



Turning to Our Growers to Star in New Campaign

In an age where farmers are a new form of celebrity, we've gone straight to the source to inspire both consumer and trade communications this year. With your help, the California Olive Committee is proud to unveil a new grower-focused consumer and trade campaign titled "Ripe Olives: Grown in California: Enjoyed By Families Everywhere" throughout the last few months.

The new campaign seeks to focus on the quality of California Ripe Olives while highlighting aspects of family tradition inherent in the California olive industry through the multi-generation farming families that work hard to bring them from the grove to pantries. We've worked with table olive growers and their families to create all new videos, photography and recipes to help bring to life the multi-generation and California-centric story of the industry and its growers. These assets have and will be featured prominently in various communications including trade advertising, web and social media content, branded collateral, and parenting-focused news websites like ModernMom.com.



Growers have traveled to Los Angeles, Chicago and New York City and served as storytellers at media influencer dinners and blogger events—and it's paying off with emerging media coverage and affinity.

For a sampling of the new videos, photography and recipes that have been developed for the new campaign, visit CalOlive.org or contact the California Olive Committee.

Chairman's Corner

Dear California Table Olive Grower,
First, I want to thank all of the table olive growers in California for their support of the California Olive Committee which recently celebrated its 50th birthday. I would like to, as a reminder, present to you what the California Olive Committee (COC) represents.

The COC is your Federal Marketing Order that was established in 1965 under the Agricultural Marketing act of 1937 to effect the orderly marketing of olives grown in California.

The COC administers the market order programs. The Committee, serving for a period of two years, consists of eight producer members, plus eight alternates representing the growers from our olive growing districts as well as eight handler members and eight handler alternates.

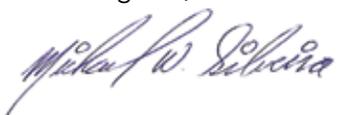
Decisions made by the Committee are subject to approval by the Secretary of the United States Department of Agriculture. At this time provisions of the Marketing Order apply only to black and green ripe olives and not to tree ripen, Spanish style, olive oil, Sicilian, Greek or other style olives. The Marketing Order program is funded by an assessment, established every year in December, on each ton of olives received for use as black or green ripe canned olives. The Committee functions and expenditures fall into four main categories:

- Administrative
- Crop and Processing Research
- Incoming and Outgoing Inspection
- Marketing and Public Relations

I would like to also mention some functions the COC cannot be involved in because the Order is part of the United States Department of Agriculture. The Order cannot bargain prices on behalf of the olive growers, this function belongs to the Olive Growers Council which is made up of member olive growers of California who join and are assessed a fee for expenses. Your Marketing Order cannot be involved with political or legislative issues either, this function belongs to the California Olive Association and is funded by voluntary assessments for expenses.

In closing, I once again want to thank the table olive growers for their support of the California Olive Committee and I wish all of you a healthy and profitable season.

Best Regards,



Michael W. Silveira
Chairman of the California Olive Committee



Technology is Key to Industry



With increased rules, regulations, labor shortages, minimum wage increases, and drought, growers throughout the Golden State are looking to new, innovative ways to save dollars and maximize profits. One key is the use of technology.

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It's an exciting time for the California olive industry with the introduction of mechanical harvesting. The result is less labor costs in an effort to maximize return. Additionally, the industry has implemented electronic reporting to the California Olive Committee, making reporting easier and brings real-time data to the grower. Lastly, the industry has developed, and is in the process of verifying, optical sizing which takes the subjectivity out of the grading process. Currently, this project is moving forward and after three years of research and development, USDA is working with the COC to verify the process of the machine. These three changes are just the beginning for how the olive industry is utilizing technology to its fullest potential.

Technology successes in olives and other industries are paving the way for California to compete both domestically and internationally. With such a quality product, the possibilities are limitless and exciting for the future of the California olive industry. The challenge is going to be staying the course and keep moving forward.



The screenshot shows the homepage of the Ripe Olives website. At the top, there is a navigation bar with links for 'Our Story', 'Recipes', 'Olive Nutrition', 'Cooking for Kids', a search bar, and social media icons. The main header features the 'RIPE OLIVES GROWN IN California' logo with the tagline 'Enjoyed by families everywhere'. Below this is a section titled 'ALL ABOUT OLIVES' with four sub-sections: 'About the Industry', 'How Olives are Made', 'Meet Our Growers', and 'The Mediterranean Diet'. Each sub-section includes a small image and a 'Learn More' link. The next section is 'FEATURED RECIPES' with a grid of recipe images and titles, including 'Cowboy Caviar', 'Olives, Sun Dried-Tomato and Cream Cheese Stuffed Calery', 'Miso-Glazed Olives', 'California Red Potato and Olive Salad', 'Wine Country Tapenade', 'Mediterranean Tomato Bruschetta', and 'Kale and Green Ripe Olive Salad'. Below that is 'MEET OUR GROWERS' with three family profiles: 'Inestroza Family', 'Curiel Family', and 'Nerrey Family', each with a photo and a 'Watch Now' link. The final section is 'INDUSTRY NEWS & EVENTS' with three news items: 'Marketing Subcommittee Meeting', 'Full Committee Meeting Minutes 2.17.16', and '2015 Annual Report', each with a 'More Details' link.



ATTN: CALIFORNIA OLIVE COMMITTEE

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May 2016 Monthly Report Tables

Cumulative Pack	
Converted Total	8,841,679
Consumer	6,612,906
Food Service	2,228,773

Cumulative Sales	Month Ending May 31, 2016
Converted Total	10,379,736
Consumer	7,966,956
Food Service	2,412,781

Inventory	Converted Cases
Total	7,441,992
Consumer	5,826,340
Food Service	1,615,651
Approx Supply	12,013,188

Storage	Tons
Total Canning	23,679
Limited	5,813
Total	29,492
Converted	4,571,196

**Conversion factor 24 1.25 oz changed as of Dec. 2008.*