



CALIFORNIA **OLIVE** COMMITTEE
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AGENDA
Marketing Subcommittee Meeting
Marriott Courtyard • Executive Board Room
Wednesday, May 25, 2011
9:00 a.m.

- I. Call to Order
 - a. Roll call
 - b. Approval of 12-2-10 Marketing Subcommittee minutes (action item)
 - c. Marketing Subcommittee Chairperson's comments

- II. Marketing Update
 - a. Review of 2011 Marketing Plan and Budget by Fleishman-Hillard
 - b. On the horizon- contingency funds

- III. USDA Commodity Buy Program
 - a. School Nutrition Association

- IV. Canada Program and US Data Market Survey

- V. Other Business

- VI. Adjournment