



CALIFORNIA OLIVE COMMITTEE
Full Committee Meeting Minutes
Wednesday, December 9, 2015
Double Tree - Modesto, CA

I. CALL TO ORDER

A meeting of the Full Committee was called to order by Mike SILVEIRA at 10:00 a.m., and the following members were present:

Members

Mike SILVEIRA
Doug REIFSTECK*
Rick BENSON*
Dennis BURRESON*
Ben Hall*
Chris HENDERSON*
Edward GARCIA*
Janet EDWARDS*
Maria BELSHAW*
Carla ANDERSON
Cody MCCOY*
Bill MCFARLAND*
Mark HEUER*
Ed CURIEL*
Jacob PETERS

Affiliation:

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

Others Present:

Alexander OTT	COC
Denise JUNQUIERO	COC
Liza RAMON	COC
Terry VAWTER	USDA
Peter SOMMERS	USDA

*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 Mark HEUER, duly seconded by Bill MCFARLAND, and unanimously carried THAT the minutes for July 30, 2015 for Full Committee Meeting be approved. (Motion 12.9.15 #1)

II. MARKETING SUBCOMMITTEE

There were 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.

Each year, the Marketing Subcommittee approves a marketing plan with a contracted agency. Additionally, the Committee approves travel for staff, and growers to various marketing events, association fees, and partnerships.

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|----------------------------------|---|----------|
| 1) Education and Partnerships | - | \$38,500 |
| a. Alliance for Food and Farming | | |
| b. CA Grown | | |
| c. Partnerships | | |
| d. Travel | | |
| e. Olive Day | | |

Fleishman Hillard TOTAL	-	689,300
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MOVED BY Mark HEUER, duly seconded by Rick BENSON, and unanimously carried THAT the Committee approve \$727,800 Marketing Budget for the 2016 FY. (Motion 12.9.15 #2)

MOVED BY Rick BENSON, duly seconded by Bill MCFARLAND, and unanimously carried THAT the Committee to delegate authority from the Committee to the Executive Director with oversight by the Chairman, for Inter-Item transfers of the marketing budget. (Motion 12.9.15 #3)

III. INSPECTION SUBCOMMITTEE

In 2015 inspection projects focused on the Olive Electronic Reporting System (OERS) and finding a sevi sorter. OERS was in its second year and proved to be a valuable asset to the industry. Improvements were made to the system for user's friendliness, more efficiencies and to provide more value. One major improvement was the establishment of a sample bin tag generator. This was put in place to eliminate the need for inspection services to select the bins, but still have the third party mechanism in place.

A sevi sorter working group was established and the group surveyed eight potential companies. Two companies responded with possible capabilities to assist and meet the industry's needs. Meetings were held with the two companies and one company felt their R&D would not be able to address smaller fruit until 2017. The other Unitec has been extremely cooperative and running tests in Italy to provide us with some data based on our criteria. The overall goal is to find a machine that can size all varieties and provide local service support. We are still looking for other companies in an effort to explore to get the best outcome for the industry.

Last year, the Committee did not allocate dollars for inspection as electronic reporting and optical sizing projects were carried over from previous years. With the systems in place, the industry is seeing success in both the reporting and optical sizing. Adjustments to the program will be made in order to ensure integrity of the system and to ensure the technology keeps up with software and other items.

For the 2016 FY, phase two of the two major projects will expand. The following items are expenditures for the Inspection program.

1. Travel - \$12,000
2. Electronic Reporting (Phase II) - \$40,000
3. Optical Sizer - \$50,000

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

<i>FISCAL YEAR</i>	<i>2016 (Proposed)</i>	<i>2015</i>	<i>2014</i>	<i>2013</i>	<i>2012</i>	<i>2011</i>	<i>2010</i>
<i>INSPECT</i>	\$102,000	\$132,000	\$0	\$105,000	\$50,000	\$75,000	\$50,000
<i>%Differ</i>	-29%	100%		52%	-50%	33%	

MOVED BY Rick BENSON, duly seconded by Ed CURIEL, and unanimously carried THAT the Committee approve the \$102,000 Inspection Budget for the 2016 FY. (Motion 12.9.15 #4)

MOVED BY Doug REIFSTECK, duly seconded by Cody MCCOY, and unanimously carried THAT the Committee delegate authority from the Committee to the Executive Director with oversight by the Chairman, for Inter-item transfers for the inspection budget. (Motion 12.9.15 #5)

IV. EXECUTIVE SUBCOMMITTEE

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>2016 (Proposed)</i>	<i>2015</i>	<i>2014</i>	<i>2013</i>	<i>2012</i>	<i>2011</i>	<i>2010</i>
<i>ADMIN</i>	484,800	\$393,500	\$346,500	\$333,800	\$333,500	\$415,900*	\$324,923
<i>%Differ</i>	18%	13%	3%	0%	-24%	28%*	-11%

* 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.

MOVED BY Bill MCFARLAND, duly seconded by Edward GARCIA, and unanimously carried THAT the Committee approve \$484,800 for the General Administration 2016 FY Budget. (Motion 12.9.15 #6)

MOVED BY Mark HEUER, duly seconded by Doug REIFSTECK, and unanimously carried THAT the Committee delegate authority from the Committee to the Executive Director with oversight by chairman for Inter-item transfers of the administrative budget. (Motion 12.9.15 #7)

MOVED BY Dennis BURRESON, duly seconded by Bill MCFARLAND, and unanimously carried the Committee delegate authority from the Committee to the Executive Director with the oversight by the Chairman to obtain legal counsel for employee personnel. (Motion 12.9.15 #8)

V. RESEARCH SUBCOMMITTEE

Each year the Research Subcommittee approves various research projects funded by the Committee. The Subcommittee must which proposed projects to recommend to the Committee for funding. A budget of \$ 210,815.00 is purposed based on the submitted projects.

2016 RESEARCH PROPOSALS FOR THE CALIFORNIA OLIVE COMMITTEE

TOPIC	LEADERS	AMOUNT
Northern Valley Olive Fruit Fly Monitoring Project	Erin Simpson	\$6,500.00
Southern San Joaquin Valley Olive Fruit Fly Monitoring Project	Jim Stewart	\$6,334.00
PGRs and pruning treatments to manage alternate bearing	Carol Lovatt Elizabeth Fichtner	\$11,045.00
Epidemiology and management of olive knot	Jim Adaskaveg	\$21,000.00
Biological control of olive psyllid (renewal)	Charlie Pickett	\$15,840.00
Propagating Dwarfing Olive Rootstocks and Establishing a Long Term Orchard	John Preece, Louise Ferguson	\$15,096.00
Contingency		\$135,000
TOTAL		\$210,815

FISCAL IMPACT: \$ 210,815.00

MOVED BY Mark HEUER, duly seconded by Ben HALL, and unanimously carried THAT the Subcommittee approve research projects for 2016. (Motion 12.9.15 #9)

MOVED BY Mark HEUER, duly seconded by Doug REIFSTECK, and unanimously carried THAT the Subcommittee approve a contingency fund for projects. (Motion 12.9.15 #10)

MOVED BY Bill MCFARLAND, duly seconded by Rick BENSON, and unanimously carried THAT the Committee delegate authority from the Committee to the Executive Director with oversight by the Chairman of the research budget. (Motion 12.9.15 #11)

VI. REVIEW OF FISCAL 2015 BUDGET

The following is the total 2016 FY Budget.

TOTAL 2016 BUDGET

<i>BUDGETS</i>	<i>MARKETING</i>	<i>RESEARCH</i>	<i>INSPECTION</i>	<i>EXECUTIVE</i>	<i>TOTAL</i>
2016	\$727,800	\$210,815	\$102,000	\$484,800	\$1,525,415
% Budget	50%	19%	0%	31%	100%

HISTORIC BUDGET, TONNAGE, & ASSESSMENT COMPARISON

<i>FISCAL YEAR</i>	<i>2016 (Proposed)</i>	<i>2015</i>	<i>2014</i>	<i>2013</i>	<i>2012</i>	<i>2011</i>	<i>2010</i>	<i>2009</i>
Previous	\$1,525,415	1,296,731	1,129,682	\$1,289,198	\$1,197,291	\$2,203,909	\$929,923	\$1,482,349
% Difference	15%	12%	-12%	7%	-46%	107%	-39.97	-6.69%
Tonnage	77,977	37,119	90,790	78,179	26,944	167,000	22,150	49,067
%Difference	52%	145%	14%	235%	-83%	654%	-55%	-55%
Assessment Rate		\$26.00	\$15.21	\$21.16	\$31.32	\$16.61	\$44.72	\$28.63
% Difference		41%	-39%	-52%	89%	-63%	56%	84%

FISCAL IMPACT: \$1,525,415 for FY 2016 with \$46,884 for no-cost research extensions from 2015.

MOVED BY Mark HEUER, duly seconded by Bill MCFARLAND, and unanimously carried THAT the Committee adopt the 2016 FY Budget of \$1,525,415 and \$46,884 for no-cost research extensions from 2015. (Motion 12.9.15 #12)

MOVED BY Chris HENDERSON, duly seconded by Edward GARCIA, and unanimously carried THAT the Committee adopt \$26.00 per ton Assessment Rate for 2016 Crop Year. (Motion 12.9.15 #13)

VIII. ADJOURNMENT

Chairman Mike Silveira adjourned the meeting at 10:56a.m.

December 10, 2015

Date: December 10, 2015

Liza Ramon

Liza Ramon, California Olive Committee

SUMMARY OF MOTIONS FOR DECEMBER 9, 2015

Motion 12-9-15 #1

APPROVED

MOVED BY Mark HEUER, duly seconded by Bill MCFARLAND, and unanimously carried THAT the minutes for July 30, 2015 for Full Committee Meeting be approved.

Motion 12-9-15 #2

APPROVED

MOVED BY Mark HEUER, duly seconded by Rick BENSON, and unanimously carried THAT the Committee approve \$727,800 Marketing Budget for the 2016 FY.

Motion 12-9-15 #3

APPROVED

MOVED BY Rick BENSON, duly seconded by Bill MCFARLAND, and unanimously carried THAT the Committee to delegate authority from the Committee to the Executive Director with oversight by the Chairman, for Inter-Item transfers of the marketing budget.

Motion 12-9-15 #4

APPROVED

MOVED BY Rick BENSON, duly seconded by Ed CURIEL, and unanimously carried THAT the Committee approve the \$102,000 Inspection Budget for the 2016 FY.

Motion 12-9-15 #5

APPROVED

MOVED BY Doug REIFSTECK, duly seconded by Cody MCCOY, and unanimously carried THAT the Committee delegate authority from the Committee to the Executive Director with oversight by the Chairman, for Inter-item transfers for the inspection budget.

Motion 12-9-15 #6

APPROVED

MOVED BY Bill MCFARLAND, duly seconded by Edward GARCIA, and unanimously carried THAT the Committee approve \$484,800 for the General Administration 2016 FY Budget.

Motion 12-9-15 #7

APPROVED

MOVED BY Mark HEUER, duly seconded by Doug REIFSTECK, and unanimously carried THAT the Committee delegate authority from the Committee to the Executive Director with oversight by chairman for Inter-item transfers of the administrative budget.

Motion 12-9-15 #8

APPROVED

MOVED BY Dennis BURRESON, duly seconded by Bill MCFARLAND, and unanimously carried the Committee delegate authority from the Committee to the Executive Director with the oversight by the Chairman to obtain legal counsel for employee personnel.

Motion 12-9-15 #9

APPROVED

MOVED BY Mark HEUER, duly seconded by Ben HALL, and unanimously carried THAT the Subcommittee approve research projects for 2016.

Motion 12-9-15 #10

APPROVED

MOVED BY Mark HEUER, duly seconded by Doug REIFSTECK, and unanimously carried THAT the Subcommittee approve a contingency fund for projects.

SUMMARY OF MOTIONS FOR DECEMBER 9, 2015

Motion 12-9-15 #11

APPROVED

MOVED BY Bill MCFARLAND, duly seconded by Rick BENSON, and unanimously carried THAT the Committee delegate authority from the Committee to the Executive Director with oversight by the Chairman of the research budget.

Motion 12-9-15 #12

APPROVED

MOVED BY Mark HEUER, duly seconded by Bill MCFARLAND, and unanimously carried THAT the Committee adopt the 2016 FY Budget of \$1,525,415 and \$46,884 for no-cost research extensions from 2015.

Motion 12-9-15 #13

APPROVED

MOVED BY Chris HENDERSON, duly seconded by Edward GARCIA, and unanimously carried THAT the Committee adopt \$26.00 per ton Assessment Rate for 2016 Crop Year.