



**CALIFORNIA OLIVE COMMITTEE**  
**Executive Subcommittee Meeting Minutes**  
**Wednesday, July 30, 2015**  
**9:00 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 9:04 a.m., and the following members were present:

**Members**

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

**Affiliation:**

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

**Others Present:**

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

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

**MOVED BY Pat V. RICCHIUTI, duly seconded by Ed CURIEL, and unanimously carried THAT the minutes of the 5-13.15 Executive Subcommittee meeting be approved.  
(Motion 7.30.15 #1)**

## II. INDUSTRY TRADE RESEARCH

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 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 spend 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 in 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.

**MOVED BY Felix MUSCO, duly second by Mark HENDRIXSON, and unanimously carried THAT the testing should be Manzanillo from Spain, Hojiblanca from Spain, Sevillanos from Spain, Manzanillos from California, and a Maracon variety and THAT the price shall not exceed \$10,000. (Motion 7.30.15 #2)**

**MOVED BY Mark HEUER, duly seconded by Pat V. RICCHIUTI, and unanimously carried THAT the meeting be adjourned at 10:04am. (Motion 7.30.15 #3)**

*July 31, 2015*  
Date July 31, 2015

*Liza Ramon*  
Liza Ramon, California Olive Committee

**SUMMARY OF MOTIONS FOR JULY 31, 2015**

**Motion 7.31.15 #1**

**APPROVED**

**MOVED BY Pat V. RICCHIUTI, duly seconded by Ed CUIEL, and unanimously carried THAT the minutes of the 5-13.15 Executive Subcommittee meeting be approved.**

**Motion 7.31.15 #2**

**APPROVED**

**MOVED BY Felix MUSCO, duly second by Mark HENDRIXSON, and unanimously carried THAT the testing should be Manzanillo from Spain, Hojiblanca from Spain, Sevillanos from Spain, Manzanillos from California, and a Maracon variety and THAT the price shall not exceed \$10,000.**

**Motion 7.31.15 #3**

**APPROVED**

**MOVED BY Mark HEUER, duly seconded by Pat V. RICCHIUTI, and unanimously carried THAT the meeting be adjourned at 10:04am.**