



CALIFORNIA **OLIVE** COMMITTEE
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AGENDA
Ripe Olive Executive Subcommittee Meeting
Napa Room, Double Tree
Thursday, July 30, 2015
9:00 a.m.

- I. Call to Order
 - a. Roll call
 - b. Chairperson's comments
 - c. Approval of 5-13-15 Executive Subcommittee minutes (action item)

- II. Industry Trade Research
 - a. Review proposed projects
 - b. Spain's nutritional claims

- III. Other Business

- IV. Adjournment

COC Subcommittees for 2013-2015

Executive Subcommittee:

Michael Silveira, G-1
Mark Hendrixson, G-2
Dennis Burreson, MUS
James Thomas, BCF
Tim T. Carter, BCF
Ed Curiel, G-1
Janet Edwards, MUS
Felix Musco, MUS
Scott Patton, G-1
Mark Heuer, G-2
Pat Ricchiuti, G-2
Doug Reifsteck, BCF

Marketing Subcommittee:

Bill McFarland, MUSCO
James Thomas, BCF
Tim T. Carter, BCF
Ed Curiel, G-1
Wai Wu, MUS
Vacant, G-2
Jacob Sertich, G-2
Scott Hamilton, MUS
Mark Hendrixson, G-2
Julia Tinsley, BCF
Scott Patton, G-1
Michael Silveira, G-1
Doug Reifsteck, BCF
Felix Musco, MUS
Pablo Nerey, G-1
Pat Ricchiuti, G-2
Andal Allison, BCF
Janet Edwards, MUS

Inspection Subcommittee:

Julia Tinsley, BCF
Gary Bodine, G-2
Rod Burkett, G-2
Dennis Burreson, MUS
Heath Burreson, G-1
Buck Bonilla, G-2
Jacob Sertich, G-2
Tom Rickard, BCF
David Hails, G-2
Janet Edwards, MUS
Ben Hall, MUS
Chris Henderson, G-1
Doug Reifsteck, BCF
Cody McCoy, BCF
Larry McCutchen, MUS
Felix Musco, MUS
Scott Patton, G-1
Phil Quigley, BCF
Art Hutcheson, G-2
Michael Silveira, G-1
Pablo Nerey, G-1

Research Subcommittee:

Dennis Burreson, MUS
Tom Rickard, BCF
Buck Bonilla, G-2
Heath Burreson, G-1
Rod Burkett, G-2
Art Hutcheson, G-2
Mark Hendrixson, G-2
Ed Curiel, G-1
Phil Quigley, BCF
Ben Hall, MUS
Chris Henderson, G-1
Mark Heuer, G-2
Felix Musco, MUS
Pablo Nerey, G-1
Scott Patton, G-1
Pat Ricchiuti, G-2
Julia Tinsley, BCF
Cody McCoy, BCF
Janet Edwards, MUS
Michael Silveira, G-1
Vacant, G-2



CALIFORNIA OLIVE COMMITTEE
Executive Subcommittee Meeting Minutes
Wednesday, May 13, 2015
10:15 a.m.
Double Tree - Modesto, CA

I. CALL TO ORDER

A meeting of the Executive Subcommittee was called to order by Chairman Mike Silveira at 10:26 a.m., and the following members were present:

Members

Dennis Burreson
Tim T. Carter
Mark Heuer
Michael Silveira
Janet Edwards
Pat Ricchiuti
James Thomas
Mark Hendrixson
Doug Reifsteck
Felix Musco

Affiliation:

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

Others Present:

Alexander Ott	COC
Denise Junqueiro	COC
Liza Ramon	COC
Terry Vawter	USDA
Peter Sommers	USDA

With a majority of the Subcommittee members present, a quorum was established.

MOVED by Mark HEUER, duly seconded by Doug REIFSTECK, and unanimously carried THAT the minutes of the 2-9-15 Executive Subcommittee meeting be approved. (Motion 3.13.15 #1)

II. INDUSTRY TRADE RESEARCH

With so many issues facing the ripe olive industry many members have requested more production and market intelligence. The intelligence will provide members concrete data to use in their business and assist them in making industry decisions. The Committee currently has \$72,000 in a contingency fund. It is being proposed to use the contingency funds on the following projects:

1. Olive Category Retail Assessment: This report will provide the Committee with a 3 year U.S. retail market analysis. Using retail data of price, brand, country, style and type. A generic example of the assessment report is provided in the packet.

Price: \$15,700

2. Ripe Olive Production Costs: An analysis of total production cost of growing California Ripe Olives. This study will assist the industry in providing a cost base comparisons with other countries and help growers measure and evaluate their own operations.

Price: \$38,000

3. Tariff and Subsidies of imported olives to US: This study will provide the information of tariff cost and subsidies received by the counties that export olives to the US. This data will assist in helping the industry create an even playing field in the market place.

Price: \$6,000

4. 1 (b) Study – Retail Study of support local versus actual sales of input vs. domestic (expand #1 item).
5. 1 (c) Olive Category Food Service – A 40 year snapshot and then last 10 years.
6. Total Crop (Global Production) – To do whole 75- Present years. 40 years of Data.

MOVED BY Tim T. CARTER, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Committee reviewed and approved #2 and #3 and THAT the industry rebid #1 to include 1(b) and 1(c) in a 5 year increment and THAT the a Bid to include a Global Production costs. (Motion 3.13.15 #2)

III. COMMITTEE UPDATES

In 2014 the Committee approved a strategic plan and delegated oversight to the Executive Subcommittee. Provided below is updates of each subcommittee to provide benchmarks and accountability of the strategic plan.

Research: All MOU's have been finalized for the 2015 research projects. The COC received a request from Judy Jernstedt concerning an extension on her no-cost extension for her 2014 project "Investigation of High Temperature Effects on Olive Fruit Set." The current extension is up on June 30, 2015. The request was to extend the extension to December 31, 2015. Policy is all extensions may not be extended past November 30th of any given year. The Exec Subcommittee is being asked for their discussion and decision on whether to give the extra extension.

Inspection: The Sevi Sorter Working Group has had two conference calls, issued a RFP and has visited two companies researching the sorting equipment options. Six original companies were issued an RFP. One company Unitec submitted a full proposal. Four out of the six companies felt they would not be able to meet our needs. The two companies the working group is continuing to have conversations with is Compac Sorting and Unitec. The working group will reconvene and provide their recommendations to the Inspection Subcommittee, who will decide next steps.

Marketing: The marketing subcommittee met this morning to approve the created health messaging. The 2015 marketing program was built around health messaging concerning California Ripe Olives. Since the California Olive Committee is a federal marketing order, all health messaging must be approved by USDA. There are extensive policies and guidelines on the usage of health messaging as an extension of USDA. Fleishman Hillard and Staff worked with them to gain approval of the messaging which was created from consumer surveys, trend statistics and registered dietician involvement.

MOVED BY Mark HENDRIXSON, duly seconded by Dennis BURRESON, and unanimously carried THAT there will be no extra extensions on a No Cost Extension. (Motion 3.13.15 #3)

IV. CLOSED SESSION

The board went into closed session.

MOVED BY Mark HENDRIXSON, duly seconded by Doug REIFSTECK, and unanimously carried THAT the closed session close. No action taken. (Motion 3.13.15 #4)

MOVED BY James THOMAS, duly seconded by Pat RICCHIUTI, and unanimously carried THAT the meeting be adjourned at 12:00pm. (Motion 3.13.15 #5)

May 14, 2015
Date May 14, 2015

Liza Ramon
Liza Ramon, California Olive Committee

SUMMARY OF MOTIONS FOR MAY 13, 2015

Motion 3.13.15 #1

APPROVED

MOVED by Mark HEUER, duly seconded by Doug REIFSTECK, and unanimously carried THAT the minutes of the 2-9-15 Executive Subcommittee meeting be approved.

Motion 3.13.15 #2

APPROVED

MOVED BY Tim T. CARTER, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Committee reviewed and approved #2 and #3 and THAT the industry rebid #1 to include 1(b) and 1(c) in a 5 year increment and THAT the a Bid to include a Global Production costs. (Motion 3.13.15 #2)

Motion 3.13.15 #3

APPROVED

MOVED BY Mark HENDRIXSON, duly seconded by Dennis BURRESON, and unanimously carried THAT there will be no extra extensions on a No Cost Extension.

Motion 3.13.15 #4

APPROVED

MOVED BY Mark HENDRIXSON, duly seconded by Doug REIFSTECK, and unanimously carried THAT the closed session close. No action taken.

Motion 3.13.15 #5

APPROVED

MOVED BY James THOMAS, duly seconded by Pat RICCHIUTI, and unanimously carried THAT the meeting be adjourned at 12:00pm.

******* ACTION REQUIRED *******

FROM: EXECUTIVE SUB – COMMITTEE

SUBJECT: REVIEW PROPOSED PROJECTS

RECOMMENDATION: THAT the Committee review and approve direction for staff for proposed research projects.

BACKGROUND: On May 13, 2015, the Executive Committee approved two studies. Specifically, these studies were:

- 1) Ripe Olive Production Costs: An analysis of growing California Ripe Olives. This study will assist the industry in providing a cost base comparisons with other countries and help growers measure and evaluate their own operations. (\$38,000)
- 2) Tariff and Subsidies of imported olives to US: This study will provide the information of tariff cost and subsidies received by the countries that export olives to the US. This data will assist in helping the industry create an even playing field in the market place. (\$6,000)

Of the \$72,000 that was allocated to the Executive Committee for research purposes a total of \$44,000 has been spent and \$28,000 remain. Additionally, the Sub-Committee had requested staff to get additional costs of conducting studies for the following projects.

- 1) Olive Category Retail Assessment which would include a study of support local versus actual sales of input vs. domestic;
- 2) Olive Category Food Service – A 40-year snapshot and specifically the last 10 years;
- 3) Total Crop (Global Production) for the last 40 years.
- 4) Oil content study of table olive varieties.

As staff began to review these projects, more questions than answers began to form. Staff will bring the questions to the Sub-Committee to review and give direction to staff.

FISCAL IMPACT: None