335,900. However, in order to begin electronic reporting, USDA required the Committee to approve \$80,000 not used in research for the 2012 FY and reallocate to the Executive Sub-Committee, otherwise the project would have to be placed on hold. The mid-year correction increased the Executive Sub-Committee budget by \$80,000 to total \$415,900.

Earlier this year, the COC was audited by USDA. During this audit, USDA noted several items that should be updated in the COC's bylaws. As a result, the COC is in the process of reviewing its existing bylaws and comparing them to the suggested recommendations by USDA.

Staff will work with the Executive Subcommittee on these changes, and have suggested amendments by July 2017. Should you have any suggestions or concerns regarding this matter, please feel free to share them with members of the COC staff.

MOVED BY Mark HENDRIXSON, duly seconded by Bill MCFARLAND, and unanimously carried THAT the Committee is not interested in reviewing or amending the Federal Marketing Order at this time. (Motion 12.14.16 #6)

MOVED by Pat RICCHIUTI, duly seconded by Mark HEUER, and unanimously carried THAT the Committee adopt the General Administration 2017 FY Budget. (Motion 12.14.16 #7)

MOVED BY Rick BENSON, duly seconded by Julia TINSLEY, and unanimously carried THAT the Committee to delegate authority from the Committee to the Executive Director with oversight by the Chairman, for Inner-item transfer fund. (Motion 12.14.16 #8)

MOVED BY Janet EDWARDS, duly seconded by Julia TINSLEY, and unanimously carried THAT the Committee to approve the use of legal counsel should one be needed with approval from the USDA. (Motion 12.14.16 #9)

V. RESEARCH SUBCOMMITTEE

Each year the Research Subcommittee approves various research projects funded by the Committee. The Subcommittee must which proposed projects to recommend to the Committee for funding. A budget of \$317,766.33 is proposed based on the submitted projects.

2017 RESEARCH PROPOSALS FOR THE CALIFORNIA OLIVE COMMITTEE

TOPIC	LEADERS	AMOUNT
Investigating Anti-Oxidant Amendments to Decrease the Leaf Abscission with Ethephon Applications	Louise Ferguson Elizabeth Fichthner	\$44,235.00
Investigation of chemical and biological formation of styrene in black ripe table olives	Selina Wang	\$51,350.00
Comprehensive nutritional analysis of California green and black ripe table olives	Selina Wang	\$46,350.00
Canopy management, tree hedging and topping to optimize yield	Rich Rosecrance	\$31,075.00
Northern Valley Olive Fruit Fly Monitoring Project	Ernie Simpson	\$ 6,500.00
Southern Valley Olive Fruit Fly Monitoring Project	Jim Stewart	\$ 6,333.33
Propagating Dwarfing Olive Rootstocks and Establishing a Long Term Orchard	John Preece, Louise Ferguson	\$35,442.00
Epidemiology and management of olive knot caused by Pseudomonas savastanoi pv. savastanoi	J.E. Adaskaveg	\$18,900.00
Managing Alternate Bearing in Olive with PGRs and Pruning	Carol Lovatt	\$27,581.00

	Elizabeth Fichtner	
Contingency Fund		\$50,000.00
Total		\$317,766.33

MOVED BY Doug REIFSTECK, duly seconded by Julia TINSLEY, and unanimously carried THAT the Committee approve the remaining 2016 funds and transfer remaining funds to a separate account in order to pay off research projects from 2016. (Motion 12.14.16 #10)

MOVED BY Felix MUSCO, duly seconded by Rick BENSON, and unanimously carried THAT the Committee approve the research project for 2017 with a contingency fund as amended. (12.14.16 #11)

MOVED BY Rick BENSON, duly seconded by Mark HEUER, and unanimously carried THAT the Committee delegate authority for inter-item transfers, from the Committee to the Executive Director with oversight by the Chairman, for the 2017 research budget. (12.14.16 #12)

VI. REVIEW OF FISCAL 2016 BUDGET

The following is the total 2017 FY Budget.

TOTAL 2017 BUDGET

BUDGETS	MARKETING	RESEARCH	INSPECTION	EXECUTIVE	TOTAL
2017	\$823,500	\$317,766.33	\$98,000	\$513,000	\$1,752,366.33
% Budget	47%	18%	6%	29%	100%

HISTORIC BUDGET, TONNAGE, & ASSESSMENT COMPARISON

FISCAL YEAR	2017 (Proposed)	2016	2015	2014	2013	2012	2011	2010
Previous	\$1,752,366.33	\$1,525,415	1,296,731	1,129,682	\$1,289,198	\$1,197,291	\$2,203,909	\$929,923
% Difference	14.9%	15%	12%	-12%	7%	-46%	107%	-39.97%
Tonnage	63,000	77,977	37,119	90,790	78,179	26,944	167,000	22,150
%Difference	-19.2%	110.1%	-59.1%	16.1%	190.2%	-83.9%	6.54%	-54.8%
Assessment Rate		\$26.00	\$26.00	\$15.21	\$21.16	\$31.32	\$16.61	\$44.72
% Difference		0%	41%	-39%	-52%	89%	-63%	56%

MOVED BY Mark HENDRIXSON, duly seconded by Pat RICCHIUTI, and unanimously carried THAT the assessment rate remain the same at \$26.00 per ton. (Motion 12.14.16 #13)

MOVED BY Pat RICCHIUTI, duly seconded by Rick BENSON, and unanimously carried THAT the Committee adopt the 2017 FY Budget of 1,802,367 and \$26,063 for no-cost research extensions from 2016. (Motion 12.14.16 #14)

VIII. ADJOURNMENT

Chairman Mike Silveira adjourned the meeting at 11:59a.m.

December 16, 2016

Date: December 16, 2016, 2016

Liza Ramm

Liza Ramm, California Olive Committee

SUMMARY OF MOTIONS FOR DECEMBER 14, 2016

Motion 12-14-16 #1

APPROVED

MOVED BY Bill MCFARLAND, duly seconded by Pat RICCIUTI, and unanimously carried THAT the minutes for July 21, 2016 for the Full Committee Meeting be approved.

Motion 12-14-16 #2

APPROVED

MOVED BY Rick BENSON, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Committee adopt the Marketing Budget AND THAT the Committee delegate authority to the Marketing Subcommittee to develop a new logo.

Motion 12-14-16 #3

APPROVED

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

Motion 12-14-16 #4

APPROVED

MOVED BY Cody MCCOY, duly seconded by Rick BENSON, and unanimously carried THAT the Committee adopt the Inspection Budget for the 2017 FY.

Motion 12-14-16 #5

APPROVED

MOVED BY Mark HEUER, duly seconded by Pat V. RICCHIUTI, and unanimously carried THAT the Committee to delegate authority from the Committee to the Executive Director with oversight by the Chairman, for Inter-Item transfer fund.

Motion 12-14-16 #6

APPROVED

MOVED BY Mark HENDRIXSON, duly seconded by Bill MCFARLAND, and unanimously carried THAT the Committee is not interested in reviewing or amending the Federal Marketing Order at this time.

Motion 12-14-16 #7

APPROVED

MOVED by Pat RICCHIUTI, duly seconded by Mark HEUER, and unanimously carried THAT the Committee adopt the General Administration 2017 FY Budget.

Motion 12-14-16 #8

APPROVED

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

Motion 12-14-16 #9

APPROVED

MOVED BY Janet EDWARDS, duly seconded by Julia TINSLEY, and unanimously carried THAT the Committee to approve the use of legal counsel should one be needed with approval from the USDA.

Motion 12-14-16 #10

APPROVED

MOVED BY Doug REIFSTECK, duly seconded by Julia TINSLEY, and unanimously carried THAT the Committee approve the remaining 2016 funds and transfer remaining funds to a separate account in order to pay off research projects from 2016.

Motion 12-14-16 #11

APPROVED

MOVED BY Felix MUSCO, duly seconded by Rick BENSON, and unanimously carried THAT the Committee approve the research project for 2017 with a contingency fund as amended.

Motion 12-14-16 #12

APPROVED

MOVED BY Rick BENSON, duly seconded by Mark HEUER, and unanimously carried THAT the Committee delegate authority for inter-item transfers, from the Committee to the Executive Director with oversight by the Chairman, for the 2017 research budget.

Motion 12-14-16 #13

APPROVED

MOVED BY Mark HENDRIXSON, duly seconded by Pat RICCHIUTI, and unanimously carried THAT the Committee adopt \$26.00 per ton Assessment Rate for 2016 Crop Year.

Motion 12-14-16 #14

APPROVED

MOVED BY Pat RICCHIUTI, duly seconded by Rick BENSON, and unanimously carried THAT the Committee adopt the 2017 FY Budget of 1,802,367 and \$26,063 for no-cost research extensions from 2016.