



CALIFORNIA **OLIVE** COMMITTEE
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Clovis, CA 93611
PHONE 559/456-9096 FAX 559/456-9099

AGENDA

Ripe Olive Marketing Subcommittee Meeting
Double Tree • Sonoma Room
Thursday, November 5, 2015
12:15 p.m.
(Lunch Served)

- I. Call to Order
 - a. Roll call
 - b. Approval of 5-13-15 Ripe Olive Marketing Subcommittee minutes
(action item)
 - c. Elect Marketing Subcommittee Chairperson (action item)
- II. Review of Strategic Plan
- III. 2015 Marketing Plan Review
 - a. Partnerships- CA Grown
 - b. Fleishman-Hillard
- IV. Directives for 2016 Marketing Plan (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 Interzoza, 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 Interzoza, 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
MARKETING SUBCOMMITTEE
MEETING MINUTES**

**Wednesday, May 13, 2015
9:30 a.m.
Double Tree - Modesto, CA**

I. CALL TO ORDER

Subcommittee chairman Mike SILVEIRA called the Subcommittee meeting to order at 9:32 a.m. The following members were present:

Members:

Mike SILVEIRA
Scott HAMILTON
Andal ALLISON
Wai WU
Doug REIFSTECK
Tim T. CARTER
Felix MUSCO
Mark HENDRIXSON
Janet EDWARDS
James THOMAS
Maria BELSHAW
Dennis BURRESON

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

Staff:

Alexander OTT
Denise JUNQUEIRO
Liza RAMON

Guests:

Terry VAWTER
Peter SOMMERS
Kim BEDWELL
Adin HESTER

Affiliation:

USDA
USDA
Fleishman-Hillard
Olive Grower Council

I. CALL TO ORDER

A majority of the Subcommittee Members present, a quorum was established.

MOVED by Felix MUSCO, duly seconded by Doug REIFSTECK, and unanimously carried THAT the minutes of the February 9, 2015 Marketing Subcommittee meeting be approved. (Motion 3.13.15 #1)

II. MARKETING 2015 PLAN

The 2015 marketing program is 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. USDA has extensive policies and guidelines on the usage of health messaging. Fleishman Hillard and Staff worked with USDA to gain approval of messaging. Messaging was created from consumer surveys, trend statistics and registered dietician involvement. It is the subcommittee's job today to approve the vetted health messaging.

MOVED BY James THOMAS, duly seconded by Tim T. CARTER, and unanimously carried THAT the Committee accept the Mediterranean diet statement as lead statement and ability to substitute others to assist message. (Motion 3.13.15 #2)

Adjournment

Chairman Mike Silveira adjourned the Marketing Sub-committee meeting at 10:20a.m.

I hereby certify that the above is full, true and correct copy of the minutes of the meeting held on May 13, 2015 in Modesto, California, by the Committee.

May 14, 2015
Date: May 14, 2015

Liza Ramon
Liza Ramon, California Olive Committee

SUMMARY OF MOTIONS FOR MAY 13, 2015

APPROVED

MOTION 3.13.15 #1

MOVED by Felix MUSCO, duly seconded by Doug REIFSTECK, and unanimously carried THAT the minutes of the February 9, 2015 Marketing Subcommittee meeting be approved.

MOTION 3.13.15 #2

MOVED BY James THOMAS, duly seconded by Tim T. CARTER, and unanimously carried THAT the Committee accept the Mediterranean diet statement as lead statement and ability to substitute others to assist message.

***** INFORMATION *****

FROM: MARKETING SUBCOMMITTEE

SUBJECT: STATE OF INDUSTRY AND OBJECTIVES OF THE DAY

BACKGROUND: In 2013 the Committee requested that the Executive Subcommittee develop and execute a strategic plan. The strategic plan was approved by the Committee in July of 2014. The strategic plan consisted of marketing efforts to leverage the quality of California Ripe Olives. The Subcommittee's job today is to give the directives on leveraging quality.

Leveraging Quality

- California
 - o As a brand
 - o Buy local
- Processing – 7 Day Process
- Heritage
 - o Growers multi-generation
 - o Family owned canners
- Health- Mediterranean Diet

*******INFORMATION*******

FROM: MARKETING SUBCOMMITTEE

SUBJECT: 2015 MARKETING PLAN IN REVIEW

BACKGROUND: Today we have two presentations reviewing the activities for 2015. One is from California Grown to provide more information about our membership, review partnership activities of 2015 and answer any questions on the organization. The other presentation is from Fleishman Hillard on our Mediterranean Diet campaign.



FLEISHMANHILLARD

California Olive Committee Marketing Sub-Committee Update

November 5, 2015

2015 in Review

Here's what you asked for in the December 19, 2014 meeting:

- Focus on the consumer audience, specifically Mom
- Reach target with a health-focused message through traditional and social channels
 - Consumer media
 - Bloggers
 - Social media (Facebook, Twitter, Pinterest)
- Hammer home 2-3 key messages over and over
 - Could be tied to caloric amounts, existing non-COC research – will be contingent on what we able to develop and get approved by USDA
- Program must be within pre-approved \$411,500 budget



2015 in Review

- Target results (based on recommended program):
 - 60 million impressions
 - 10% Facebook fan growth
 - 80% total key message pull through





Mediterranean Diet Program

Research Review

Live longer, live better! Olives are an essential part of the Mediterranean diet and contain monounsaturated fat – the good fat!

- Adherence to the Mediterranean diet, of which olives and olive oil are a key component, not only supports good health but has been associated with promoting longevity. Data from the Nurses' Health Study suggests that women who adhere to the Mediterranean diet had longer telomeres in their blood cells. Telomeres are DNA sequences that get shorter when cells divide, so their length is thought to be a measure of a cell's aging.

California black ripe olives are as good as they taste, and contain vitamin E, iron, vitamin A, and fiber. They are packaged at their peak to preserve nutrients for year-round enjoyment.

- Vitamin E is an antioxidant which helps protect cells from oxidation and fight off free radicals produced during cellular energy production. A serving of olives has .25 milligrams of Vitamin E.
- The ability of red blood cells to carry oxygen throughout the body is due to the presence of iron in the blood. A serving of olives has 0.50 milligrams of iron.
- Vitamin A is needed for new cell growth, healthy skin, hair, tissues, and vision. A serving of olives has 60 IUs of Vitamin A, 1.2% of your daily value of 5,000 IUs.
- Fiber promotes digestive tract health by helping to move food through the system at a healthier pace. A serving of olives has .50 grams of fiber.

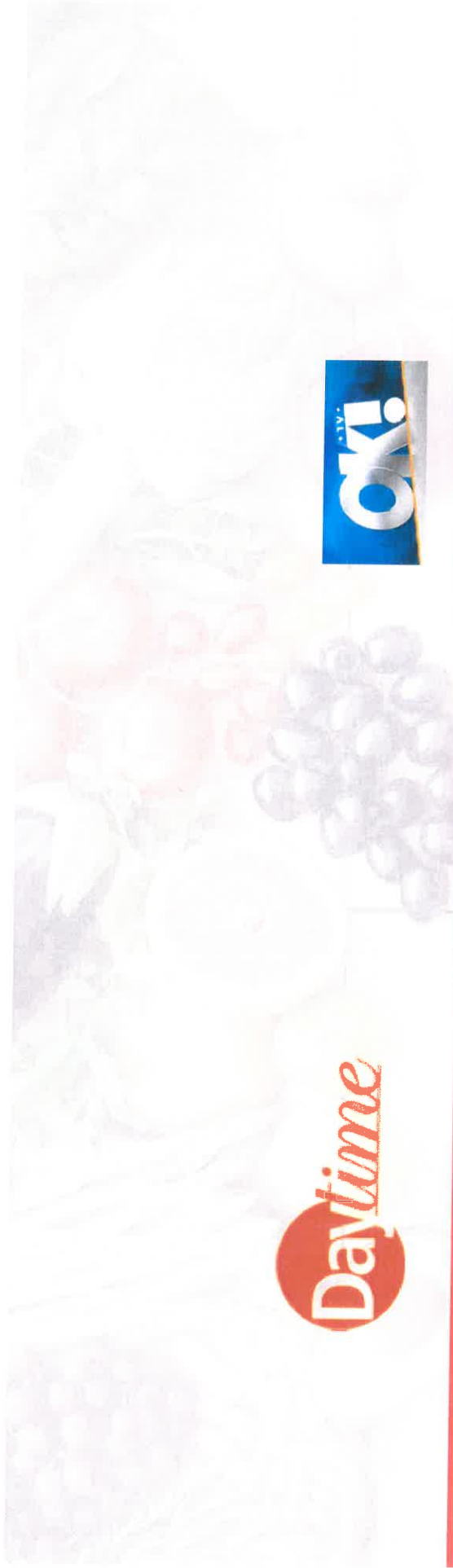
Olives naturally contain plant-powered polyphenols, one of the most important health promoting phytochemicals in the plant kingdom!

- A number of studies have shown that plant-based polyphenols (including those from olives) have the potential to reduce inflammation and are linked to a reduced risk for certain chronic diseases. Of more than 450 foods studied, black olives were among the top 50 polyphenol rich foods and ranked higher than extra virgin olive oil!



See CalOlive.org for references

Mediterranean Diet Program



National Broadcast Segments

Reached 4 million viewers

Mediterranean Diet Program

Live longer, live better: Why the Mediterranean diet just may be the most delicious meal plan yet

Entire
LIVE 12

Live longer, live better: Why the Mediterranean diet just may be the most delicious meal plan yet

1,095 placements
generating
58.5M+
impressions

Los Angeles Times
San Francisco Chronicle
Chicago Tribune
SFGATE
Orlando Sentinel
THE BALTIMORE SUN
baltimoresun.com

LIVE BETTER, LIVE LONGER!
with California Ripe Olives and the Mediterranean diet!

Why you should subscribe to the Mediterranean diet, which includes olives, is that it's healthy. Olives are one of the most nutritious foods in the world. They are packed with antioxidants, which help to reduce inflammation and lower the risk of heart disease. They are also a great source of healthy fats, which help to keep your skin and hair healthy.

The Mediterranean diet includes a variety of delicious foods:

- Whole grains
- Vegetables
- Fruits
- Legumes
- Nuts and seeds
- Low-fat dairy
- Californian Ripe Olives

Olives provide important nutrients like Vitamin E, which helps to protect your skin from sun damage. They also contain antioxidants that help to reduce inflammation and lower the risk of heart disease.

California Ripe Olives are also a great source of healthy fats, which help to keep your skin and hair healthy. They are also a great source of antioxidants, which help to reduce inflammation and lower the risk of heart disease.

NO
SODIUM
ADDED

Olives are also friendly with special diets
California Ripe Olives are friendly with special diets like low sodium, low carb, and keto. They are also a great source of healthy fats, which help to keep your skin and hair healthy.

They are so versatile!
California Ripe Olives are so versatile that they can be used in a variety of ways. They can be eaten on their own, added to salads, or used as a garnish for your favorite dishes.

THE MOST ACTIVE WAY TO LIVE.

607 placements
generating
32.5M+
impressions

Releases



Mediterranean Diet Program

thetastybite

Mediterranean Zucchini Boats with Campania Rice Devils



POSTS: 50

IMPRESSIONS: 2,406,570

TWEETS: 453

IMPRESSIONS: 4,326,125

POSTS: 52

IMPRESSIONS: 281,688

PINS: 52

IMPRESSIONS: 288,389

Blogger Engagement

Custom Recipe Creation and Social Amplification from 50 Online Influencers



Mediterranean Diet Program

recipe
REDUX



Blogger Engagement

Reached nearly 1 million readers
783K social impressions
51 new healthy Mediterranean recipes and photos

Mediterranean Diet Program

"I would love to collaborate with California Ripe Olives on a project, olives are one of my favorite sources of healthy fat. I am a little obsessed with the new snack-size containers of olives that I eat on-the-go. I, especially, love the black olives. So good!!"

-Amee Livingston, Ameer's Savory Dish

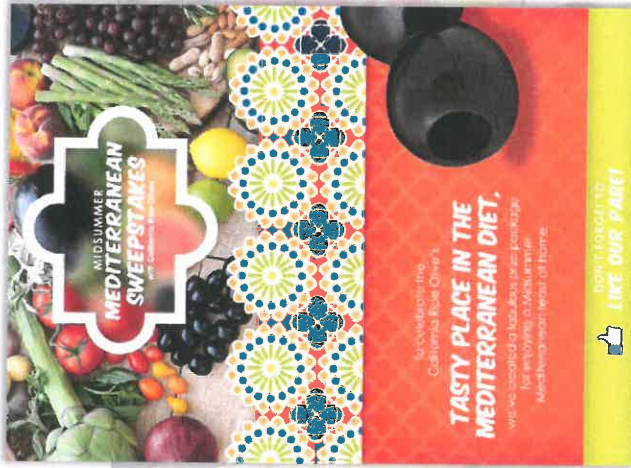
blogbr@lee
telling you to better blog



Blogger Engagement



Mediterranean Diet Program



Social Media Engagement

More emphasis on Med Diet posts
 Nearly 25,000 Facebook Sweepstakes
 Generated Entries



Mediterranean Diet Program

Our Story Recipes Olive Nutrition Cooking for Kids Industry

CALIFORNIA RIFE OLIVES

California Ripe Olives
They go with everything!

K-12 RECIPES

Olives are an essential part of the Mediterranean Diet

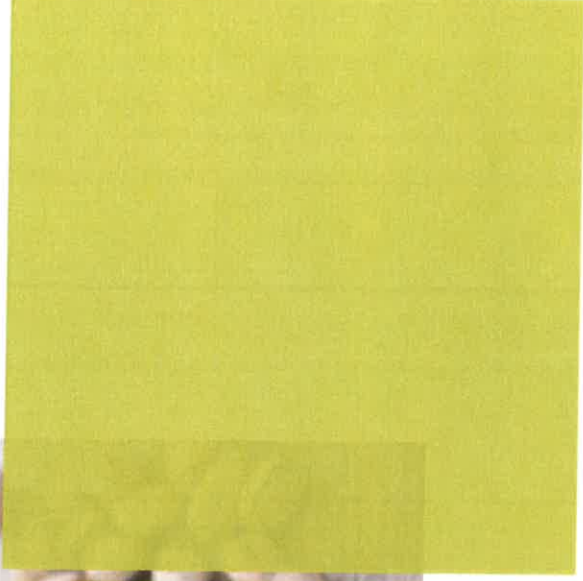
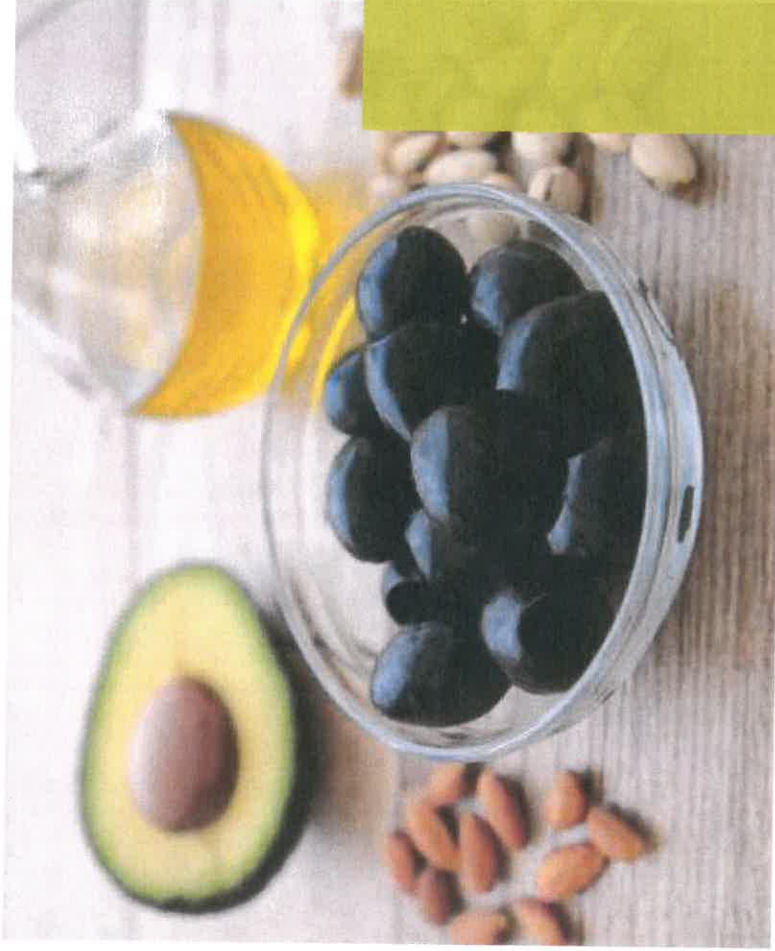
[Learn More](#)

- New photography
- 100+ new recipes – coming soon
- Enhanced Industry section

Website



Additional Program Elements



Consumer Outreach

SEASIDE BAKER



Reached 90,000 readers
Collected 9 new assets



Blogger Engagement

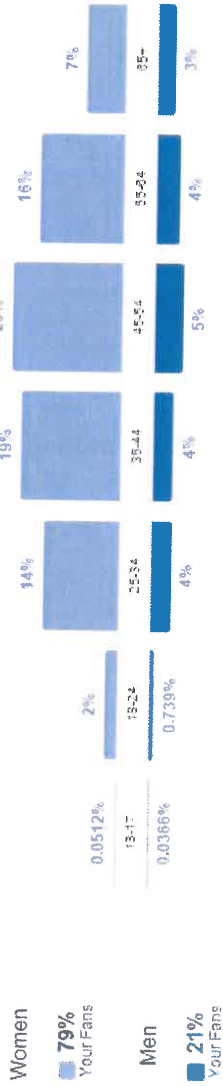


Consumer Outreach

8% Facebook fan growth – 1,096 new fans

Your Fans People Reached People Engaged

The people who like your Page



Social Media

Most Popular Post

California Ripe Olives
 Published by Neri Bejweil
 Fri, September 10, 2010

Happy 165th Birthday, California! To celebrate our home state, we're giving away an 1 🇺🇸 CALIFORNIA prize pack! Just comment below what your home state is, and you are entered to win. Winner will be revealed Thursday, after 10 a.m. PT

HAPPY 165th BIRTHDAY, CALIFORNIA!

9,326 people reached
 217 Likes · 78 Comments · 53 Shares

Like Comment Share

Recent Post



Consumer Outreach

Twitter

- 800 followers
- Used to interact with bloggers and RDs during promotions
- Complements outreach on Facebook page

Pinterest

- 25 boards
- 512 pins
- 747 followers
- Complements outreach on Facebook page

Social Media



Industry Relations



Still to Come

- 8 Ways to Stuff an Olive Listicle
- Friendsgiving Release
- Tis the Season for California Ripe Olives Blogger and Social Media Program

Q4 Activity



2015 in Review

Target	Actual
60,000,000 impressions	94,621,795
10% Facebook fan growth	8% Facebook fan growth
80% key message pull through	100% key message pull through



Results as of 10/20/2015





Thank You



Leveraging Quality *Value*



Our Value Statements as an Industry:

- *California*
 - As Branding
 - Buy Local
- *7 Day Process unique to California*
- *Heritage*
 - Growers multi generational/ small farmers
 - Family owned canners
- *Health- Mediterranean Diet*

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

FROM: MARKETING COMMITTEE

SUBJECT: 2016 PROGRAM

RECOMMENDATION: THAT the Subcommittee adopt the Marketing Subcommittee provide clear directives for the 2016 program.

BACKGROUND: The Subcommittee's objective for the day is to provide staff with directives for the 2016 marketing plan using the value statements. From those directives the agency and staff will devise a marketing plan and present the plan to the Subcommittee on November 19th.