



CALIFORNIA OLIVE COMMITTEE
Full Committee Meeting Minutes
Thursday, July 12, 2012
9:30 a.m.
Double Tree- Modesto, CA

I. CALL TO ORDER

A meeting of the Full Committee was called to order by Chairman SILVEIRA at 9:30 a.m., and the following members were present:

Members

Mark Hendrixson
Paul McGinty
Tim Carter*
Dennis Burreson*
Julia Workman
Rod Burkett*
Phil Quigley
Pablo Nerey
Mark Heuer*
Kenneth Wienholz*
Felix Musco*
Ed Curiel*
Janet Edwards*
Ed Milanesio
Chris Henderson*
Mike Silveira
Heath Burreson
Pat Ricchiuti
Ben Hall

Affiliation:

Grower
Bell Carter
Bell Carter
Musco
Bell Carter
Grower
Bell Carter
Grower
Grower
Grower
Bell Carter
Musco
Grower
Musco
Musco
Grower
Grower
Grower
Grower
Grower
Musco

Others Present:

Alexander Ott	COC
Denise Junqueiro	COC
Liza Ramon	COC
Jeff Smutny	USDA
Amy Milhous	Sampson & Sampson
Katy Sampson	Sampson & Sampson
Adin Hester	Olive Grower Council

*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.

MOVED by Mark HEUER, duly seconded by Ken WEINHOLZ and unanimously carried THAT the minutes of the 12-15-11 Full Committee meeting be approved. (Motion 7-12-12 #1)

Jeff Smutny from USDA was sitting in for Jerry Simmons also from USDA.

II. MARKETING SUBCOMMITTEE

In addition to the agency activities by Fleishman Hillard the COC allocated funds to build the school service market. The following items are part of the program:

- 1) School Service Market
- 2) Black and Green Ripe

In November of 2011, the Subcommittee approved the 2012 marketing plan presented by Fleishman Hillard. The plan featured various activities including:

- Relish Magazine cooking shows
- International Association of Culinary Professionals (IACP) Fashioning Food
- Dress Up Your Dish media outreach
- Harvest to Fork Tour
- Website advancements
- What's in Store
- Social Media outreach Twitter and Facebook

The Fleishman Hillard team presented a full progress report on the COC 2012 activities to the Marketing Subcommittee in June. The presentation is available in the meeting packet for your reference. At the meeting the Subcommittee was presented with an opportunity to create an industry video instead of the harvest to fork tour. After deliberation the Subcommittee decided to table the harvest to fork tour to the 2013 marketing plan and create an industry video. The Subcommittee felt the video could be used as collateral and assets for the tour and provide a greater opportunity for planning.

III. RESEARCH SUBCOMMITTEE

A 2011 Research Project chart was given in the meeting. Which was a breakdown of each project that was paid and a No Cost Extensions were granted.

A 2012 Research Project chart is included in the meeting packet. The chart will be updated as each researcher is being paid.

IV. INSPECTION SUBCOMMITTEE

Each year, the industry approves the Incoming and Outgoing Inspection Requirements. The charts are used to ensure that the industry meets an acceptable U.S. standard and Marketing Order size regulations, in addition to the acceptable count ranges and mid-points.

Moved by Rod BURKETT, duly seconded by Dennis BURRESON, and unanimously carried THAT the Incoming and Outgoing Inspection charts for the 2012-2013 season be adopted. (Motion 7-12-12 #2)

Every year the United States Department of Agriculture (USDA) provides the industry with an update on import inspection and inspection fees. Daniel Casares reported to the industry there will be no increase in this years inspection fees.

V. EXECUTIVE SUBCOMMITTEE

Doug Sampson with Sampson & Sampson has completed the California Olive Committee fiscal audit. Katy Sampson and Amy Milhous from Sampson & Sampson report to the industry that there were no deficiencies in the internal control.

Moved by Mark HEUER, duly seconded by Pat RICCHIUTI, and unanimously carried THAT the Committee approve the 2011 fiscal audit. (Motion 7-12-12 #3)

Each year the COC must approve the Annual Compliance Plan (ACP). The ACP describes compliance strategies, resources and activities for the current year

Moved by Pat RICCHIUTI, duly seconded by Ed CURIEL, and unanimously carried THAT the 2012-2013 Annual Compliance Plan be approved. (Motion 7-12-12 #4)

Also USDA required the COC to file an E-Compliance Plan. This compliance plan is USDA template staff completes for the Committee.

Moved by Ken WEINHOLZ, duly seconded by Dennis BURRESON, and unanimously carried THAT the E-Compliance Plan be approved. (Motion 7-12-12 #5)

Each year, the committee provides no cost extensions to researchers to finalize projects. In order to ensure that these funds are finalized properly and do not commingle with other funds, the Committee should have a separate checking account allowing these funds to show which projects are extended. In order to ensure that these funds are transferred, the committee needs to establish a policy that provides at the end of each year, the Executive Director and Treasure have the authority to transfer these funds at the end if the fiscal year.

Moved by Pat RICCHIUTI, duly seconded by Felix MUSCO, and unanimously carried THAT the Committee approved authority to the Treasurer and Executive Director to transfer unspent research funds into a separate account. (Motion 7-12-12 #6)

Each year, the COC must approve a Marketing Policy Statement. The Marketing Policy Statement is an annual analysis of the industry that is used by the U.S. Department of Agriculture (USDA) to determine the effectiveness of the Olive Oder 932 and its relationship to the requirement established by the Agricultural marketing Agreement Act.

Moved by Mark HEUER, duly seconded by Rod BURKETT, and unanimously carried THAT the Full Committee approved the 2012-2013 Marketing Policy Statement. (Motion 7-12-12 #7)

VI. REVIEW OF CROP ESTIMATES

Every year the National Agricultural Statistical Service (NASS) provided the industry with a forecast of the crop for the upcoming season. NASS stated will have the forecast on August 10, 2012.

Each year, the industry makes a forecast for the California Olive industry and estimate. The estimate is 83,917.

Moved by Mark HEUER, duly seconded by Rod BURKETT, and unanimously carried THAT the Committee adopt a 2012 forecast. Crop estimate is 83,917 with 12-1 oppose vote. (Motion 7-12-12 #8)

VII. OTHER BUSINESS

VIII. ADJOURNMENT

Chairman Mike SILVERIA adjourned the meeting at 10:45.

I hereby certify that the above is full, true and correct copy of the minutes of the meeting held on July 12, 2012 in Modesto, California, by the Committee.

July 13, 2012

Date: July 13, 2012

Liza Ramon

Liza Ramon, California Olive Committee

SUMMARY OF MOTIONS FOR JULY 12, 2012

Motion 7-12-12 #1

APPROVED

MOVED by Mark HEUER, duly seconded by Ken WEINHOLZ and unanimously carried THAT the minutes of the 12-15-11 Full Committee meeting be approved.

Motion 7-12-12 #2

APPROVED

Moved by Rod BURKETT, duly seconded by Dennis BURRESON, and unanimously carried THAT the Incoming and Outgoing Inspection charts for the 2012-2011 season be adopted.

Motion 7-12-12 #3

APPROVED

Moved by Mark HEUER, duly seconded by Pat RICCHIUTI, and unanimously carried THAT the Committee approve the 2011 fiscal audit.

Motion 7-12-12 #4

APPROVED

Moved by Pat RICCHIUTI, duly seconded by Ed CURIEL, and unanimously carried THAT the 2012-2013 Annual Compliance Plan be approved.

Motion 7-12-12 #5

APPROVED

Moved by Ken WEINHOLZ, duly seconded by Dennis BURRESON, and unanimously carried THAT the E-Compliance Plan be approved.

Motion 7-12-12 #6

APPROVED.

Moved by Pat RICCHIUTI, duly seconded by Felix MUSCO, and unanimously carried THAT the Committee approved authority to the Treasurer and Executive Director to transfer unspent research funds into a separate account.

Motion 7-12-12 #7

APPROVED

Moved by Mark HEUER, duly seconded by Rod BURKETT, and unanimously carried THAT the Full Committee approved the 2012-2013 Marketing Policy Statement.

Motion 7-12-12 #8

APPROVED

Moved by Mark HEUER, duly seconded by Rod BURKETT, and unanimously carried THAT the Committee adopt a 2012 forecast. Crop estimate is 83,917 with 12-1 oppose vote.