

2013 Media Harvest Tour



In early October, the California Olive Committee hosted media and foodie influencers from across the country for the industry's first harvest-to-fork tour. Designed to tell the story of the California Ripe Olive's journey from grove to table, media attendees had the chance to meet with growers, sample new and innovative recipes, visit a grove during harvest, and enjoy guided tours of both the Musco and Bell-Carter processing plants.



The tour began in the small farming town of Sanger, California, where media broke bread with several multigenerational olive growers at the School House Restaurant & Tavern over a custom menu that incorporated California Ripe Olives into every course (including dessert!). The next day, the group was treated to a guided tour of the Musco processing plant in Tracy, followed by a tour of grower Ed Curiel's grove in Orland to witness harvest first-hand. The day was capped off by

a delicious outdoor harvest dinner at the home of Dennis Burreson, where the menu included more delicious olive recipes. The next morning, the group enjoyed another chance to witness the olive's transformation during a guided tour of the Bell-Carter plant in Corning.

By opening our groves and processing facilities in such an interactive way, the California Olive Committee's goal is to share our industry's unique story with influential food and lifestyle media, arming them with background, insight and inspiration to share that story with their readers.

Since the tour's conclusion, we're happy to report that attendee feedback has been overwhelmingly positive, with media particularly grateful to have had the chance to meet our growers and hear their personal stories. In building these relationships, we ensure the story of the California Ripe Olive—and the hardworking families and companies behind it—is shared with consumers and influencers across the country.



September 2013 Monthly Report Tables

Cumulative Pack	
Converted Total	2,498,681
Consumer	1,896,040
Food Service	602,641

Cumulative Sales	Month Ending Sept 30, 2013
Converted Total	2,095,785
Consumer	1,537,675
Food Service	558,110

Inventory	Converted Cases
Total	8,952,138
Consumer	7,336,132
Food Service	1,616,005
Approx Supply	14,784,591

Storage	Tons
Total Canning	29,553
Limited	8,076
Total	37,629
Converted	5,832,453

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

September 2013 Imports	Tons
Total cumulative canned	7,572
Total cumulative grower	11,993

Total 2013 Crop Tonnage	90,790
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Chairman's Corner

Dear Members,

On October 10, I had the privilege of attending the Harvest-to-Fork Tour dinner at the Burreson Ranch in Orland, California. The purpose of the 2.5-day tour and dinner was to interact with folks representing the news media about food and, specifically, California Ripe Olives.



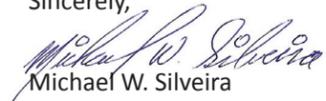
Attendees included internet food bloggers, magazine food writers, and newspaper representatives. These folks had the opportunity to see our family-owned olive farms in harvest and to visit our processing plants. The dinner was wonderful, showcasing California Ripe Olives in every aspect of the menu. This also provided us with a platform for sharing the industry's history, including personal insight from our olive farmer representatives.

All in all, the entire message was clear: Our California Ripe Olives are the highest quality in the world. A hardy thanks to the Marketing Subcommittee for supporting these efforts. It is important that we as an industry differentiate our California Ripe Olives from the rest of the world. Through our generic marketing efforts we are getting that message out.

As I write this letter to you, I and other elected members are preparing for our full Committee meeting on December 9 in Modesto, where the newly elected full California Olive Committee will meet for the first time. At this meeting, new officers will be installed, including Chairman, Vice Chairman and Secretary/Treasurer. After the officers are installed, the Chairman will appoint the committee members to the all-important sub-committees, including the Research, Marketing, Inspection, and Executive. These sub-committees are the brain trust of the California Olive Committee. Please communicate to your representatives your ideas and needs moving forward so they can be shared at future committee meetings.

In closing, I wish our members good health and prosperity. I also ask our members to keep in mind our Best Management Practices for your orchards, including nutrition and pest management, which create the highest quality California Ripe Olive in the world!

Sincerely,



Michael W. Silveira

Chairman of the California Olive Committee



RECIPE SPOTLIGHT: California Olive Reindeer

SUPPLIES:

- 2- 4 Wonton wrappers
- Cooking spray
- 2 Sandwich-sized reclosable plastic bags
- 4 ounces cream cheese
- Scissors
- 8 colossal California Black Ripe Olives
- 8 large California Black Ripe Olives
- 1 bamboo skewer
- 16 pretzel sticks
- Paring knife
- Tiny pieces of carrot and raisins
- Powdered sugar (optional)
- Kale (optional)
- Mushrooms (optional)

DIRECTIONS:

With a small knife, cut wonton wrappers into "antlers." Place on a baking sheet and coat with cooking spray. Bake for 3-5 minutes at 350 F, or until lightly browned. Place cream cheese into two sandwich-sized reclosable bags. Snip 1/8-inch off the corner of one and 1/16-inch off the second. With the 1/8-inch hole, squeeze cream cheese into colossal olives. Using a bamboo skewer, make a hole in the large olives. Break a pretzel stick in half and press into hole and into colossal olive. Press together to form the head. Make four holes in the colossal olive with a bamboo skewer and push four broken pretzel sticks in to form legs. Squeeze cream cheese with the small-hole to form eyes. Make tiny slits with a paring knife in the top of the head and insert wonton antlers. Make a hole in the large olive (head) and insert a small sliver of carrot for the nose. Use a small piece of raisin to create pupils.

To create a winter setting, dust kale leaves with powdered sugar and snip the tops off mushrooms to simulate large boulders.

Research Committee Update

The research subcommittee is a pillar program for our industry.

Over the last few years, this subcommittee has streamlined its functionalities to be more accountable and enhance its efforts. We have updated the process for researchers and the Committee, and continued to define our priorities each year. We are seeing positive changes from these transitions. This subcommittee, like all subcommittees with the COC, is a place where growers and canners come together to tackle issues facing the industry, improve our capabilities, increase our needed resources, and enhance our community.

To do this we all have to participate with the overall industry in mind, even though it may mean our initial individual needs may not be met. The subcommittee is accountable to the industry for the dollars and authority they have in trusted in us. I encourage all members to look at our overall needs. We all have common ground concerning olive knot, scale, labor, mechanical efficiencies, expanding our resources, and advocating for our industry—just to name a few.

Working together, collaborating, and finding ways for this industry to move forward will not only benefit our industry's future. It will also benefit our individual groves.

I wish you a prosperous new year and look forward to future collaborations in this industry I hold so dear.

Dennis Burreson



Chairman of the COC Research Subcommittee

New Committee Appointments Announced

Congratulations to all our newest Committee members! Thank you for taking an active role in shaping the future of our industry.

PRODUCERS

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

Members	Alternates
Ed Curiel	Pablo Nerey
Chris Henderson	Heath Burreson
Scott Patton	Michael Silveira

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

Members	Alternates
Pat Ricchiuti	Gary Bodine
Rod Burkett	Buck Bonilla
David DePaoli	David Hails
Mark Heuer	Jacob Sertich
Mark Hendrixson	Art Hutcheson

HANDLERS

Member	Alternate	Member	Alternate
Cody McCoy	Tim T. Carter	Janet Edwards	Larry McCutcheon
Paul McGinty	Julia Workman	Felix Musco	Benjamin Hall
Phil Quigley	Andal Allison	Bill McFarland	Kristin Daley
James Thomas	Tom Rickard	Dennis Burreson	Scott Hamilton