

2013 Marketing Update

IACP

The International Association of Culinary Professionals (IACP) is one of the most widely respected organizations in the food and beverage world. And the organization's annual conference is a Mecca for chefs, restaurateurs, foodservice operators, writers, photographers, editors and more. Each year, these highly influential foodies gather in a major U.S. city to discuss and learn about the latest happenings in the culinary space. So when the California Olive Committee learned the 35th annual conference would be in San Francisco this year, we jumped at the opportunity to join these culinary influencers for a few days in our own backyard.

The COC enjoyed a robust presence throughout the four-day event in April, including a very popular booth at the opening night

exposition. COC Executive Director Alex Ott and Chairman Mike Silveira manned the table, offering samples of a new black and green ripe olive recipe, and meeting face-to-face with writers, bloggers, editors and nutritionists from across the country. Drawing on the unique California connection with this year's conference, the COC helped drive home the unique California Ripe Olive story, connecting the product with the hardworking, family-owned industry behind it.



GETTING THE WORD OUT

Media relations is a key part of our marketing efforts this year, with programs designed to reinforce that California Ripe Olives are a wonderfully versatile ingredient in all



types of cooking. Current efforts include a focused media mailer, featuring new recipes that utilize the delicious green ripe olive. Working with a professional recipe developer, the committee has also developed a full-page color feature article that is currently in circulation, featuring three new tapenade applications.

And from May 31-June 2, the COC will travel to Philadelphia for the annual "Eat Write Retreat" blogger conference. As a sponsor, olives will feature prominently in the "Amazing Apps Culinary Challenge," which challenges a dozen active bloggers to create a delicious recipe featuring California Ripe Olives. COC participation in the event not only helps solidify relationships with online foodie influencers, it also guarantees online recipe placements that will prominently feature our commodity.

(Continued on page 3)



March 2013 Monthly Report Tables

Cumulative Pack	
Converted Total	9,099,134
Consumer	7,409,879
Food Service	1,689,254

Cumulative Sales	Month Ending March 31, 2013
Converted Total	8,957,524
Consumer	6,682,976
Food Service	2,274,547

Inventory	Converted Cases
Total	8,509,405
Consumer	6,511,790
Food Service	1,997,616
Approx Supply	14,476,828

Storage	Tons
Total Canning	33,734
Limited	4,765
Total	38,500
Converted	5,967,423

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

February 2013 Imports	Tons
Total cumulative canned	24,139
Total cumulative grower	37,991

Chairman's Corner

Dear Members,
Another two-year term has all but passed on the California Olive Committee, and as they say: Time flies when you are having fun!

I would like to thank our present Board for their hard work these past years. The California Olive Committee made great progress in dealing with industry issues. Huge strides were also made in our compliance review with the USDA, which was driven by our Executive Director, Alex Ott, and Director of Programs and Services, Denise Junqueiro. The result was one of the highest-rated USDA compliance reviews, just shy of perfect. A hardy "Thank You" to Denise and Alex!

Elections for new committee terms are complete, but as of this writing we do not yet know the results. Whatever the results may be, I challenge the new board to be active and engaged. As an industry, we face many issues, including mechanical harvesting, labor shortages, invasive pests and implementing new technology for grading and reporting—just to name a few. As newly elected committee members, you are accountable to the table olive growers of California and they expect their grower and processor representatives to help resolve these challenges. So be active and participate!

On behalf of the COC, I would also like to pay our respects to the family of Gordon K. (Pat) Patterson on his passing on March 19, 2013. Pat was an original founder of Early California Foods in Visalia. He also served on the California Olive Committee as well as the California Olive Association. I would like to thank the Patterson family for Pat's service. He was active and engaged. Pat was an icon of the California olive industry.

In closing, the flower buds are pushing in both our Northern and Southern growing regions and so far, things look very promising. If Mother Nature cooperates, we should have a nice crop, especially in our Southern growing region. Make sure and use Best Management Practices, including nutritional needs, pest management, and olive thinning to produce the highest quality table olive for our processors.

I wish good health and good fortune in this 2013 table olive season.

Sincerely,



Michael W. Silveira

Chairman of the California Olive Committee



Another Term Expires, Another Term Begins

by Executive Director Alexander Ott

Another term for the Board of Directors is set to expire at the end of June, making yet another successful couple of years for the California Olive Committee. The Committee has made great progress in its attempt to reach new audiences and educate consumers about the availability of California Ripe Olives.

Through education programs such as the International Association of Culinary Professionals' "From Dirt to Digital" event and the School Nutrition program, consumers are learning about the versatility of California Ripe Olives. Additionally, through blogger conferences, the COC is ensuring that California Ripe Olives are part of the online foodie vocabulary.

As for research, the Committee has made significant progress in bringing the industry into the technological age. Last year, the Committee participated in a mechanical harvesting demonstration, which took us one step closer to developing a harvester that will alleviate the continued hardships of available labor. The Committee is also

working to find solutions that will prevent olive knot, a potentially devastating disease. Additional strides include paperless reporting technology, which provides a modern means of communication for meetings. We're also in development of a comprehensive crisis communications plan, should the industry ever be thrust into a food safety or security situation.

Overall, the industry continues to utilize the COC to make big steps in addressing its needs and as the new board prepares to take the helm, these and other projects will continue to be at the forefront of everything we do. The accomplishments that have been achieved in such a short time are due to the dedication, support and follow-through of a resilient industry. We must continue to address these issues, because we either "hang together or hang separately."

The COC looks forward to the next couple of years as we begin the new term and we're excited to meet the challenges that lie ahead. Thank you for your continued support and hard work on behalf of the entire table olive industry.

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TARGETING KIDS

When it comes to foodservice outreach, the COC continues to work closely with organizations like the School Nutrition Association to ensure California Ripe Olives factor strongly into school foodservice programs. We continue to develop USDA-approved recipes for various K-12 segments that offer school nutrition professionals easy access to meals that feature kid-friendly California Ripe Olives.

On the consumer side, the COC is also excited to partner with "Hey Kids, Let's Cook," a PBS cooking show aimed at teaching kids and teens about food and cooking. Filmed in Fresno, the show enjoys national distribution in top U.S. media markets. California Ripe Olive recipes will feature prominently in a number of episodes this fall, while online, in-market and social integrations will ensure strong cross-platform integration of commodity messaging.