



CALIFORNIA OLIVE COMMITTEE
Full Committee Meeting Minutes
Friday, July 25, 2013
12:00 p.m. Lunch
12:30 p.m. Meeting
Double Tree – Modesto, CA

I. CALL TO ORDER

A meeting of the Full Committee was called to order by Chairman SILVEIRA at 12:31 p.m., and the following members were present:

Members

Pablo NEREY
Paul MCGINTY
Cody MCCOY
Dennis BURRESON*
Buck BONILLA*
Scott HAMILTON
Bill MCFARLAND
Janet EDWARDS
Scott PATTON
Gary BODINE
David HAILS
Julia WORKMAN
Mark HENDRIXSON
Mike SILVEIRA
Pat RICCHIUTI
Rod BURKETT
Larry MCCUTCHEON
David DEPAOLI
Tim CARTER
Ed CURIEL
Ben HALL

Affiliation:

GROWER
BELL CARTER
BELL CARTER
MUSCO
GROWER
MUSCO
MUSCO
MUSCO
GROWER
GROWER
GROWER
BELL CARTER
GROWER
GROWER
GROWER
GROWER
MUSCO
GROWER
BELL CARTER
GROWER
MUSCO

Others Present:

Alexander OTT
Denise JUNQUIERO
Liza RAMON
Terri VAWTER
Brian KUGEL
Amy MILHOUS
Allison GREGG
Daniel CASSERAS
Ed MILANESIO
Tony GIANETTA
Dan FLYNN

COC
COC
COC
USDA
NASS
SAMPSON & SAMPSON
SAMPSON & SAMPSON
USDA
MUSCO
USDA
UC DAVIS

Elizabeth FICHTNER

UCCE

J.E. ADASKAVEG

UCCE

*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 Scott PATTON, duly seconded by Mark HENDRIXSON and unanimously carried THAT the minutes of the 6-14-13 Full Committee meeting be approved. (Motion 7-25-13 #1)

II. MARKETING SUBCOMMITTEE

In addition to the agency activities by Fleishman Hillard the COC allocated funds to build the school service market, build alliances, travel, photography and industry relations. Denise presented the presentation which was provided in the meeting packet. Denise mentioned the dates for the Harvest Tour. Which are October 9th, 10th, and 11th, of 2013.

In November of 2012, the Subcommittee approved the 2013 marketing plan presented by Fleishman Hillard. The plan featured various activities including:

- Hey Kids, Let's Cook Partnership
- IACP
- Eat, Write, Retreat
- Harvest to Fork tour
- Website advancements
- Green Ripe Outreach
- Recipe development and photography
- Social media outreach Twitter and Facebook

III. INSPECTION SUBCOMMITTEE

Each year, the industry approves the Incoming and Outgoing Inspection Requirements. The following 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. The chart is for the 2013-2014 season were provided in the packet.

MOVED by Mark HENDRIXSON, duly seconded by Scott PATTON, and unanimously carried THAT the Committee adopt the 2013-2014 Incoming & Outgoing Inspection Requirements. (Motion 7-25-13 #2)

Each year the United States Department of Agriculture (USDA) provides the industry with an update on import inspection and inspection fees. Tony Gianetta with the USDA provided information on the 2013-2014 import inspection and inspection fees. At this time there were no changes. Mr. Gianetta also provided a report on the 2012 imported olives.

IV. EXECUTIVE SUBCOMMITTEE

A representative from Sampson & Sampson has completed the California Olive Committee's 2012 fiscal audit. The representative distributed the report at the meeting.

MOVED by Bill MCFARLAND, duly seconded by Buck BONILLA, and unanimously carried THAT the Committee approve the 2012 FY audit. (Motion 7-25-13 #3)

Each year, the California Olive Committee (COC) must approve a Marketing Policy Statement. The Marketing Policy Statement (MPS) is an annual analysis of the industry that is used by the USDA to determine the effectiveness of the federal Olive Order 932 and its relationship to the requirements established by the Agricultural Marketing Agreement Act. In June, the Committee approved the MPS, but must approve an amended version with a crop estimate.

MOVED by Mark HENDRIXSON, duly seconded by Scott PATTON, and unanimously carried THAT the Full Committee approve the 2013-2014 amended Marketing Policy Statement. (Motion 7-25-13 #5)

V. REVIEW OF CROP ESTIMATES

Every year, the National Agricultural Statistical Service (NASS) provides the industry with a forecast of the crop for the upcoming season. This forecast assists the industry in preparation for the season and budget planning for the next year. Brian from NASS mentioned it will be available on August 12, 2013 at 12:00 p.m. on their website.

Each year, the industry makes a forecast for the California Olive industry. The Committee will discuss and develop a 2013 crop estimate. Each grower will give their estimate and at the end will calculate.

Moved by Rod BURKETT, duly seconded by Dennis BURRESON, and unanimously carried THAT the Committee adopt a 2013 forecast which was 81,333 tons. (Motion 7-25-13 #4)

VI. RESEARCH SUBCOMMITTEE

An update on the projects was provided in the meeting packet. Also, Dan Flynn, J.E Adaskaveg, and Elizabeth Fichtner gave their presentation.

VII. OTHER BUSINESS

Pilot Program and GIN

Chairman Mike SILVERIA adjourned the meeting at 2:31 p.m.

I hereby certify that the above is full, true and correct copy of the minutes of the meeting held on July 25, 2013 in Modesto, California, by the Committee.

July 29, 2013

Date: July 29, 2013

Liza Ramon

Liza Ramon, California Olive Committee

SUMMARY OF MOTIONS FOR JULY 25, 2013

Motion 7-25-13#1

APPROVED

MOVED by Scott PATTON, duly seconded by Mark HENDRIXSON and unanimously carried THAT the minutes of the 6-14-13 Full Committee meeting be approved.

Motion 7-25-13 #2

APPROVED

MOVED by Mark HENDRIXSON, duly seconded by Scott PATTON, and unanimously carried THAT the Committee adopt the 2013-2014 Incoming & Outgoing Inspection Requirements.

Motion 7-25-13 #3

APPROVED

MOVED by Bill MCFARLAND, duly seconded by Buck BONILLA, and unanimously carried THAT the Committee approve the 2012 FY audit.

Motion 7-25-13 #4

APPROVED

Moved by Rod BURKETT, duly seconded by Dennis BURRESON, and unanimously carried THAT the Committee adopt a 2013 forecast which was 81,333 tons.

Motion 7-25-13 #5

APPROVED

MOVED by Mark HENDRIXSON, duly seconded by Scott PATTON, and unanimously carried THAT the Full Committee approve the 2013-2014 amended Marketing Policy Statement.