



CALIFORNIA OLIVE COMMITTEE
Full Committee Meeting Minutes
Thursday, July 30, 2015
Double Tree - Modesto, CA

I. CALL TO ORDER

A meeting of the Full Committee was called to order by Mike SILVEIRA at 10:36 a.m., and the following members were present:

Members

Tim T. CARTER*
Doug REIFSTECK*
Bert QUEZADA
Dennis BURRESON*
Felix MUSCO*
Chris HENDERSON*
Art HUTCHESON
Janet EDWARDS*
Julia TINSLEY
Mark HENDRIXSON*
Pat V. RICCHIUTI*
Pablo NEREY*
Carla ANDERSON
Larry MCCUTCHEON
James THOMAS*
Ed CURIEL*
Mark HEUER*
Phil QUIGLEY
Julia INESTROVA*
Maria BELSHAW
Edward GARCIA*
Ed CURIEL*
Wai WU
Ben HALL
Scott HAMILTON
Rick BENSON
Paul DANIELSON
Vito DELEONARDIS
Mike SILVEIRA

Affiliation:

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

Others Present:

Alexander OTT
Denise JUNQUIERO
Liza RAMON
Terry VAWTER
Adin HESTER

COC
COC
COC
USDA
OLIVE GROWER COUNCIL

Tony GIANNETTA
Ed MILANESIO
Jacob PETERS
Allison GREGG
Tanya UBICK
Daniel CASARES
Nathan O'CONNOR
Dan FYLNN
Carol LOVATT
Vic TOLOMEO
Jim ADASKAVEG
Kim BEDWELL

USDA
MUSCO
BELL CARTER
SAMPSON, SAMPSON & PATTERSON, LLP
USDA
USDA
USDA
UC DAVIS
UC RIVERSIDE
NASS
UC RIVERSIDE
FLEISHMAN HILLARD

*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.

II. INSTALLATION OF 2015-2017 COMMITTEE

Every two years the California Olive Committee (COC) holds elections for its representation. Committee members are elected and nominated by their peers to serve the Industry in a two year term. The Committee must elect following officers Chairman, Vice Chairman, and Secretary/Treasurer.

MOVED by Pat V. RICCHIUTI, duly seconded by Mark HEUER, and unanimously carried THAT Mike Silveira be elected as Chairman for the 2015-2017 term. (Motion 7-30-15 #1)

MOVED by Pat V. RICCHIUTI, duly seconded by Mark HEUER, and unanimously carried THAT the Committee close the nominations and cast an unanimously ballot for Mike Silveira. (Motion 7-30-15 #2)

MOVED by Ed CUIEL, duly seconded by Doug REIFSTECK, and unanimously carried THAT Dennis BURRESON be elected as Vice - Chairman for the 2015-2017 term. (Motion 7-30-15 #3)

MOVED by Ed CUIEL, duly seconded by Doug REIFSTECK, and unanimously carried THAT the Committee close the nominations and cast an unanimously ballot for Dennis Burreson. (Motion 7-30-15 #4)

MOVED by Dennis BURRESON, duly seconded by Tim T. CARTER, and unanimously carried THAT James Thomas be elected as Secretary/Treasurer for the 2015-2017 term. (Motion 7-30-15 #5)

MOVED by Dennis BURRESON, duly seconded by Tim T. CARTER, and unanimously carried THAT the Committee close the nominations and cast an unanimously ballot for James Thomas. (Motion 7-30-15 #6)

MOVED by Mark HENDRIXSON, duly seconded by Pat V. RICCHIUTI, and unanimously carried THAT the Chairman be empowered to assign subcommittees. (Motion 7-30-15 #7)

MOVED by Pat V. RICCHIUTI, duly seconded by Chris HENDERSON, and unanimously carried THAT the minutes of the 12-9-14 Full Committee meeting be approved. (Motion 7-30-15 #8)

Executive Director, OTT, gave a presentation to the Committee on the duties of the Marketing Order. The title of the presentation was call MOIUU.

USDA Representative, VAWTER, gave a presentation on the oversight of the Marketing Order and the requirements of the Committee under USDA.

III. MARKETING SUBCOMMITTEE

In December of 2014, the Subcommittee approved the 2015 marketing plan presented by Fleishman Hillard. The plan is focused on health messaging around the Mediterranean diet. A copy of the presentation was provided in the meeting packet

IV. INSPECTION SUBCOMMITTEE

Each year, the industry approves the Incoming and Outgoing Inspection requirements. The enclosed charts are used to ensure the industry meets an acceptable U.S. standard and marketing order size regulations. In addition, an acceptable count range and mid-point must be approved.

MOVED by Doug REIFSTECK, duly seconded by Pablo NEREY, and unanimously carried THAT the Committee approve the Incoming and Outgoing 2015-2016 Inspection charts. (Motion 7-30-15 #9)

Each year, the United States Department of Agriculture (USDA) provides an industry inspection report. Tanya Ubick, with the USDA, presented information on the 2015-2016 import inspection and inspection fees, and 2014 imported olives.

In 2014, the industry implemented an electronic reporting system. All growers were registered with Grower Identification Numbers (GIN) and receivables COC-3 reports are now transposed through the system. Updates have been made to enhance the capabilities of the system in an effort to increase the flow of deliveries. Currently, electronically reports are being developed.

In 2014, the Committee voted to fund research on a sevellano sorter. A Request For Proposal (RFP) was sent out to eight possible companies who could meet the industry's needs. Two responded and only one was able to meet the Committee's needs. In order to address these needs, technologies used in similar commodities will have to be explored as most innovations are not coming from the United States. The goal is to find a sorter that can service all olive sizes and varieties.

V. REVIEW OF CROP ESTIMATES

Each 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 next year's season and budget. A representative from NASS will discuss the 2015 crop forecast.

Each year, the industry makes a forecast for the California Olive industry. The Committee will discuss and develop a 2015 crop estimate.

MOVED by Tim T. CARTER, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Committee approve an estimated 67,000 tons as the official forecast for the 2015-2016 crop. (Motion 7-30-15 #10)

VI. EXECUTIVE SUBCOMMITTEE

A representative from Sampson & Sampson has completed the California Olive Committee's 2014 fiscal audit. A report was distributed at the meeting.

MOVED by Pat RICCHIUTI, duly seconded by James THOMAS, and unanimously carried THAT the Committee approve the 2014 FY audit. (7-30-15 #11)

Each year, the California Olive Committee (COC) must approve 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 Mark HEUER, duly seconded by Pat V. RICCHIUTI, and unanimously carried THAT the Full Committee approve the 2015-2016 amended Marketing Policy Statement. (Motion 7-30-15 #12)

Every year the California Olive Committee (COC) 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 its Order 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 serves as template for USDA staff. By 2011, USDA requested the Committee to approve both a completed E-Compliance Plan and ACP Plan. Although both plans are similar and duplicative, USDA has stated that both plans are required.

MOVED BY Mark HEUER, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Committee approve the 2015-2016 Annual Compliance Plan and E-Compliance Plan. (Motion 7-30-15 #13)

VII. RESEARCH SUBCOMMITTEE

In 2014, the Research Subcommittee funded various projects and fly trapping programs. Today, researchers will present to the Committee their results. Their presentations provided below.

Researcher	Project	Amount Funded
Ferguson	Propagating Dwarfing Olive Rootstock	\$24,975
Ferguson	Demonstrating how mechanical pruning can produce commercial yields and decrease alternate bearing	\$24,087
Lovatt	Use of PGRs to increase bud break and growth of vegetative shoots during the on-crop year and bud break in Spring the following year to increase return bloom and yield-(continuation project)	\$42,286
Adaskaveg	Epidemiology and management of olive knot caused by Pseudomonas syringae pv. Savastanoi	\$44,000
Takeoka and Wang	Determination of Ethanol in table olives as a simple, rapid and dependable method of detecting low quality olives	\$25,530

VIII. ADJOURNMENT

MOVED by Mark HEUER, duly seconded by Ed CURIEL, and unanimously carried THAT the meeting be adjourned at 1:31 p.m. (Motion 7-30-15 #14)

Aug. 3, 2015
Date: August 3, 2015

Liza Ramon
Liza Ramon, California Olive Committee

SUMMARY OF MOTIONS FOR JULY 30, 2015

Motion 7-30-15 #1

APPROVED

MOVED by Pat V. RICCHIUTI, duly seconded by Mark HEUER, and unanimously carried THAT Mike Silveira be elected as Chairman for the 2015-2017 term.

Motion 7-30-15 #2

APPROVED

MOVED by Pat V. RICCHIUTI, duly seconded by Mark HEUER, and unanimously carried THAT the Committee close the nominations and cast an unanimously ballot for Mike Silveira.

Motion 7-30-15 #3

APPROVED

MOVED by Ed CURIEL, duly seconded by Doug REIFSTECK, and unanimously carried THAT Dennis BURRESON be elected as Vice - Chairman for the 2015-2017 term.

Motion 7-30-15 #4

APPROVED

MOVED by Ed CURIEL, duly seconded by Doug REIFSTECK, and unanimously carried THAT the Committee close the nominations and cast an unanimously ballot for Dennis Burreson.

Motion 7-30-15 #5

APPROVED

MOVED by Dennis BURRESON, duly seconded by Tim T. CARTER, and unanimously carried THAT James Thomas be elected as Secretary/Treasurer for the 2015-2017 term.

Motion 7-30-15 #6

APPROVED

MOVED by Dennis BURRESON, duly seconded by Tim T. CARTER, and unanimously carried THAT the Committee close the nominations and cast an unanimously ballot for James Thomas.

Motion 7-30-15 #7

APPROVED

MOVED by Mark HENDRIXSON, duly seconded by Pat V. RICCHIUTI, and unanimously carried THAT the Chairman be empowered to assign subcommittees.

Motion 7-30-15 #8

APPROVED

MOVED by Pat V. RICCHIUTI, duly seconded by Chris HENDERSON, and unanimously carried THAT the minutes of the 12-9-14 Full Committee meeting be approved.

Motion 7-30-15 #9

APPROVED

MOVED by Doug REIFSTECK, duly seconded by Pablo NEREY, and unanimously carried THAT the Committee approve the Incoming and Outgoing 2015-2016 Inspection charts.

Motion 7-30-15 #10

APPROVED

MOVED by Tim T. CARTER, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Committee approve an estimated 67,000 tons as the official forecast for the 2015-2016 crop.

Motion 7-30-15 #11

APPROVED

MOVED by Pat RICCHIUTI, duly seconded by James THOMAS, and unanimously carried THAT the Committee approve the 2014 FY audit

SUMMARY OF MOTIONS FOR JULY 30, 2015

Motion 7-30-15 #12

APPROVED

MOVED by Mark HEUER, duly seconded by Pat V. RICCHIUTI, and unanimously carried THAT the Full Committee approve the 2015-2016 amended Marketing Policy Statement.

Motion 7-30-15 #13

APPROVED

MOVED BY Mark HEUER, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Committee approve the 2015-2016 Annual Compliance Plan and E-Compliance Plan.

Motion 7-30-15 #14

APPROVED

MOVED by Mark HEUER, duly seconded by Ed CURIEL, and unanimously carried THAT the meeting be adjourned at 1:31 p.m.