



CALIFORNIA **OLIVE** COMMITTEE
2565 Alluvial Ave • Suite 182
Clovis, CA 93611
PHONE 559/456-9096 FAX 559/456-9099

AGENDA
Ripe Olive Executive Subcommittee Meeting
Double Tree • Sonoma Room
Thursday, November 5, 2015
9:00 a.m.

- I. Call to Order
 - a. Roll call
 - b. Chairperson's comments
 - c. Approval of 7-30-15 Executive Subcommittee minutes (action item)
- II. Strategic Plan Update
- III. Industry Trade Research
 - a. Review projects
 1. World Trade Report
 2. Country Assistance
 3. Production Costs
 4. Oil Content Study
 - b. Proposed projects
 1. Consumer study on taste and packaging preference
- IV. 2015 Administrative Budget (action item)
- V. Other Business
- VI. Adjournment

COC Subcommittees for 2015-2017

Executive Subcommittee:

12 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
Edward Garcia, G-1
Mark Heuer, G-2
Pat Ricchiuti, G-2
Doug Reifsteck, BFC

Marketing Subcommittee:

16 Bill McFarland, MUSCO
James Thomas, BCF
Tim T. Carter, BCF
Ed Curiel, G-1
Wai Wu, MUS
Julia Interoza, G-2
Pat Ricchiuti, G-2
Scott Hamilton, MUS
Mark Hendrixson, G-2
Maria Belshaw, BCF
Edward Garcia, G-1
Michael Silveira, G-1
Rick Benson, G-2
Pablo Nerey, G-1
Felix Musco, MUS
Doug Reifsteck, BFC

Inspection Subcommittee:

16
Julia Tinsley, BCF
Paul Danielson, G-2
Julia Interoza, G-2
Dennis Burreson, MUS
Pablo Nerey, G-1
Rick Benson, G-2
Janet Edwards, MUS
Ben Hall, MUS
Chris Henderson, G-1
Doug Reifsteck, BCF
Cody McCoy, BCF
Larry McCutchen, MUS
Vito Deleonardis, G-2
Phil Quigley, BCF
Art Hutcheson, G-2
Edward Garcia, G-1

Research Subcommittee:

16
Dennis Burreson, MUS
Julia Tinsley, BCF
Pat Ricchiuti, G-2
Scott Patton, G-1
Bert Ouezada, G-2
Michael Silveira, G-1
Vito Deleonardis, G-2
Chris Henderson, G-1
Cody McCoy, BCF
Ben Hall, MUS
Phil Quigley, BCF
Felix Musco, MUS
Pablo Nerey, G-1
Ed Curiel, G-1
Carla Anderson, BCF
Janet Edwards, MUS



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
Denise Junqueiro
Liza Ramon
Terry Vawter

COC
COC
COC
USDA

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

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 7.30.15 #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.

GENERAL ADMINISTRATION BUDGET**Budget 2014** **Budget 2015** **Budget 2016** **Difference**

Salaries	\$ 112,000	\$ 114,500	\$ 118,000	\$ 3,500
Attorney	\$ 5,000	\$ 5,000	\$ 5,000	\$ -
Audit Fee	\$ 6,500	\$ 7,500	\$ 8,500	\$ 1,000
Bookkeeper	\$ 5,000	\$ 5,000	\$ 5,000	\$ -
Accounting Service	\$ 1,800	\$ 1,800	\$ 1,800	\$ -
Vacation & Sick Leave Expense	\$ 5,000	\$ 5,000	\$ 5,000	\$ -
FICA & Medicare Expense	\$ 10,000	\$ 10,000	\$ 10,000	\$ -
Health Insurance	\$ 20,000	\$ 25,000	\$ 28,000	\$ 3,000
Disability Insurance	\$ 3,000	\$ 3,000	\$ 3,000	\$ -
Pension Plan Contribution	\$ 4,000	\$ 4,000	\$ 4,500	\$ 500
Storage	\$ 1,100	\$ 1,100	\$ 1,100	\$ -
Telephone	\$ 5,500	\$ 5,500	\$ 5,500	\$ -
Travel Committee	\$ 15,000	\$ 20,000	\$ 20,000	\$ -
Travel Office	\$ 9,000	\$ 15,000	\$ 15,000	\$ -
Travel Insurance	\$ 1,800	\$ 1,800	\$ 1,800	\$ -
General Insurance	\$ 6,600	\$ 6,900	\$ 6,900	\$ -
Insurance-members/management	\$ 8,000	\$ 9,500	\$ 10,000	\$ 500
Postage	\$ 9,200	\$ 9,200	\$ 7,000	\$ (2,200)
Office supplies	\$ 4,500	\$ 4,700	\$ 4,700	\$ -
Maintenance	\$ 500	\$ 1,000	\$ 1,000	\$ -
Printing - Admin	\$ 10,000	\$ 11,500	\$ 11,500	\$ -
Equipment, Software,Furniture	\$ 3,000	\$ 4,000	\$ 4,000	\$ -
Crop Estimate	\$ 6,500	\$ 6,500	\$ 6,500	\$ -
Misc. Admin Expense	\$ 1,500	\$ 2,000	\$ 2,000	\$ -
Education Training	\$ 2,000	\$ 4,000	\$ 4,000	\$ -
Crisis Communication	\$ -	\$ 20,000	\$ 20,000	\$ -
California Apple Commission	\$ 90,000	\$ 90,000	\$ 90,000	\$ -
Industry Studies	\$ -	\$ 72,000	\$ 85,000	\$ 13,000
TOTAL	\$ 346,500	\$ 465,500	\$ 484,800	\$ 19,300

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

FROM: EXECUTIVE COMMITTEE

SUBJECT: 2015 BUDGET

RECOMMENDATION: THAT the Committee adopt the General Administration 2015 FY Budget and the following actions outlined 1 – 3.

BACKGROUND: The following is the General Administration Budget for the California Olive Committee. This year, it is anticipated that the Committee will be nearly the same costs compared to last year.

Staff has put together a history of previous Executive Committee Budgets.

<i>FISCAL YEAR</i>	<i>2015 (Proposed)</i>	<i>2014</i>	<i>2013</i>	<i>2012</i>	<i>2011</i>	<i>2010</i>	<i>2009</i>	<i>2008</i>	<i>2007</i>
<i>ADMIN</i>	\$484,800	\$465,500**	\$333,800	\$333,500	\$415,900*	\$324,923	\$359,549	\$288,552	\$252,171
<i>%Differ</i>	4%	34%	0%	-24%	28%*	-11%	20%	13%	-15%

* The original approved Executive Sub-Committee budget for 2011 was \$335,900. However, in order to begin electronic reporting, USDA required the Committee to approve \$80,000 not used in research for the 2011 FY and reallocate to the Executive Sub-Committee, otherwise the project would have to be placed on hold. The mid-year correction increased the Executive Sub-Committee budget by \$80,000 to total \$415,900.

**The Committee approved dollars for crisis communication and legal activities coupled with \$72,000 for industry studies. These studies were for additional research on specific items. Legal and crisis communication will be rolled over to next year for a reserve to be created going forward.

The Sub-Committee must decide:

- 1) Approval of the 2015 Fiscal Budget
- 2) Recommend to the Committee to delegate authority from the Committee to the Executive Director with oversight by the Chairman, for Inner-Item transfer fund Authority
- 3) Recommend to the Committee to approve the use of legal counsel should one be needed with approval from the USDA.

FISCAL IMPACT: \$484,800 for FY 2015