



CALIFORNIA OLIVE COMMITTEE
Full Committee Meeting Minutes
Monday, June 23, 2014
Double Tree - Modesto, CA

I. CALL TO ORDER

A meeting of the Full Committee was called to order by Chairman SILVEIRA at 10.02 a.m., and the following members were present:

Members

Tim T. CARTER
Doug REIFSTECK
Cody MCCOY*
Dennis BURRESON*
Felix MUSCO
Scott HAMILTON
Bill MCFARLAND
Janet EDWARDS*
Julia TINSLEY
Mark HENDRIXSON*
Mike SILVEIRA
Pat RICCHIUTI*
Rod BURKETT
Larry MCCUTCHEON
James THOMAS*
David DEPAOLI

Affiliation:

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

Others Present:

Alexander OTT	COC
Denise JUNQUIERO	COC
Liza RAMON	COC
Jerry SIMMONS	USDA
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 Pat RICCHIUTI, duly seconded by James THOMAS and unanimously carried THAT the minutes of the 12-9-13 Full Committee meeting be approved. (Motion 6-23-14 #1)

Chairman Mike SILVEIRA talked about the sense of crop and Strategic Planning.

II. EXECUTIVE SUBCOMMITTEE

Every year the California Olive Committee must approve the Annual Compliance Plan (ACP). The ACP describes compliance strategies, resources and activities for the current year. USDA requires that this program be established in order for the industry to comply with the Order and regulations. Additionally, the ACP must be in place to provide the COC the procedures needed should violations be brought forward before the Committee.

On a separate note, in 2010 USDA required the Committee to file an E-Compliance Plan. This compliance plan is a USDA template staff completes for the Committee. By 2011, USDA requested the Committee to approve both the completed E-Compliance Plan and ACP Plan. Although both plans are similar and duplicative, USDA has stated that both plans have to be brought before the Committee for approval.

MOVED by Mark HENDRIXSON, duly seconded by Pat RICCHIUTI and unanimously carried THAT the Committee approve Annual Compliance Plan and E-Compliance Plan. (Motion 6-23-14 #2)

Each year, the California Olive Committee (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 Order 932 and its relationship to the requirement established by the Agriculture Marketing Agreement Act. This policy statement will be reviewed again during the July 25th meeting in case any amendments need to be made based on changes to the state of the industry.

MOVED by Pat RICCHIUTI, duly seconded by Chris HENDERSON and unanimously carried THAT the Committee approve the 2014-2015 Marketing Policy Statement. (Motion 6-23-14 #3)

Chairman SILVEIRA and Executive Director Ott, provided an update on the water situation that is going on.

Southern – Lite
Northern - Same

II. OTHER BUSINESS

III. ADJOURNMENT

Chairman Mike SILVERIA adjourned the meeting at 10:22 a.m.

I hereby certify that the above is full, true and correct copy of the minutes of the meeting held on June 23, 2014 in Modesto, California, by the Committee.

June 24, 2014

Date: June 24, 2014

Liza Ramon

Liza Ramon, California Olive Committee

SUMMARY OF MOTIONS FOR JUNE 23, 2014

Motion 6-23-14#1

APPROVED

MOVED by Pat RICCHIUTI, duly seconded by James THOMAS and unanimously carried
THAT the minutes of the 12-9-13 Full Committee meeting be approved.

Motion 6-23-14 #2

APPROVED

MOVED by Mark HENDRIXSON, duly seconded by Pat RICCHIUTI and unanimously carried
THAT the Committee approve Annual Compliance Plan and E-Compliance Plan.

Motion 6-23-14 #3

APPROVED

MOVED by Pat RICCHIUTI, duly seconded by Chris HENDERSON and unanimously carried
THAT the Committee approve the 2014-2015 Marketing Policy Statement.