



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

**AGENDA**  
**Full Committee Meeting**  
**Double Tree • Ballroom 1 & 2**  
**Thursday, July 21, 2016**  
**9:00 a.m.**

- I. Call to Order
  - a. Roll call
  - b. Approval of 2-17-16 Full Committee minutes (action item)
  - c. Chairman's comments
  
- II. Marketing Subcommittee
  - a. Update on 2016 marketing activities
  
- III. Inspection Subcommittee
  - a. Incoming & Outgoing 2016-2017 Inspection Charts (action items)
  - b. 2015 Import Inspection Report & Inspection Fees Update
  - c. Optical Sizing
  
- IV. Review of Crop Estimates
  - a. NASS' 2016 Estimate Forecast
  - b. 2016 Industry Crop Estimates (action item)
  
- V. Executive Subcommittee
  - a. Sampson & Sampson 2015 Audit Review (action item)
  - b. 2016-2017 Crop Year Marketing Policy Statement (action item)
  - c. Compliance Plan (action item)
  
- VI. Research Subcommittee
  - a. Review & Update on 2016 projects
  
- VII. Other Business
  
- VIII. Adjournment

# CALIFORNIA OLIVE COMMITTEE

June 1, 2015 – May 31, 2017

## PRODUCERS

**DISTRICT #1** (Counties of Alpine, Tuolumne, Stanislaus, Santa Clara, Santa Cruz all counties north thereof)

<b>Members</b>	<b>Alternates</b>
Ed Curiel	Chris Henderson
Edward Garcia	Scott Patton
Pablo Nerey	Michael Silveira

**DISTRICT #2** (Counties of Mono, Mariposa, Merced, San Benito, Monterey, and all counties south thereof)

<b>Members</b>	<b>Alternates</b>
Mark Hendrixson	Vito DeLeonardis
Mark Heuer	Paul Danielson
Art Hutcheson	Rick Benson
Julia Inestroza	Bert Quezada
Pat V. Ricchiuti	Vacant

## HANDLERS

<b>Members</b>	<b>Alternates</b>
Cody McCoy	Carla Anderson
Doug Reifsteck	Vacant
Tim T. Carter	Phil Quigley
Julia Tinsley	Vacant
Janet Edwards	Larry McCutcheon
Felix Musco	Benjamin Hall
Bill McFarland	Wai Wu
Dennis Burreson	Scott Hamilton



**CALIFORNIA OLIVE COMMITTEE**  
**Full Committee Meeting Minutes**  
**Wednesday, February 17, 2016**  
**Pacific Rim Advisory Group – Modesto, CA**

**I. CALL TO ORDER**

A meeting of the Full Committee was called to order by Mike SILVEIRA at 10:30 a.m., and the following members were present:

**Members**

Mike SILVEIRA  
Doug REIFSTECK\*  
Rick BENSON\*  
Dennis BURRESON\*  
Ben Hall\*  
Pablo NEREY\*  
Edward GARCIA\*  
Larry MCCUTCHEON\*  
Julia TINSLEY  
Phil QUIGLEY\*  
Cody MCCOY\*  
Bill MCFARLAND\*  
Paul DANIELSON\*  
Ed CURIEL\*  
Vito DELAONARDIS  
Julia INESTROZA\*  
Scott PATTON  
Mark HENDRIXSON\*  
Pat V. RICCHIUTI\*

**Affiliation:**

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

**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 Bill MCFARLAND, duly seconded by Cody MCCOY, and unanimously carried THAT the minutes for December 9, 2015 for the Full Committee Meeting be approved. (Motion 2.17.16 #1)**

## II. INSPECTION SUBCOMMITTEE

The working group is recommending to the Inspection Subcommittee suspension of size grading on incoming inspection requirements within the marketing order. As well as, directly contracting with CDFA (California state inspection services) using current sizing chart standards. While still moving forward with 3<sup>rd</sup> party validation of the Multiscan I5.

Over the years there have been many discussions concerning incoming and outgoing inspections, pertaining to sizing. In an effort to address these matters the COC established a working group.

In 2010, industry began researching optical sizing technologies for sizing incoming fruit. After two years of research, trials, \$80,000 spent and approval from USDA marketing order and inspection service divisions, the industry decided to purchase two Multi-Scan I5 optical sizers.

The industry implemented the use of the Multiscan I5 during the 2014 season. During the 2014 and 2015 seasons, USDA persisted to question the use of the machines. Specifically, they continue to ask for excessive and un-necessary measures to prove and validate the use of the machine. Optical sizing technology has been vetted by many other industries and is widely used. Olives is the first federal marketing order to implement the use of these technologies with federal standards. To date the industry has spent between \$15-20K to satisfy USDA's concerns. The constant demand for more validation puts additional costs on the industry, coupled with not knowing if the machine will be accepted for the upcoming season. The machines were purchased for the purpose of increasing accuracies, taking out subjectivity and decreasing costs.

USDA has provided notification to the industry to have the machine validated by a third party by June of 2016. Industry is currently waiting on USDA for the parameters and guidelines of the validation process to hire a third party. Third party companies have been researched and are ready to execute the project when parameters are received. Should industry and USDA not come to an agreement on complete validation by June 2016, industry will have to perform tray counts every 30 minutes. Currently, the machines calibration is verified every four hours by a known sample (TSO). This method has proven to be sufficient from industry's point of view. Tray counts every 30 minutes is excessive, defeats the purpose of the machines and will cost the industry more money due to more inspectors needed onsite.

3 options were proposed to the working group to address these issues:

1. Do as USDA is requesting concerning third party machine validation, TSO validation and tray counts every 30 minutes.
2. Suspend incoming inspection requirements in the marketing order and contract directly with CDFA (state department) using current standards to inspect incoming fruit. While still moving forward with 3<sup>rd</sup> party validation of the machine.
3. Revert back to cable grading.

**MOVED BY Cody MCCOY, duly seconded by Rick BENSON, and unanimously carried THAT the Committee suspend the size grading on incoming inspection requirements within the marketing order giving USDA the authority to make conforming changes, and THAT the Industry directly contract with CDFA (California State Inspection Services) using current sizing chart standards, and THAT the Committee move forward with 3<sup>rd</sup> party validation of the Multiscan I5.  
(Motion 2.17.16 #2)**

### III. EXECUTIVE SUBCOMMITTEE

In December, the Committee approved funding to being the process of United Export Strategies and the development of export markets. Staff issued an RFP for an export cooperators consultant. Enclosed is a received RFP for review.

**MOVED BY Pat V. RICCHIUTI, duly seconded by Bill MCFARLAND, and unanimously carried THAT the Committee approve the RFP Proposal received contingent on receiving any other RFP's, and THAT if the Committee should receive other RFP'S to give authority to the Chairman and the Executive Director to review proposals and grant the contract. (Motion 2.17.16 #3)**

### V. ADJOURNMENT

Chairman Mike Silveira adjourned the meeting at 11:30a.m.

*February 18, 2016*  
Date: February 18, 2016

*Liza Ramon*  
Liza Ramon, California Olive Committee

**SUMMARY OF MOTIONS FOR FEBRUARY 17, 2016**

Motion 2-17-16 #1

**APPROVED**

**MOVED BY Bill MCFARLAND, duly seconded by Cody MCCOY, and unanimously carried THAT the minutes for December 9, 2015 for Full Committee Meeting be approved.**

Motion 2-17-16 #2

**APPROVED**

**MOVED BY Cody MCCOY, duly seconded by Rick BENSON, and unanimously carried THAT the Committee suspend the size grading on incoming inspection requirements within the marketing order giving USDA the authority to make conforming changes, and THAT the Industry directly contract with CDFA (California State Inspection Services) using current sizing chart standards, and THAT the Committee move forward with 3<sup>rd</sup> party validation of the Multiscan I5.**

Motion 2-17-16 #3

**APPROVED**

**MOVED BY Pat V. RICCHIUTI, duly seconded by Bill MCFARLAND, and unanimously carried THAT the Committee approve the RFP Proposal received contingent on receiving any other RFP's, and THAT if the Committee should receive other RFP'S to give authority to the Chairman and the Executive Director to review proposals and grant the contract.**

**\*\*\*\*\* INFORMATION \*\*\*\*\***

**FROM:**       MARKETING SUBCOMMITTEE

**SUBJECT:**    MARKETING UPDATE FLEISHMAN HILLARD

**BACKGROUND:**   In December of 2015, the Subcommittee approved the 2016 marketing plan presented by Fleishman Hillard. The Fleishman Hillard team is here today to present a full progress report on the COC 2016 activities. The presentation is also available in the meeting packet.



  
FLEISHMANHILLARD

# California Olive Committee 2016 Marketing Program Update

July 21, 2016

## Strategic Approach

- Focus on the quality of California
- Highlight family traditions
- Leverage connection to Mediterranean Diet



**Campaign:**  
Grown in California.  
Enjoyed by Families Everywhere.

**Why It Works:**  
Blends two “brand” attributes:  
California and Family

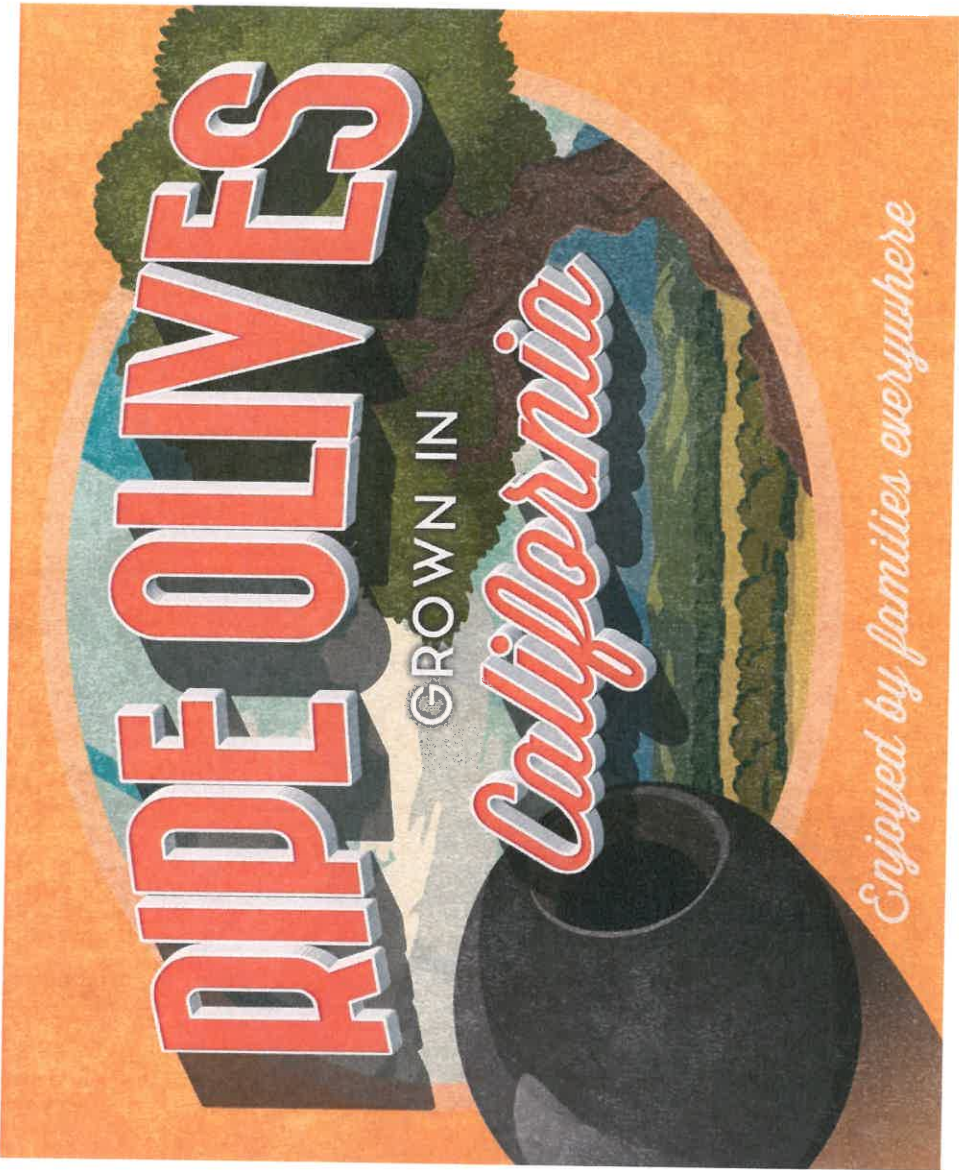
**Origin:**  
California = Quality

**Usage:**  
Versatility

**Health:**  
Mediterranean Diet

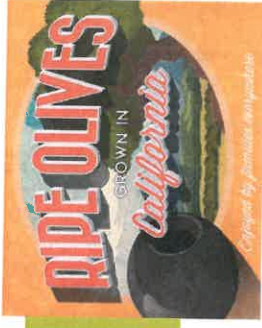


Campaign Theme



# Trade Media Advertising

## FMI dailyLead®



**Ripe Olives — Grown in CA. Enjoyed by Families Everywhere.**  
California Ripe Olives are a farm-to-table choice for shoppers thanks to the multi-generation farming families across the Golden State who work hard to bring a high-quality olive from the grove to the pantry. Stock up your shelves today. [Click here](#) for recipes, videos and more from the California Ripe Olive industry.

May — 1 week

June — 1 week

ADVERTISEMENT



# Trade Media Advertising



*Enjoyed by families everywhere*

What makes CALIFORNIA RIPE OLIVES SPECIAL ARE...



The multi-generational farming families that work hard to bring a high quality olive from the grove to the pantry. With hard working family farms, California Rippe Olives are a farm-to-table choice for everyone. Stock up your shelves today!



1 Local Community Olives 2 California Olives 3 California Olives

MEET OUR FARMERS



## MEET CALIFORNIA RIPE OLIVE GROWERS: JULIA & JORGE INESTROZA

Julia and Jorge Inestroza are the owners of the Inestroza family olive grove in California. They have been growing olives for over 40 years and are proud to share their family's passion for quality olives with the world. They are committed to sustainable farming practices and producing high-quality olives that are enjoyed by families everywhere.

## PENNE PUTTANESCA

- 1/2 cup penne pasta
- 1/2 cup olive oil
- 1/2 cup tomato sauce
- 1/2 cup anchovies
- 1/2 cup black olives
- 1/2 cup red onions
- 1/2 cup garlic
- 1/2 cup salt
- 1/2 cup pepper
- 1/2 cup olive oil
- 1/2 cup black olives
- 1/2 cup red onions
- 1/2 cup garlic
- 1/2 cup salt
- 1/2 cup pepper

This recipe is a classic Italian dish that is simple and delicious. It features penne pasta, olive oil, tomato sauce, anchovies, black olives, red onions, and garlic. The dish is easy to make and can be served as a main course or a side dish. It is a great way to enjoy the flavors of California olives.



For more California Rippe Olive power ideas, please visit [www.ripeolives.com](http://www.ripeolives.com)

# PROGRESSIVE GROCER

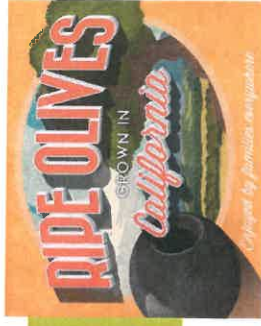
June



# Trade Media Advertising



September



**WHAT MAKES California Ripe Olives special are...**  
 The multi-generational farming families that work hard to bring high-quality olives from the grove to the pantry.

**MEET CALIFORNIA RIPE OLIVE GROWER: Ed Cuniel**  
 For 40 years, Ed Cuniel has been growing olives in the Golden State. He has a deep love for the land and the people who work it. He's proud to be part of a tradition that's been passed down through generations. He's also proud to be part of a team that's dedicated to bringing you the best olives possible. You know, the ones that make you say "Mmm, California Ripe Olives."

With hard-working grower families, like the Cuniels, across the Golden State, California Ripe Olives are a truly farm-to-table choice for shoppers.  
**Stock up your shelves today.**

© 2014 International Olive Growers. All rights reserved. [www.ripeolives.com](http://www.ripeolives.com)

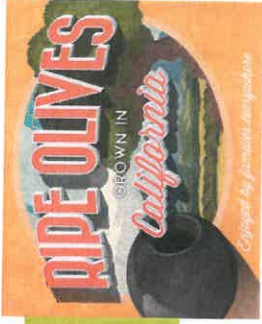
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# Trade Media Advertising

**producebusiness**  
MULTIPLYING • MEASURING • MANAGING • PARTNERING

September  
Pre-PMA Issue

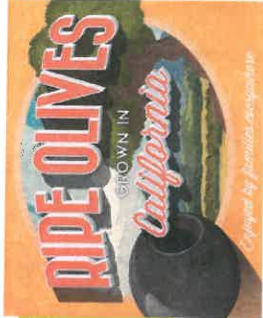


# Trade Media Advertising



Outlet	Month	Ad Type
FMI SmartBrief	July	Newsletter w/logo
Progressive Grocer	August	Full Page Color (Nerey Family)
Grocery Headquarters	August	Full Page Color (Erickson Family)
FMI SmartBrief	August	Newsletter w/logo
Produce Business	September	Full Page Color
FMI SmartBrief	September	Newsletter w/logo
Shelby Report National	October	Full Page Color (Burreson Family)
Progressive Grocer	October	Two Page Color (DeLeonardis Family)
Grocery Headquarters	October	Full Page Color (Inestroza Family)
FMI SmartBrief	October	Newsletter w/logo
FMI SmartBrief	November	Newsletter w/logo
FMI SmartBrief	December	Newsletter w/logo

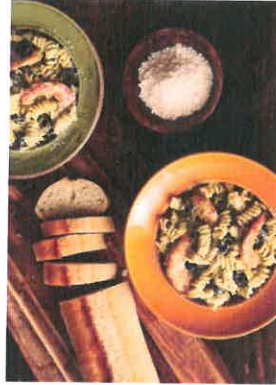
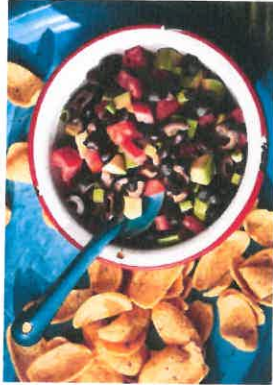
# Asset Development



# Asset Development



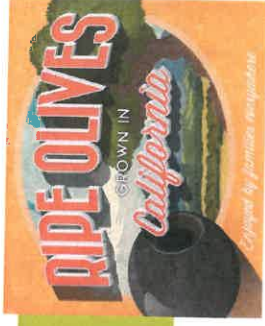
# Asset Development



# National Media Partner

MODERNMOM<sup>®</sup>

- 4 of 10 sponsored posts to date



## Stuffed Portabella Mushrooms with California Ripe Olives and Feta Cheese

BY TALENT WINTER



Baked Potato Salad



Overnight Breakfast Casserole



## Three California Ripe Olive Recipes Straight from the Growers Themselves

BY JESSICA FORD DOW



Overnight Breakfast Casserole



Baked Potato Salad



Stuffed Portabella Mushrooms with California Ripe Olives and Feta Cheese



Stuffed Portabella Mushrooms with California Ripe Olives and Feta Cheese

Stuffed Portabella Mushrooms with California Ripe Olives and Feta Cheese

Stuffed Portabella Mushrooms with California Ripe Olives and Feta Cheese

Stuffed Portabella Mushrooms with California Ripe Olives and Feta Cheese

# Blogger/Media Engagement



## Los Angeles



**KAREN GILLINGHAM**  
*stylist • writer • recipes*

**Presley's Pantry**  
*VIVA FEDERAL*



A Communal Table  
*Adapted from the book 'The Communal Table' by Sarah Lyall*



## Chicago



*A beautiful PLATE*  
with the best of the Midwest

**GRANDBABY CAKES**  
EST. 1912

**CHEFDUCK**

**TASTE**

*THE SENSIBLE MOMS*



# Blogger/Media Engagement



## New York

Magazine Deliveries



Media/Blogger Dinner



Food & Lifestyle Blogger  
Speed Pitching Event



# Social Media



## Overview

- Flash giveaways continue to drive engagement for a low cost
- 14,785 fans to date



## Top performing post 8,500 reach; 50 shares

**California Ripe Olives**  
March 29

**FLASH GIVEAWAY:** What's your favorite way to stuff an olive? Comment below and we'll pick one winner to receive a KitchenAid 6-Speed Hand Mixer (in green apparel) to help whip up endless olive stuffing creations. Ready, set, go!



Like Comment Share

Jennifer G Parker and 427 others

50 Shares

Top Comments

## Mediterranean Monday posts have had consistently high engagement

**California Ripe Olives**  
March 14

In Greek cuisine, saganaki is any one of a variety of dishes prepared in a small frying pan. This super fresh Saganaki Salad is tossed with California Ripe Olives and topped with Haloumi, a frying cheese. Yum!

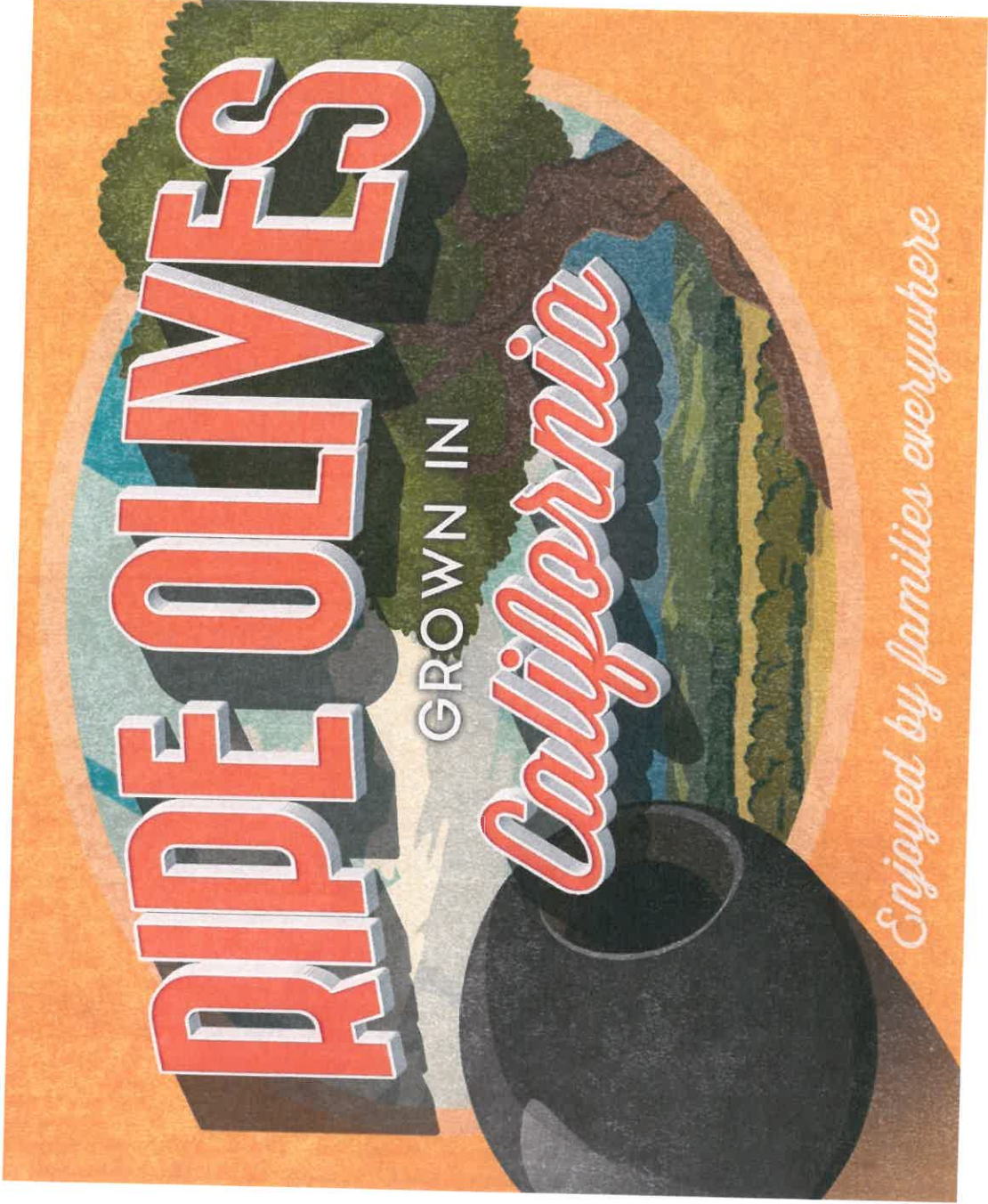
#MediterraneanMonday

<http://calolive.org/recipes/saganaki-salad/>



Like Comment Share





# RIPE OLIVES

GROWN IN

*California*

*Enjoyed by families everywhere*

**\*\*\*\*\* ACTION REQUIRED \*\*\*\*\***

**FROM:** INSPECTION SUBCOMMITTEE

**SUBJECT:** 2016-2017 INCOMING & OUTGOING INSPECTION REQUIREMENTS

**RECOMMENDATION:** THAT the Committee adopt the 2016-2017 Incoming & Outgoing Inspection Requirements.

**BACKGROUND:** Each year, the industry approves the Incoming and Outgoing Inspection Requirements. The following charts are used to ensure that the industry meets an acceptable U.S. standard and Marketing Order size regulations, in addition to the acceptable count ranges and mid-points. The following chart is for the 2016-2017 season.

**FISCAL IMPACT:** None

CALIFORNIA OLIVE COMMITTEE  
INCOMING INSPECTION REQUIREMENTS  
2016-2017

U.S. Standards & Marketing Order Sizes		Acceptable Count Ranges and Mid-Points (Per Pound)											
		Variety Group 1				Variety Group 2							
Size Designation	Avg Count Range Per Pound	Sevillano		Ascolano**		Obliza		Mission/Manzanillo*		Mid-Point			
		Acceptable Count Range	Mid Point	Acceptable Count Range	Mid Point	Acceptable Count Range	Mid Point	Acceptable Count Range	Mid Point	Acceptable Count Range	Mid Point		
Undersize	226-up	Undersize 106 - Up		Undersize 181- Up		Undersize 181- Up		Undersize 206 - Up					
Sub-Petite	181-225			158-174	166	158-174	166	181-205	193				
Petite	141-180			Ltd	135	Ltd	138	158-174	166				
Small	128-140			132-138	135	136-140	138	132-138	135				
Medium	106-127			110-122	116	110-122	116	110-122	116				
Large	91-105	91-105	98	91-105	98	95-101	98	91-105	98				
Extra-Large Sev "L"	76-90	82-90	Ltd	--	--	--	--	--	--				
Extra-Large	65-90	--	--	67-85	72-80	65-88	72-80	65-88	72-80				
Extra-Large Sev "C"	65-75	67-73	70	--	--	--	--	--	--				
Jumbo	47-60	47-60	47-60	47-60	47-60	47-60	47-60	47-60	47-60				
Colossal	33-46	33-46	33-46	33-46	33-46	33-46	33-46	33-46	33-46				
Super Colossal	32 or less	32 or less	32 or less	32 or less	32 or less	32 or less	32 or less	32 or less	32 or less				

\* Manzanillo includes Haas

\*\* Ascolano includes St. Agostino and Barouni

 Undersize

 Limited Sizes

CALIFORNIA OLIVE COMMITTEE  
OUTGOING INSPECTION REQUIREMENTS  
2016-2017

SIZE REQUIREMENTS AND PERCENTAGE TOLERANCES				
Size Designation	SEVILLANO	ASCOLANO*	OBLIZA	MISSION/ MANZANILLO**
Undersize	Undersize	Undersize	Undersize	Undersize
Sub-Petite				
Petite	L	L	L	L
Small				
Medium				
Large	LL	C	C	C
Extra Large				
Extra Large	C			
Jumbo				
Colossal				
Super Colossal	C			
	Tolerance (by count) 35% under 1/ 75 but not more than 10% under 1/ 86	Tolerance (by count) 35% under 1/ 105 but not more than 10% under 1/ 113	Tolerance (by count) 35% under 1/ 127 but not more than 7% under 1/ 138	Tolerance (by count) 35% under 1/ 140 but not more than 7% under 1/ 166

\* Ascolano includes St. Agostino and Barouni

\*\* Includes Haas variety

**L** LIMITED USE SIZE and PERCENTAGE TOLERANCES

**C**

Tolerances apply to MINIMUM WHOLE OR PITTED CANNING SIZE:

Sevillano- Extra Large "C"; Ascolano- Large; Obliza- Medium; Mission/Manzanillo- Small

**\*\*\*\*\* INFORMATION \*\*\*\*\***

**FROM:** INSPECTION SUBCOMMITTEE

**SUBJECT:** 2016 IMPORT INSPECTION REPORT & FEES

**BACKGROUND:** Each year the United States Department of Agriculture (USDA) provides the industry with an update on import inspection and inspection fees. A representative with the USDA will be present to provide information on the 2016-2017 import inspection and inspection fees. Additionally, a representative will provide a report on imported olives.

## Import Olives Entry Count by Country, Port, & Office Report

Report Date: 7/01/2015 to 6/30/2016

Report Data Source: USDA Specialty Crops Inspection Imports Database

Entry Count By Country	
Chile	14
Egypt	173
France	2
Greece	23
Israel	8
Italy	38
Labrador	1
Mexico	3
Morocco	340
Portugal	148
South Africa	1
Spain	2,703
Sri Lanka	1
Tunisia	1
	<b>3,456</b>

Entry Count By Port	
Baltimore, MD	305
Boston, MA	18
Charleston, SC	123
Chicago, IL	200
Detroit, MI	19
Houston-Galveston, TX	279
Indianapolis, IN	79
Jacksonville, FL	5
Los Angeles, CA	488
Miami, FL	6
New York City, NY	8
Newark, NJ	1435
Nogales, AZ	3
Norfolk, VA	15
Pittsburgh, PA	2
Port Everglades, FL	33
Portland, OR	13
Savannah, GA	278
Seattle, WA	93
St. Louis, MO	22
Tacoma, WA	2
Tampa, Florida	19
	<b>3,456</b>

Entry Count By Office	
College Park	266
Covina	492
Hunt Valley	415
North Brunswick	1358
Oshkosh	17
Puerto Rico	11
San Antonio	279
South Bend	312
Winter Haven	198
Yakima	108
	<b>3,456</b>

## Imported Olive Meeting & Failing Lots Report

Report Date: 7/1/2015 to 6/30/2016

Report Data Source: USDA Specialty Crops Inspection Imports Database

Month	Year	Meeting Lot Count	Meeting Pounds	Failing Lot Count	Failing Pounds
1	2016	150	2784442	1	43560
2	2016	246	5847744	1	43560
3	2016	339	8167591	1	7437
4	2016	337	7577102		
5	2016	324	5688739		
6	2016	136	2313098		
7	2015	346	7310447.77		
8	2015	295	6044085.52		
9	2015	305	6974497.52	1	19057.5
10	2015	359	8004377.76		
11	2015	297	6014238.4		
12	2015	318	6134027		
<b>Totals:</b>		<b>3,452</b>	<b>72,860,390</b>	<b>4</b>	<b>113,615</b>

<b>Total Lot Count:</b>	<b>3,456</b>
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<b>Total Weight (lbs):</b>	<b>72,974,004</b>
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<b>Percentage Failing (lbs):</b>	<b>0.16%</b>
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## Imported Olives Failing Defect Count by Country - Cumulative Report

Report dates: 1/01/2004 to 6/30/2016

Report Data Source: USDA Specialty Crops Inspection Imports Database

Country	Defect	Defect Count
Argentina	Color	1
Argentina	Defects	2
Argentina	Flavor	3
Argentina	Foreign Material	1
Argentina	Other	5
Brazil	Flavor	1
Chile	Capstems	3
Chile	Mold	3
Chile	Pebble	1
Chile	Sand	3
Chile	Stems	3
Chile	Sugar	1
China	Stems	1
Egypt	Broken	1
Egypt	Capstems	1
Egypt	Color	1
Egypt	Flavor	7
Egypt	High Salometer	1
Egypt	Other	3
Greece	Flavor	2
Greece	High Salometer	5
Iceland	Flavor	1
Israel	Insect	1
Israel	Mold	1
Italy	Character	3
Italy	Color	2
Italy	Defects	1
Italy	Flavor	11
Italy	High Salometer	6
Italy	Size	1
Italy	Stems	4
Lebanon	High Salometer	1
Morocco	Broken	2
Morocco	Capstems	1
Morocco	Defects	2

Morocco	Flavor	34
Morocco	Foreign Material	6
Morocco	High Salometer	1
Morocco	Mold	1
Morocco	Other	1
Pakistan	Character	4
Pakistan	Size	4
Portugal	Broken	2
Portugal	Character	2
Portugal	Color	2
Portugal	Defects	1
Portugal	Flavor	1
Portugal	High Salometer	3
Portugal	Other	1
Portugal	Size	2
South Africa	Flavor	1
Spain	Broken	27
Spain	Capstems	1
Spain	Damage	1
Spain	Defects	11
Spain	Flavor	76
Spain	Foreign Material	19
Spain	High Salometer	20
Spain	Insect	1
Spain	Low Salometer	3
Spain	Other	25
Spain	Pits	2
Spain	Size	1
Tunisia	Character	1
Tunisia	Size	1
Turkey	Broken	1
Turkey	Character	3
Turkey	Defects	3
Turkey	Flavor	12
Turkey	High Salometer	2
Turkey	Low Salometer	1
Turkey	Mold	1
Turkey	Other	4
Turkey	Size	1
Turkey	Undeveloped	1

**\*\*\*\*\* INFORMATION \*\*\*\*\***

**FROM:** INSPECTION SUBCOMMITTEE

**SUBJECT:** OPTICAL SIZING

**BACKGROUND:** In 2014 the industry was approved to move forward with an optical sizer. After two years of utilizing the equipment, government inspectors had questions regarding the new technology. Specifically the verification of the machine. As a result of the questions, and the potential of reverting back to an antiquated, subjective sorting method, the industry approved moving forward with a suspension of the incoming inspection and work with USDA to develop a verification system.

To date, the industry has been working with the Scientific Division, Inspection and USDA officials to develop a verified procedure.

**\*\*\*\*\* INFORMATION \*\*\*\*\***

**FROM:** FULL COMMITTEE

**SUBJECT:** 2016 NASS ESTIMATE FORECAST

**BACKGROUND:** Every year, the National Agricultural Statistical Service (NASS) provides the industry with a forecast of the crop for the upcoming season. This forecast assists the industry in preparation for the season and budget planning for the next year. A representative from NASS will discuss the 2016 crop forecast.

**\*\*\*\*\* ACTION REQUIRED \*\*\*\*\***

**FROM:** FULL COMMITTEE

**SUBJECT:** 2016 INDUSTRY CROP ESTIMATES

**RECOMMENDATION:** THAT the Committee adopt a 2016 forecast.

**BACKGROUND:** Each year, the industry makes a forecast for the California Olive industry. The Committee will discuss and develop a 2016 crop estimate.

**FISCAL IMPACT:** None

**\*\*\*\*\* ACTION REQUIRED \*\*\*\*\***

**FROM:** EXECUTIVE SUBCOMMITTEE

**SUBJECT:** SAMPSON & SAMPSON

**RECOMMENDATION:** THAT the Committee approves the 2015 FY audit.

**BACKGROUND:** A representative from Sampson & Sampson has completed the California Olive Committee's 2015 fiscal audit. The representative will present any findings to the Committee.

**FISCAL IMPACT:** None

**\*\*\* ACTION REQUIRED \*\*\***

**FROM:** EXECUTIVE SUBCOMMITTEE

**SUBJECT:** 2016-2017 MARKETING POLICY STATEMENT

**RECOMMENDATION:** THAT the Full Committee approve the 2016-2017 amended Marketing Policy Statement.

**BACKGROUND:** Each year, the California Olive Committee (COC) must approve a Marketing Policy Statement. The Marketing Policy Statement (MPS) is an annual analysis of the industry that is used by the U.S. Department of Agriculture (USDA) to determine the effectiveness of the federal Olive Order 932 and its relationship to the requirement established by the Agricultural Marketing Agreement Act.

**FISCAL IMPACT FOR 2016/2017:** None

**CALIFORNIA OLIVE COMMITTEE  
MARKETING POLICY STATEMENT  
2016-2017 CROP YEAR**

The Committee is required to annually consider specific areas that directly affect the successful operation of the Marketing Order. This annual analysis of the industry is also used by the U.S. Department of Agriculture to determine the effectiveness of the Order in relationship to the requirement established by the Agricultural Marketing Agreement Act.

**PROGRAM INVOLVED:** Marketing Order No. 932 established in 1965 and amended in 1968, 1971, 1982, 1984, 1989, 1997, 2000 and 2005 regulating handlers of olives grown in California.

**PROGRAM PURPOSES:** Pursuant to the Act and continuing regulations, the purposes of the Order are: Orderly marketing between producers and handlers; assurance of product quality; improvement of grower returns and expansion of the market for California olives.

**NEED FOR ACTION:** The California Olive Committee (COC) continues to conduct research, marketing, inspection and compliance programs. The industry is facing many challenges from labor and water shortages, cost increases to acreage reduction, low growers returns, highly competitive imports and market changes. To meet these challenges the Committee has joined with the other Ripe Olive industry organizations to find solutions and create a workable plan to expand the viability of the California Ripe Olive industry. The industry is bannng together more than ever before exploring new technologies, enhancing capabilities, leveraging marketing efforts and research to enhance quality.

**JUSTIFICATION:** Justification for such programming is contained in the Agricultural Marketing Agreement Act of 1937 as amended (7 U.S. C. 601-674) and through Marketing Order No. 932 as amended - Olives Grown in California.

**AGENCY:** U.S. Department of Agriculture, Fruit and Vegetable Programs, Agricultural Marketing Service.

**CONTACT:** Michael Durando, Chief of the Marketing Order Administration Branch, Fruit and Vegetable Programs, Agricultural Marketing Service. Telephone: 202-720-2491.

**ANALYSIS OF ECONOMIC IMPACT**

**ACREAGE AND PRODUCTION TRENDS:** California produces approximately 95% of the olives grown in the United States. Olive growing areas are scattered throughout California with most of the commercial production coming from Tulare, Tehama, Glenn, Madera, and Fresno counties. For the first time the industry has plantings in Imperial Valley.

Olive production has fluctuated from an unprecedented low of 16,968 tons in the 2006-07 crop year to a high of 164,984 tons in the 2010-11 crop year. The yield per bearing acre has varied from 0.59 tons in 2006 to a high of 5.83 tons in 2010-11. A total of 19,299 bearing acres will be used for this analysis. Actual production since 1995 is listed in Table A.

## 2016-2017 Marketing Policy Statement

Factors to consider in evaluating the potential 2016-17 crop year tonnage are:

1. Crop is expected to be below average.
2. Both North and South have mixed crop loads. South will have less olives than the North.
3. The North experienced inclement weather during bloom that may impact the Sevi's Crop.
4. Demand for Sevillanos variety is low as the market is currently over supplied. Demand for Manzanillos is strong.
5. With a smaller amount of acreage needing to be harvested, it may help with labor situations.
6. Industry continues to monitor Olive Fruit Fly weekly and research on olive knot. Olive knot poses a threat to future production of table olives in California. The disease can reduce the shoots for future growth, hinder current year productivity, and be damaging to the tree.
7. Between weather conditions, tree pullouts, labor, and the drought, the industry is facing a short crop in the south, but anticipation of an average crop overall.

**USES FOR OLIVES GROWN IN CALIFORNIA:** The primary use of California olives is for canned ripe olives which are eaten out-of-hand as a snack, in hors d'oeuvres, or as an ingredient in various entrees, side dishes and cocktails. They add texture, color and flavoring to any dish. A new growing trend is foodie crafts with olives being a natural fit.

**RECEIPTS BY REGULATED HANDLERS:** Historically 85-95% of the reported California olive crop has been delivered to regulated handlers. A portion of the total tonnage delivered to regulated handlers will be diverted to non-regulated uses in addition to the tonnage delivered to non-regulated handlers and oil processors.

**EXPORTS:** The canned olive market is historically a domestic market with only approximately 3 to 5% exported, primarily to Canada, Mexico, and Japan. Industry is exploring further exports to China and India.

**PORTION OF COMMODITY AFFECTED:** The portion of the California olive crop that is affected by the proposed actions those olives used in the production of canned ripe olives canning and limited sizes, which will be approximately 90% of total production.

**IMPACT ON SUPPLY/DEMAND UTILIZATION:** The Committee continues to utilize three areas marketing, research, and inspection programs to create a positive impact for the industry concerning supply and demand. Marketing efforts, such as Family Traditions in reaching out to growers with a long history of olive farming. Building relationships with bloggers and moms is still the driving force impacting demand. Research efforts have focused on cultural practices, pest and disease, and utilization of the latest technology to develop low cost solutions for producing olives in California. Lastly, inspection capabilities have been enhanced through an electronic reporting system to decrease waste, provide efficiency, reduce burden on canner staff and provide growers with more resources. The reporting system has been well received by growers. Growers are now able to make better management decisions in the field due to the real time data, as a result has provided back hire

## 2016-2017 Marketing Policy Statement

returns. The Committee has been making major strides over the past few years with efforts to assist growers in lowering production cost, while increasing the quality, supply, and demand of the product.

IMPACT ON SMALL BUSINESS: The Committee is required to assess the impact of its proposed regulations on small business units. The definition of a small grower unit is \$750,000 in gross income. With approximately 900 growers producing less than 1,000 tons, and approximately 2% of growers producing more than 1,000 tons, a majority of all growers would be considered small olive producers.

A grower would have to produce approximately 1,000 tons of olives to be above the \$750,000 gross income, required to meet the small grower definition.

The Committee's record keeping and reporting regulations do not affect growers directly since all regulations are enforced on the handlers.

The Committee's regulation on the use of limited fruit affects all growers equally. By permitting handlers to use "Limited Size" olives, a higher price is paid to growers for that fruit than if the handlers could not use it.

The definition of a small handler unit is "those having annual receipts of less than \$6.5 million". Both handlers have olive sales above that level.

### OTHER ECONOMIC EFFECTS:

Growers are benefited by the marketing order through all the core programs such as: research, marketing, inspection, and compliance. The research programs provide the grower with new ways to enhance the production of quality fruit, combat disease, monitor pests, and reduce production costs. Marketing programs provide an outlet to build awareness and educate consumers on the availability and quality of California Ripe Olives. Inspection programs continue to provide growers with third party inspection of fruit, less subjective technologies for sizing fruit, and an electronic reporting system. The electronic reporting system provides growers with real time data, which has provided tremendous value to the grower. Growers are making better management decisions, and due to the real time data feedback are resulting in higher returns. Compliance programs provide growers with grades and standards for domestic and foreign product.

The consumer benefits from the federal marketing order because of the quality regulations in place and an ongoing supply.

Table A each year the estimated bearing and non-bearing acreage of California ripe olives, the production, and yield per acre of California olive trees from 1995 through 2015.

TABLE A  
ACREAGE AND YIELD - CALIFORNIA OLIVES  
1994-2014

Year	Bearing Acres	Non-Bearing Acres	Total Acreage	Tons Produced	Tons Per Acre
1995	33,700	150	33,850	73,648	2.18
1996	33,700	150	33,850	161,717	4.80
1997	35,311	1,000	36,311	99,663	2.82
1998	35,311	1,000	36,311	85,375	2.42
1999	35,311	1,000	36,311	135,827	3.84
2000	35,311	1,000	36,311	49,331	1.40
2001	36,000	Unknown	36,000	129,977	3.61
2002	36,000	Unknown	36,000	94,446	2.62
2003	36,000	Unknown	36,000	107,997	2.99
2004	31,887	Unknown	31,887	92,245	2.89
2005	31,580	Unknown	31,580	123,589	3.92
2006	28,926	Unknown	28,926	16,968	.59
2007	27,599	Unknown	27,599	114,883	4.17
2008	27,599	Unknown	27,599	51,543	1.87
2009	28,615	Unknown	28,615	23,034	.80
2010	28,322	Unknown	28,322	164,984	5.83
2011	27,000	Unknown	27,000	26,945	.99
2012	25,090	Unknown	25,090	78,179	3.12
2013	22,956	Unknown	22,956	90,792	3.96
2014	19,271	Unknown	19,271	31,120	1.93
<b>2015</b>	<b>19,299</b>	<b>Unknown</b>	<b>19,299</b>	<b>77,594</b>	<b>4.02</b>

Source: CALIFORNIA OLIVE COMMITTEE

**PRICES:** Field prices are determined by a number of factors: the estimate of the oncoming crop, the individual handler inventory and sales projections, and negotiations with growers. Grower returns are affected by the olive size-grade, quality of fruit delivered, and cultural and harvest costs. The average parity price (as computed by the USDA) for olives in 2015 was \$2,810 per ton. The price received by growers for the 2015 crop was approximately 47% of average parity.

Parity is a computed value based on government statistics and has no relationship to current prices or wholesale values. It is however, used by the USDA to determine if grower prices have reached a level at which regulations on handlers would not be permitted.

Table B reports the total Canning and Limited tons, average canning and limited prices paid to producers, average crop year parity price, and canning size price as a percent of parity.

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TABLE B  
CALIFORNIA OLIVES - GROWER PRICES

Year	<u>Canning Size</u>		<u>Limited Size</u>		Average Parity Price	<u>Canning Size</u> Price-% of Parity %
	Tons	Avg Price	Tons	Avg Price		
		\$		\$	\$	
1995	57,513	706	8,369	401	1,330	53
1996	122,012	665	28,065	260	1,426	47
1997	82,150	664	10,235	208	1,430	46
1998	64,161	540	12,830	200	1,420	38
1999	85,639	575	36,475	228	1,443	40
2000	41,260	742	6,571	380	1,468	50
2001	108,143	754	15,296	297	1,583	48
2002	79,113	672	9,893	306	1,603	42
2003	92,239	478	10,467	254	1,650	29
2004	69,737	720	16,126	276	1,692	43
2005	89,958	715	23,794	261	1,799	40
2006	14,667	961	2,176	249	1,864	52
2007	88,072	1,008	19,905	378	2,053	49
2008	43,360	1,109	5,891	381	2,195	51
2009	20,043	1,197	1,068	375	2,060	58
2010	114,930	1,040	36,754	378	2,333	45
2011	23,147	1,165	2,082	370	2,410	48
2012	68,044	1,150	6,062	333	2,578	45
2013	75,305	1,150	10,363	385	2,596	44
2014	29,078	1,207	5,648	419	2,840	43
<b>2015</b>	<b>56,478</b>	<b>1,320</b>	<b>14,395</b>	<b>640</b>	<b>2,810</b>	<b>47</b>

Average Price - Independent canner price not including standard bonus, extra bonus or hauling allowance.

Prices based on data compiled by Olive Growers Council.

**TRADE DEMANDS:** The market for California produced ripe olives in the United States is concentrated in retail and food service areas. Some ripe olives are used as ingredients in manufactured frozen or canned foods, but these usually come from fruit exempt from the Marketing Order requirements. Please note Table D represents olives processed and sold in the United States.

**IMPORTS:** Beginning in the 1981-82 crop year, supplies of California grown ripe olives were insufficient to consistently meet the demands of the market place. Processors in Spain & Morocco export canned California-style ripe olives into the U.S. Most of the imported product is sold to pizza chains and large foodservice distributors. Lower priced imports have replaced California olives for those customers whom are most sensitive to price. Unprocessed olives have been brought into California from Mexico, Spain, and Argentina for processing as canned ripe olives.

The effect of imports on California sales has resulted in a reduction in wholesale prices of specific items, lower grower returns and handler profits as canners lower selected prices to maintain volume. The threat of imports is in their lower cost, lower quality, governmental support, and an almost unlimited supply. If they continue to displace California product, growers' returns will continue to decline.

## 2016-2017 Marketing Policy Statement

Effective with the start of the 2000-01 crop year, to date, the Committee has received monthly reports of imported sales by foreign countries, as well as imported bulk olives, which are mostly processed as California black ripe style. The report of canned ripe olives imports from foreign countries is obtained from the U.S. Customs Service. Table C shows imports expressed in U.S. tons for 2005-06 to date.

TABLE C  
U.S. CUSTOMS IMPORT DATA  
IN ***GROWER TONS***

CROP YEAR	WHOLE/PITTED FS & RETAIL	SLICED	WEDGED/ CHOPPED	TOTAL CANNED	BULK Aug 1-July 31	TOTAL IMPORTS
2005-06	5,938	55,673	3,726	65,337	7,911	73,248
2006-07	7,045	58,821	3,396	69,261	19,368	88,629
2007-08	8,053	61,601	4,163	73,817	9,265	83,082
2008-09	7,625	50,259	2,093	59,977	15,742	75,719
2009-10	9,775	56,696	4,341	70,812	27,494	98,306
2010-11	8,928	57,458	3,945	70,331	29,212	99,543
2011-12	8,439	60,209	4,475	73,123	4,641	77,764
2012-13	8,898	58,345	3,757	71,000	15,629	86,629
2013-14	10,277	63,923	3,961	78,161	12,878	91,039
<b>2014-15</b>	<b>10,262</b>	<b>58,157</b>	<b>2,608</b>	<b>71,027</b>	<b>21,033</b>	<b>92,060</b>

CURRENT SUPPLIES: Table D shows the canned inventory as of May 31, 2016 (but will be updated in July 2016) of consumer and food service size containers of whole, pitted, sliced, chopped, wedged and broken pitted style olives, and certain key style and pack combinations. The projected sales for June and July are based on the average sales.

The estimated inventory as of July 31, 2016, and the month's supply of carryover are based on the estimated total sales for this year. The two handlers have unprocessed olives in storage. The estimated inventory should not be viewed in the total but as individual components for which trade demand varies dramatically.

**Table D**  
**Processed Ripe Olives in Cans (Converted into 24/300 Case Basis)**

ITEM	10 Month Sales thru 5/31/16	Estimated Sales June & July 2016	Estimated Total Sales 2015-2016	Inventory 5/31/16	Estimated Inventory 7/31/16	# Months Supply as of 8/1/16
<b>TOTAL</b>	10,379,736	2,075,947	12,455,683	7,441,992	8,930,390	9
<b>MARKETS</b>						
CONSUMER	7,966,956	1,593,391	9,560,347	5,826,340	6,991,608	9
FOOD SERVICE	2,412,781	482,556	2,895,337	1,615,651	1,938,781	8
<b>STYLES</b>						
WHOLE	8,654	1,731	10,385	20,492	24,590	28
PITTED	6,573,304	1,314,661	7,887,965	5,154,809	6,185,771	9
WEDGED	19,784	3,957	23,741	22,437	26,924	14
SLICED	3,552,892	710,578	4,263,470	2,070,814	2,484,977	7
CHOPPED	206,014	41,203	247,217	154,283	185,140	9
BROKEN PITT	19,089	3,818	22,907	19,157	22,988	12
<b>KEY ITEMS</b>						
24/300 Pitted	6,269,916	1,253,983	7,523,899	4,800,478	5,760,574	9
6/10 Pitted	287,285	57,457	344,742	322,731	387,277	13
6/10 Sliced	2,089,172	417,834	2,507,006	1,235,887	1,483,064	7
24/300 Whole	6,691	1,338	8,029	19,146	22,975	34
6/10 Whole	1,963	393	2,356	1,346	1,615	8
6/10 Wedged	18,530	3,706	22,236	21,071	25,285	14
2.25 Sliced	606,346	121,269	727,615	329,175	395,010	7
4.5 Chopped	186,188	37,238	223,426	119,426	143,599	8

**PRODUCTION, ESTIMATED CROP SIZE AND QUALITY:** Crop estimate questionnaires will be mailed to olive producers in accordance with procedures established by the National Agricultural Statistic Service and the California Olive Committee. Growers will be contacted by phone for their estimate. Since the computation of this survey will not be available when the Committee meets on July 21, 2016, the results of the grower survey will be submitted as an amendment to this Marketing Policy Statement when that survey is available. There are only two large regulated handlers for the industry, and confidentiality can still be breached by taking a handler survey at this time. The crop estimate listed on the next page is a survey of handler and producer members attending the July meeting:

## 2016-2017 Marketing Policy Statement

<u>VARIETY</u>	<u>California Olive Committee</u> <u>SURVEY</u> <u>July 21, 2016</u> <u>Tons</u>	<u>GROWER SURVEY (NASS)</u> <u>August 12, 2016</u> <u>Tons</u>
Sevillano		
Manzanillo	<b>XXX</b>	xxx
Other		
	(all varieties combined)	
<b>TOTAL</b>		

**SUMMARY:** The marketing order specifies the minimum grade and size requirements for olives that may be used in the production of canned ripe olives. The use of limited size olives will be allowed for "limited use" styles of canned ripe olives because the Committee voted unanimously on June 13, 1996 to recommend that canning smaller olives of the "limited use" size be permitted on a continuing basis. This regulation is the same that has been recommended in all but two years (1971-72 and 1980-81) since the establishment of the Marketing Order. This will permit the maximum utilization of the California olive supply for retail and food service use based on historic practices. The fresh olive Limited size mid-points will be same as those used for the 2016-2017 crop.

Amended:

**\*\*\* ACTION REQUIRED \*\*\***

**FROM:** EXECUTIVE COMMITTEE

**SUBJECT:** 2016-2017 ANNUAL COMPLIANCE PLAN & E-COMPLIANCE PLAN

**RECOMMENDATION:** THAT the Committee approve the 2016-2017 Annual Compliance Plan and E-Compliance Plan.

**BACKGROUND:** Every year the California Olive Committee must approve the Annual Compliance Plan (ACP). The ACP describes compliance strategies, resources and activities for the current year. USDA requires that this program be established in order for the industry to comply with the Order and regulations. Additionally, the ACP must be in place to provide the COC the procedures needed should violations be brought forward before the Committee.

On a separate note, in 2010 USDA required the Committee to file an E-Compliance Plan. This compliance plan is a USDA template staff completes for the Committee. By 2011, USDA requested the Committee to approve both the completed E-Compliance Plan and ACP Plan. Although both plans are similar and duplicative, USDA has stated that both plans have to be brought before the Committee for approval.

**FISCAL IMPACT FOR 2016/2017:** None

**ANNUAL COMPLIANCE PLAN  
FOR THE  
CALIFORNIA OLIVE COMMITTEE**

(Marketing Order 932 - Olives Grown in California)

**I. THE PURPOSE OF THE ANNUAL PLAN**

This compliance action plan describes compliance strategies, resources, and activities for the current year. It is formulated to assist the California Olive Committee (COC) and its staff, as well as the Agricultural Marketing Service, in assuring that all olive handlers are complying with the marketing order (order) and regulations. It is also designed to assure that the COC and its employees are following prescribed procedures, an essential prerequisite when violations are brought forward for criminal and civil prosecution. Following these procedures assures that all handlers are treated equitably.

**II. BACKGROUND OF MARKETING ORDER 932 (REGULATING OLIVES GROWN IN CALIFORNIA)**

The COC was established in 1965 and is composed of 8 handler members and 8 producer members. The order, as contained in the Code of Federal Regulations, 7 CFR Part 932, regulates the handling of olives grown in California. The order authorizes the establishment of minimum grade and size regulations with mandatory incoming and outgoing inspections. The order authorizes production and marketing research, and paid promotion activities. The order also permits fruit of certain sizes too small to be of good value as whole or pitted olives to be utilized in chopped, segmented (wedged), and sliced form. Finally, the order authorizes the collection of assessments to fund the approved program activities. No regulations or restrictions are imposed upon producers by the order. All provisions apply to the handling of olives, and only handlers are assessed and billed for the COC's expenses.

**III. INDUSTRY BACKGROUND**

Agricultural industries differ considerably. The production and handling of the many various specialty crops provide a unique perspective of California agriculture. Consider the following features of this state's and the nation's olive industry:

1. Virtually every olive grown commercially in the United States is grown in California.
2. Olive trees have an alternate-bearing characteristic, yielding large crops one year and smaller crops the next year. A record crop was harvested in the 2010 season with 164,984 tons delivered. The smallest crop harvested in recent years was in the 2006 season, with 16,968 tons delivered. Handlers try to hold higher inventories in years with larger crops to provide fruit for sales in years with smaller crops. Similarly, the COC plans program activities, budgets expenses, and recommends assessment rates based upon this crop characteristic.
3. The COC has established both a crop year and a fiscal year. The crop year begins August 1 while the fiscal year begins January 1. Actual crop harvest begins in September and usually continues through mid-November.
4. Several styles of olives are exempt from regulations: Greek, Sicilian, fresh shipments to market, and olive oil. Exemptions may be obtained from the COC for fruit that is used in new product market tests.

5. Assessments are based upon handler receipts of canning and limited size fruit. The budget and assessment rate are recommended after the fruit is received so that the total assessable receipts are known.
6. Delinquent assessments are subject to an interest charge and a 5% penalty late charge. The interest rate is calculated at 2% above the current commercial prime rate.
7. Handlers are required to report all olive receipts, sales, use, packout, and inventory of olives grown in California to the COC.
8. Records of olives acquired, held, and disposed of shall be retained by each handler for two years beyond the crop year in which the transaction occurred.
9. Olives are covered under the Agricultural Marketing Agreement Act of 1937, Section 608e; therefore, regulation of imported fruit is mandatory. Any grade and size regulation pertaining to the domestic crop also applies to imports of similar styles of olives.
10. Olives are subject to both incoming (when delivered by the grower to the handler) and outgoing (after processing) inspection. The incoming inspection is to establish weights, size-grades, and quality of olives received in natural condition. Outgoing inspection is for processed grade and size regulations. All inspections are based upon the U.S. Standards for Grades of Canned Ripe Olives (7 CFR part 52) and additional size tables adopted by the COC.
11. Receipts of "tree-ripened" fruit require that the handler notify the COC and the inspection service. Such fruit must be kept separate from other fruit received and in storage.
12. At the beginning of the current crop year and fiscal year there are two major handlers in the industry.

#### IV. REPORTS

The order requires that each handler report receipts of fruit, sales, utilization, packaged and bulk inventory, and packouts. The following forms are used by handlers to comply with this requirement.

A. The *Weight and Grade Report* (Form COC-3A/3C) is required as part of the incoming regulations. The report should contain at least the following information:

- i. lot number
- ii. date received/time received
- iii. variety
- iv. number and type of containers
- v. name of handler
- vi. name of producer
- vii. county of production
- viii. weight certificate number
- ix. net weight
- x. method of size-grade determination (lot or sample)
- xi. weight of sample if size graded by sample, and
- xii. the quantity of olives of each size designation.

The information from this report provides the basis for determination of canning, limited, undersize and cull olives; and also provides the basis for the handler payment to the producer. The inspection service shall certify this form.

B. The *Report of Olives Received* (Form COC-19) is a weekly report showing by size designation and culls:

- i. the respective quantity of each variety received
  - ii. seasonal total receipts of each variety to date.
- C. The *Report of Limited, Undersize and Cull Olives* (Form COC- 5) is a report filed with the COC upon disposition of limited, undersize and cull olives. The report should contain the following information:
- i. name of handler
  - ii. name of consignee
  - iii. number of containers
  - iv. type of containers
  - v. variety
  - vi. net weight of limited, undersize and culls disposed of
  - vii. style (whole or pitted)
  - viii. outlet
  - ix. handler or inspection service comments

This permits the COC to verify that the cull and undersize fruit has not been used in the production of canned ripe olives. The disposition of such fruit is done under the inspection of Shipping Point Inspection (SPI). All required disposition of non-canning olives shall be completed not later than September 30 of the crop year following the one in which the obligation is incurred or such later date that a handler may specify in a notice filed with the COC at least 15 days prior to September 15 of such subsequent crop year. Such notice shall show that a handler has sufficient quantity of olives held in storage to meet his obligation.

D. The *Pack and Certification Report* (Form COC-4) is a report from the handler of daily pack, certified by the inspection service, which contains the following information:

- i. name and address of handler
- ii. date
- iii. place of inspection
- iv. variety
- v. style of pack
- vi. fruit size
- vii. number of cans per case
- viii. can size
- ix. can code
- x. total number of cases of packaged olives
- xi. remarks (inspection grade/failed lots)

E. Reports are required monthly that show the quantity of packaged olives of the ripe and green ripe types *sold* during the month. Such reports include the following information, as applicable:

- i. With respect to the whole, pitted, and broken pitted styles: each style is reported separately in terms of the quantity of each size of olives. Such quantity is reported in terms of the total amount packaged in each of the container sizes listed on the form. The Form COC-29a is used for this type of report. Monthly sales of green ripe olives are listed on the form.
- ii. Limited use styles - halved, sliced, segmented (wedged) and chopped - are reported in terms of the quantity of each style packaged in each of the container sizes listed on the form. The Form COC-29b is used for this report.

- F. *Packaged Olive Inventory Reports* are monthly reports showing the total quantity of packaged olives of the ripe and green ripe types held in *inventory* storage at all locations on the last day of the preceding month. Such reports shall contain the following information:
- i. With respect to whole, pitted, and broken pitted styles of packaged olives, each style is reported separately in terms of the packaged quantity of each size designated on the form. Such quantity shall be reported in terms of the total amount packaged in each of the container sizes listed on the form. Green ripe olive inventories are listed on the form. The Form COC-27a is utilized for this report.
  - ii. Halved, sliced, segmented (wedged), and chopped styles of packaged olives of the ripe and green ripe type are reported in terms of the quantity of each style packaged in each of the container sizes listed. The Form COC-27b is utilized for this report.
- G. *Natural Condition Olive Bulk Inventory Reports* are monthly reports showing the total quantity of natural condition olives held in *bulk storage* at all locations on the last day of the preceding month. Such reports shall contain the following information if applicable:
- i. The total tonnage of natural condition olives held in storage which are of any size that may be used in the production of packaged olives of the whole or pitted styles shall be reported in terms of the total quantity of each size designated. This report is filed on Form COC-27c.
  - ii. The total tonnage of natural condition olives held in storage by the handler which are of sizes that may be used in the production of packaged olives of the halved, sliced, segmented (wedged), or chopped style shall also be reported on Form COC-27c.
- H. *Packout Reports* are monthly reports showing the total production of packaged olives of the ripe and green ripe types. Such reports shall include the following information, as applicable:
- i. With respect to the whole, pitted, and broken pitted styles of packaged olives, each style shall be reported separately in terms of the total quantity of each size designated on the form. Such quantities shall be reported in terms of the total amount packaged in each of the container sizes listed on the form. Green ripe olives shall be listed on the form. This report is filed on Form COC-28a.
  - ii. Halved, sliced, segmented (wedged), and chopped styles of packaged olive shall be reported in terms of the quantity of each style packaged in each of the container sizes listed on the form. This report is filed on Form COC-28b.
  - iii. Monthly reports come to the COC office via email (scanned/signed pdf.), fax and mail from the handlers. They are date stamped, logged in Monthly Report Register, for record. The reports are then added into the computer for a continuing report the COC office keeps, and works in conjunction with CASS to make available through the CASS website for public review (as our industry currently has 2 handlers). Once the CASS report is up on site and “live” then the COC office blast emails the CASS reports to the entire industry.
- I. The *Report of Interhandler Transfers* (Form COC-6) is filed within ten days of such transfer. The transferring handler reports natural condition shipments to the COC with at least the following information:
- i. name and address of the transferring and receiving handlers
  - ii. date of the transfer
  - iii. condition of fruit, either natural condition or processed

- iv. weight, number, and size of each type of container
- v. variety
- vi. transfer of obligation of Limited, Undersize or Culls.

Packaged olives cannot be transferred via an interhandler transfer. Such transfers are considered sales and are reported on Form COC-30.

J. The *Interhandler Sale or Purchase of Canned Ripe Olives* (Form COC-30) is used to report sales or purchases of processed canned ripe olives between regulated handlers. The form contains the following information:

- i. name and address of originating handler (seller)
- ii. name and address of receiving handler (buyer)
- iii. details of the transaction: type, size, style, can size, number of cases
- iv. signatures of originating and receiving handlers

K. The *Report of Assessable Tonnage* (Form COC-13) is an annual report of assessable tonnage received by variety and an estimate of tonnage expected to be diverted to exempt use.

L. The *Report of Final Assessment Payment* (Form COC-17) is an annual form verifying the amount of assessable tonnage of fruit handled and the actual and/or estimated exemptions. It also indicates previous payments to satisfy assessments levied.

M. The *Authorization of Grower to Combine Lots* (Form COC-23) is used by the handler to indicate when lots have been combined by the permission of the grower. This is a seldom-used form. The report contains the following information:

- i. name and address of handler
- ii. date of authorization
- iii. variety (separate form required for each variety)
- iv. weight & grade certificate numbers included in combination
- v. signature of producer or agent
- vi. county
- vii. number of containers
- viii. net weight

N. The *Report of Special Shipments* (Form COC-155) is used by handlers to request permission to package and market experimental shipments of olives in order to conduct marketing research and development projects. Each application must provide at least the following information:

- i. quantity of olives to be utilized (no more than 5% of crop year acquisitions)
- ii. specific market outlet
- iii. flavorings or other added ingredients
- iv. style
- v. type of olives (black or green)
- vi. container size
- vii. variety
- viii. sizes
- ix. date when product to be packaged
- x. name and address of handler
- xi. place of inspection
- xii. certification that all marketing order requirements met

- xiii. certification that product will be kept separate
- xiv. purpose and nature of request
- xv. estimate of time needed to complete the test.

The reporting requirements as they currently exist provide cross-checks and safeguards against violations within the industry. The fact that the growers and the handlers, as an industry, support the order assists in that regard.

## V. RESOURCES

Both incoming and outgoing inspection are required under the order. Because incoming inspection is provided by SPI, and outgoing inspection by USDA Processed Products Branch (PPB), a high level of integrity in total receipts and output per handler is maintained. Cross-checks by COC's staff utilizing incoming and outgoing inspection certificates, pack, storage, disposition, exempt, inventory, and sales reports can account for virtually all fruit handled by each of the two regulated handlers in the industry.

Inspectors representing the PPB remain at the processing plant while handling and processing are underway. Inspectors with SPI remain on the premises while fruit is received, weighed, and size-graded. Receiving may be at the processing plant itself or may be at one or more of the handler's receiving stations. Each station may have more than one SPI inspector, depending on the amount of fruit received. SPI oversees the lot sampling, with the assistance of handler employees. Inspectors for the PPB are authorized to act in the stead of the SPI inspectors, if necessary. It should be noted that industry has begun moving forward.

The COC staff is represented by the Executive Director, Program Supervisor and a Programs Coordinator. A portion of each staff members' time is compliance related. Estimated time:

Executive Director	20%
Program Supervisor	50%
Programs Coordinator	30%

## VI. COMPLIANCE ACTIVITIES

Compliance activities that specifically address potential violations of these provisions are as follows:

1. Provide information to handlers annually to remind them of their regulatory responsibilities;
2. Identify and visit handlers to discuss regulatory requirements (i.e., record keeping, reporting, assessments, grade, size, pack and container);
3. Receive, investigate, document, and report to AMS complaints of violations of order provisions;
4. Check handler reports as to completeness, accuracy, and timeliness;
5. Monitor handler payments of assessments and late payments;
6. Reconcile handler reports with incoming inspection certificates;
7. Monitor disposition of obligation fruit using handler reports and verify, on a spot-check basis, with third-party records obtained from end users;
8. Periodically visit handlers, announced and unannounced, during the season to observe handling operations and monitor compliance with order provisions.

## PART II

### DETAILS OF THE COMPLIANCE ACTIVITIES

#### **1. Provide information to handlers annually to remind them of their regulatory responsibilities.**

**ACTIONS:**

**FREQUENCY:**

- |     |                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                   |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| 1.1 | Send out Annual Compliance Plan, Annual Marketing Order Policy Statement to all handlers, Committee members, and to other interested parties via Email, Fax, or Postal Mail. Packet should contain information relating to reporting, regulatory requirements, etc.                                                                                                                                              | In late June or early July, in preparation for the Annual Crop Meeting.                           |
| 1.2 | Send out via Email or Fax to Handlers and Receiving Stations the upcoming crop-year's receiving guidelines.                                                                                                                                                                                                                                                                                                      | In August at the start of the crop year.                                                          |
| 1.3 | A copy of the meeting packet that is mailed out to the committee members in preparation of upcoming annual crop meeting- containing the Annual Compliance Plan, Annual Marketing Order Policy                                                                                                                                                                                                                    | Whenever a rule change occurs, or a new member or alternate member is appointed to the Committee. |
| 1.4 | A copy of the meeting packet that is mailed out to the committee members in preparation of upcoming annual crop meeting- containing the Annual Compliance Plan, Annual Marketing Order Policy Statement, Antitrust Guidelines, COC Bylaws, updated Incoming and Outgoing Inspection Charts, and other pertinent current information is added to the Chronological Monthly Files, to be kept as permanent record. | As needed                                                                                         |

#### **2. Identify and visit handlers to discuss regulatory requirements (i.e. record keeping, reporting, assessments, grade, size, pack and container.)**

**ACTIONS:**

**FREQUENCY:**

- |     |                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                  |
|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2.1 | Discuss the regulatory and reporting requirements with handlers.                                                                                                                                                                                                                                                                                                                                         | As necessary during the season, such as when a report is not received, or is not properly completed. As necessary during season, such as when a handler is not meeting grade, size, pack, or other requirements. |
| 2.2 | Visit handlers to clarify questions on grade, size, pack, etc. COC staff should document contact with handlers and record observations from each visit, phone call, or email.                                                                                                                                                                                                                            |                                                                                                                                                                                                                  |
| 2.3 | The Committee identifies new handlers via the Olive Growers Council. The California Olive Committee then sets up a meeting with the new handler, the inspection service, and MOAB to inform them of their responsibilities as a handler under Marketing Order 932. All correspondence with the new handler, including faxes, emails, call reports, etc., is documented and placed in their handler file. |                                                                                                                                                                                                                  |

**3. Receive, investigate, document, and report to AMS complaints of violations of Marketing Order provisions. (Rules 932.139, 932.149, 150, 151 & 152)**

**ACTIONS:**

**FREQUENCY:**

- |     |                                                                                                                                                                                                |                                                                 |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|
| 3.1 | When a complaint is received (e.g., complaint from industry grower or handler, notice from Inspection Service, etc.) assess the merit of the complaint and action, if any, needed to be taken. | Immediately upon receipt of the complaint.                      |
| 3.2 | Investigate the complaint by visiting the handler, reviewing handler documents, contacting third parties, etc., as needed to resolve the complaint.                                            | After assessing the merit of complaint, above.                  |
| 3.3 | Document all complaints of Marketing Order alleged violations, including Committee follow-up actions, if any, and report to the Department.                                                    | Immediately after following up and investigating the complaint. |

**4. Check handler reports as to completeness, accuracy and timeliness. (Rule 932.161)**

**ACTIONS:**

**FREQUENCY:**

- |     |                                                                                                                                            |                                  |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|
| 4.1 | <u>Report of Olives Received (Form COC-19)</u>                                                                                             |                                  |
|     | a. Record receipt of, review form for completeness, check accuracy of figures.                                                             | Weekly, during receiving season. |
|     | b. Verify handler totals compiled at COC with final report from handler. Cross-check against total receipts recorded from Forms COC-3A/3C. | Annually.                        |
| 4.2 | <u>Disposition and Obligation (Form COC-5)</u>                                                                                             |                                  |
|     | a. Obligation for Limited, Undersize and Culls established when final receipts recorded from each handler.                                 | Annually.                        |
|     | b. Disposition recorded from each COC-5 in each category for each variety.                                                                 | Monthly or As necessary.         |
|     | c. Remaining Obligation calculated and Form COC-8 sent to handler for verification.                                                        | Monthly or As necessary.         |
|     | d. Any discrepancies discussed with handler.                                                                                               | As necessary.                    |
|     | e. Compare remaining obligation with handler's storage tons to ensure sufficient fruit available to meet obligation.                       | At end of crop year.             |
|     | f. When obligation fulfilled for each crop year, handlers notified in writing.                                                             | As necessary.                    |
| 4.3 | <u>Pack and Certification Report (COC-4)</u>                                                                                               |                                  |
|     | a. Reports scanned for any failed lots. Recorded in ledger.                                                                                | Upon receipt.                    |
|     | b. Disposal of failed lots recorded as they occur.                                                                                         | Upon receipt.                    |

- |     |                                                                                                                                  |                                                  |
|-----|----------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|
|     | c. Handler records checked or physical inventory taken of outstanding failed lots.                                               | As necessary.                                    |
| 4.4 | <u>Sales, Inventory, Pack Reports (COC-27a, 27b, 28a, 28b, 29a, 29b)</u>                                                         |                                                  |
|     | a. Record receipt of, review forms for completeness, check accuracy of figures. Contact handler if form is incomplete or late.   | Monthly.                                         |
|     | b. Audit handler's sales invoices, inventory controls, etc.                                                                      | Periodically or as needed following a complaint. |
| 4.5 | <u>Natural Condition Olive Bulk Inventory Reports (COC-27c)</u>                                                                  | Monthly.                                         |
|     | a. Record receipt of, review forms for completeness, check accuracy of figures.                                                  |                                                  |
|     | b. Audit handler storage facilities at cannery.                                                                                  | Periodically or as needed following complaint.   |
| 4.6 | <u>Interhandler Transfers (COC-6)</u>                                                                                            |                                                  |
|     | a. Record any obligation transfers from transferring handler to receiving handler. Report on COC-8 to handler.                   | As reported.                                     |
| 4.7 | <u>Interhandler Sale or Purchase (COC-30)</u>                                                                                    |                                                  |
|     | a. Verify both originating and receiving handler signatures.                                                                     | As reported.                                     |
|     | b. Investigate how this sale has been reported by each handler on their monthly sales reports to eliminate any double reporting. |                                                  |
| 4.8 | <u>Combination of Lots (COC-23)</u>                                                                                              |                                                  |
|     | a. Verify weight & grade certificate numbers and net weights. (Note: This form is seldom used)                                   | As necessary.                                    |

4.9 Report of Special Purpose Shipments (COC-155)

- |                                                                                                                                   |                                              |
|-----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|
| a. Communicate to handlers that a request for experimental shipments must be received by COC at least 10 days prior to shipments. | Annually.                                    |
| b. Notify the inspection service that COC has approved a special purpose shipment.                                                | At time of approval.                         |
| c. Verify that it will be kept separate by a means satisfactory to inspection service.                                            | At time of pack.                             |
| d. Follow up disposition of experimental shipment with handler.                                                                   | According to time frame reported on COC-155. |
- 4.10 Upon receipt, each report is date-stamped and initialed to show timeliness of report. The weekly and monthly reports are recorded on a register and kept in folder. The Register includes the date received, who reviewed report and the accuracy of the report. Should there be a discrepancy, the handler is notified, documented, handler employee signed, and date stamped with the corrected/revised corresponding report and updated/included in file. Files are set up for each type of report and all records are continually updated, kept for permanent record in secured file cabinets.

**5. Monitor handler payments of assessments and late payments. (Rule 932.139 & 221)**

**ACTIONS:**

**FREQUENCY:**

- |                                                                                                                                                                                                                                   |                                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|
| 5.1 Compare handler receipts as reported on Form COC-19 to receipts reported on Form COC-13 "Statement of Assessable Tonnage."                                                                                                    | Annually after crop completely harvested. |
| 5.2 Calculate handler's assessment due. Notify handler of amount due and payment schedule via Postal mail, Email, or Fax. Send handler copy of Federal Register notice of budget and assessment approval upon receipt from CAMFO. | Annually.<br>(January)                    |

- |     |                                                                                                                                                                                                                                                                                                           |                                                 |
|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|
| 5.3 | Send assessment bills to each handler via Postal Mail, Email or Fax, followed by phone call to confirm it was received.                                                                                                                                                                                   | Monthly Payments                                |
| 5.4 | Calculate, and apply, on a consistent basis, late payment and interest charges to all delinquent accounts. Mail assessment penalty notices (Form COC-16) via Registered Mail.                                                                                                                             | If payment not received by postmarked due date. |
| 5.5 | Notify AMS when delinquent notifications are sent.                                                                                                                                                                                                                                                        | As necessary.                                   |
| 5.6 | Report status of all delinquent accounts to AMS per Compliance Manual instructions.                                                                                                                                                                                                                       | As necessary.                                   |
| 5.7 | Delinquent assessments will be collected in accordance with procedures detailed in the AMS Compliance Manual (Page 20)                                                                                                                                                                                    | As necessary.                                   |
| 5.8 | Both handlers are notified via email and fax, followed up fax journal copy attached for record to each handler, files are set up with each handler's schedule and invoice amounts. Upon receipt each check is date-stamped, Master Assessment Register is updated, recorded, and then check is deposited. | As necessary.                                   |

**6. Reconcile handler reports (COC-19) with incoming inspection certificates (COC-3A/3C).**

**ACTIONS:**

**FREQUENCY:**

- |     |                                                                                                                                                                                                                                                  |               |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| 6.1 | Compare handler receipts as reported on Form COC-19 with receipts as recorded from the COC-3A/3C Weight & Grade Certificates.                                                                                                                    | Annually.     |
| 6.2 | Weight & Grade Certificates include trash (leaves, stems, etc.) weight. COC-19 reports do not. A discrepancy of 1-5% is acceptable depending on crop size and conditions. Discrepancies above 5% will be investigated.                           | As necessary. |
| 6.3 | Work with handler to resolve any discrepancies, by verifying certificate I.D. numbers, identifying revised, replaced, duplicate or voided certificates, checking individual batch or certificate totals by variety and net weight, if necessary. | As necessary. |

- |     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |               |
|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| 6.4 | Each receiving station sends the COC-3s in bulk, where COC staff puts them into batches, adding the total weight, using the calculator tape (twice) to verify the figures. A second person enters all pertinent data into a producing county report to verify and compare against the cumulative report (of first of each handler's CO-19 report,-and to later determine assessments) then, the harvest of the crop year, against the cumulative report of the COC-19. All hard copies are stored in files/boxes for permanent record. | As necessary. |
|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|

**7. Reconcile handler reports to outgoing inspection certificates.**

<b>ACTIONS:</b>	<b>FREQUENCY:</b>
7.1 Reconcile COC-4 (Pack & Certification Report) with monthly forms COC-28(a) and COC-28(b).	Quarterly.
7.2 Track disposition of failed lots as recorded on COC-4.	On-going. Failed lots are opened and repacked or disposed of according to handlers' own schedule.
7.3 Investigate those lots which cannot be accounted for in conjunction with PPB and the handler.	As necessary.
7.4 The COC-4's get date stamped and reviewed to ensure that all reports have passed, and if so, then collected monthly, by date and number sequence, and boxed for permanent record up to completing each crop year (August 1 <sup>st</sup> through July 31 next year), especially for such cases as in the event of periodic auditing that is required. If any COC-4's have "failed lots" then the COC office is required to contact the handler to investigate what was the outcome of that "accounted for" fruit. The documentation is kept in a log binder for permanent record.	As necessary.

**8. Monitor disposition of obligation fruit using handler reports and verify, on a spot-check basis, to third party records obtained from end users.**

<b>ACTIONS:</b>	<b>FREQUENCY:</b>
8.1 See 4.2	See 4.2
8.2 Conduct spot check audits to verify COC-8 balances of remaining obligation with handlers' actual inventory.	Periodically.

- |     |                                                                                                                                                  |               |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| 8.3 | Spot check audit reports are completed and kept in secured file cabinets, along with all contact documentations, which are periodically updated. | As necessary. |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------------|---------------|

**9. Periodically visit handlers, announced and unannounced, during the season to observe handling operations and monitor compliance with Marketing Order provisions.**

**ACTIONS:**

**FREQUENCY:**

- |     |                                                                                                                                                                                                                                                      |                                                                                                                                              |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| 9.1 | Visit canneries (announced and unannounced) during regular working hours, and verify handlers are having their products inspected. Observe handling of incoming fruit, size certification, disposition of obligation fruit, inventory controls, etc. | Visit all handlers' main plant and receiving stations at least once during receiving season and at least once during remainder of crop year. |
| 9.2 | Verify handler sales records for a randomly selected period (e.g. month) for randomly selected items, with sales invoices, printouts and other handler records.                                                                                      | Annually or as necessary.                                                                                                                    |
| 9.3 | Contact handler on any discrepancies observed during the visit, or when verifying handler records as described above.                                                                                                                                | Immediately.                                                                                                                                 |
| 9.4 | Document and log all visits.                                                                                                                                                                                                                         | As necessary.                                                                                                                                |

Revised  
Lramon 07/16

Please note that the fill-in text boxes throughout this document may expand to print. Press tab or click outside the text box once you have completed entering your text and the box will expand.

2016 - 2017

*e-Compliance Plan*

Olives Grown in California

Full Name of Marketing Program

932

Marketing Order No.

**1. Sending information to handlers annually reminding them of their regulatory, reporting, and record keeping responsibilities.**

a. Please *list* the types of documents that will be sent to handlers reminding them of their regulatory and reporting requirements during the crop year.

-Annual Compliance Plan  
-Crop year receiving guidelines  
-Federal Marketing Order 932  
-Marketing Policy Statement

(e.g., marketing order, current regulations, specific handler reports, etc.)

b. Regulatory requirements will be sent on or around Mid August

(e.g., September 1, August 1, etc.)

c. Please describe *what* methods will be used to send regulatory requirements and amendments to handlers and *what* form of documentation will be used to confirm whether the requirements have been sent to all handlers.

Email and regular mail. E-mail verification, mail logs and certified mail (when necessary) will be utilized to provide traceable documentation.

(e.g., methods: regular mail, certified mail, e-mail, facsimile, hand-delivered; and confirmation: a mailing log, certified return receipts, email return receipts, facsimile transmission line, etc.)

d. Amendments will be sent to handlers as implemented

(e.g., as implemented, in the beginning of the crop year, etc.)

**2. Identify and visit handlers to discuss regulatory requirements (e.g. record keeping, reporting, assessments, volume and/or disposition,) observe handling operations and monitor compliance with marketing order provisions.**



a. How does the program learn of new or potentially new handlers? When will regulatory and/or reporting requirements be discussed with new or potentially new handlers? How will discussions be documented?

On an as needed basis. A meeting will be held to discuss all regulatory requirements. The handler will also be provided with all the documentation explaining what is required. Discussions will be documented in meeting minutes.

(e.g., a new handler typically calls to say s/he intends to begin operating as a handler; regulatory requirements are discussed with a new handler as soon as the program learns of the handler's intent to operate, and these discussions are documented in the form of a memorandum of discussion)

b. When will regulatory and/or reporting requirements be discussed with existing handlers? How will these discussions be documented? (Activity 2.d. specifically refers to handler audits.)

Yearly and on an as needed basis. Handlers will be issued every year a Compliance Agreement, Receiving Guidelines, Marketing Policy Statement and Federal Marketing Order 932. A copy of the packet with cover letter is provided as documentation in COC office files.

(e.g., as needed during the season, such as when a report is not received or is not properly completed and the discussions are documented in the form of memorandum of discussions)

c. Will a representative of the marketing program periodically visit handlers to observe their operations?  
 Yes    No    A waiver has been approved. (Please attach the waiver.)

If so, what types of activities will be observed during these periodic visits at handlers' operations? How often will these visits take place? How will these visits be documented? (Activity 2.d. specifically refers to handler audits.)

The visits will be documented with a handler visit log. Activities that will be observed is the receiving, packing, inspection and reporting.

(e.g., observes where failing products are going; visits handlers weekly; keeps a memorandum of visit)

Director of Programs and Services

will visit 100 %

(e.g., Committee Manager, Compliance Officer, etc.)

(e.g., 33)

of handlers this crop year. If less than 1/3 of all handlers will be visited, what percentage of the total volume of production will those handlers that will be visited represent? \_\_\_\_\_ %

d. Are handlers audited and how will the audits be documented?

All handlers will be audited and will be documented by filing a handler visit log with audit specified as the activity. The COC also issues a letter of correspondence on any findings.

(e.g., handler audit files are filed by year and then by handler, all handlers will be visited within an audit cycle of four years)

100 % of handlers will be audited this crop year.

(e.g., 25, 30, etc.)

The program should ensure all handlers will be audited within a four-year audit cycle.



**3. Receive, investigate, document and report to the MFO complaints of violations of marketing program provisions.**

a. As a complaint is received, the complaint is assessed and action is taken, if needed, immediately upon receipt of the complaint. Please explain *how* complaints are received. Additionally, please describe *how* the marketing program will investigate and substantiate a potential marketing order violation, including *how* it will be documented.

When a complaint is received (i.e., complaint from industry grower or handler, notice from Inspection Services, etc.) we assess the merit of the complaint and take action, if any, is needed to be taken. After assessing the merit of complaint, the Committee will investigate the complaint by visiting the handler, reviewing handler documents, contacting third parties, etc., as needed to resolve the complaint. Immediately after following up and investigating the complaint and reviewing all documents of Marketing Order alleged violations, the Committee will follow-up with necessary actions, if any, and report of the department.

(e.g., complaints are usually received from other handlers; committee investigates complaints by visiting the handler, reviewing handler documents and contacting third parties; all documentation is kept in complaint files by handler including any communications between the Committee and the handler)

b. *How* will a follow-up action be sent to the MFO after it has been substantiated? *When* will it be sent to the MFO?

A follow-up will be sent to the MFO as a case referral report immediately after substantiating the violations.

(e.g., a follow-up action will be sent to the MFO as a case referral report immediately after substantiating the violation)

**4. Check handler reports for completeness, accuracy and timeliness.**

a. Please *list* all of the reports the marketing program anticipates receiving from handlers and third parties, including from inspection stations, this coming crop year. Also, please provide *when* each report is due or is usually received.

COC 3 Immediately upon receipt of each lot of natural condition olives for which inspection is required  
COC 4 per packout  
COC 5 Prior to disposition of noncanning olives  
COC 6 one copy to the committee with 10 days following receipts of the olives  
COC 13 issued after the crop is received by COC and requested back within 15 days or before December COC meeting. It depends on the nature of crop timing  
COC 15 issued monthly as an invoice to collect assessments  
COC 17 at the end of November annually  
COC 19 weekly during season  
COC 23 as needed when a grower combines a lot  
COC 27a not later than the 15th day of each month  
COC 27b not later than the 15th day of each month  
COC 27c not later than the 15th day of each month  
COC 28a for each month and not more than 15 days after the end of such month  
COC 28b for each month and not more than 15 days after the end of such month  
COC 29a for each month and not more than 15 days after the end of such month  
COC 29b for each month and not more than 15 days after the end of such month  
COC 30 as needed when a handler transfers a lot to another handler.  
COC 155 at least 10 working days prior to the shipment of such packaged olives to test markets



COC 149 as needed for new members nomination  
COC 150 as needed for new members nomination

(e.g., special purpose shipment reports - 9/1, notesheets - daily, etc.)

b. The program should be able to determine when a report was received and should review reports in a timely manner after receipt. Please *describe* how the program will determine if reports are received when due? Also, please *describe* how the program ensures reports are reviewed in a timely manner. In addition, *what* actions will the program take with handlers that have missing reports?

Monthly reports are due by the 15th of every month. A five day grace period is allowed. Other reports are received on an annual basis or as needed. Reports done on e-mail and fax are dated automatically when sent and received. Reports received by mail are date stamped when they are received by COC . If reports are not provided on time a follow up call is made to ask for submission. If submission is not made a letter will be issued of non-compliance.

(e.g., date-stamping handler reports upon receipt, data entry the same day received, electronic dates; after three unsuccessful attempts by phone, visit and letter to obtain a handler report, the program will document the attempts and report the violation to the MFO in the form of a case referral report.)

c. Please *explain* how the program will check its reports that are received from handlers for accuracy.

By reviewing and comparing to counterpart documentation.

(e.g., handler reports are reconciled with incoming and outgoing inspection certificates)

d. If changes or corrections will be necessary to a report, please *explain* how authorization by the handler to make the necessary changes or corrections will be obtained and documented. If handlers are required to resubmit their handler reports, please *explain* how the handlers will be contacted.

By phone or e-mail.

(e.g., authorization is conducted by a confirmation letter, facsimile, e-mail or by phone from the handler, etc.)

## 5. Monitor handler payments of assessments.

a. Please explain *how* handler assessments amounts will be determined.

Handler reports and COC 19 forms.

(e.g., inspection certificates, handler reports, etc.)

Will the marketing program have controls in place over processing deposits (accounts receivables)?

Yes  No

b. Handler assessments will be billed on a monthly basis

(e.g., monthly basis, quarterly basis, etc.)

Copies of invoices and past due notices will be retained in files by handler

(e.g., handler, month, quarter, etc.)

c. The first past due notice will be sent to handlers at 15 days after the invoice date.



(e.g., 30, 60, etc.)

d. If applicable, the program will charge a late payment fee of \$ 5% of unpaid and/or interest  
(e.g., \$15.00, \$20.00, etc.)

rate of prime + 2 % on accounts that are 30 days past due.  
(e.g., 1, 2, etc.) (e.g., 30, 60, etc.)

e. A second past due notice or demand letter will be sent to handlers at 35 days after the invoice date.  
(e.g., 45, 60, etc.)

f. Will the program take any further actions in attempting to collect past due assessments from handlers (e.g., phone call or visit) before referring the action to the MFO?

Yes  No If yes, please *explain* below:

phone calls and e-mails will be utilized to gain payment

At 60 days, delinquent accounts will be referred to the MFO for appropriate action.  
(e.g., 65, 90, etc.)

**6. Monitor compliance through inspection stations, disposition of exempt, special purpose shipments, restricted, substandard, off grade, other failing, and/or residual commodities using handler reports.**

a. Will the program monitor some form of a waiver of inspections for handlers?

Yes  No  N/A If applicable, please *explain* below:

Reviewing the waiver application for that handler and ensuring that the handler is in compliance.

(e.g., reviewing the waiver application for a handler and ensuring that the handler is in compliance)

b. Will the program monitor an export program under the marketing order?

Yes  No  N/A If applicable, please *explain* below:

(e.g., determining whether there are discrepancies between the amounts reported by the handler, USDA inspectors, and/or shipment reports)

c. Will the program monitor handlers that conduct special purpose shipments?

Yes  No  N/A If applicable, please *explain* below:

The handler must file for COC 155 for special purpose shipments.

(e.g., reconciling handlers' reports to the receivers' copies of the special purpose shipment reports submitted to the Committee)

d. Will the program monitor the disposition of off-grade and/or other failing products?



Yes  No  N/A If applicable, please *explain* below:

We compare with the COC 5 numbers.

(e.g., using surveillance to ensure failed product is used in only approved outlets)

e. Will the program contact third parties, which includes inspection stations, on a spot-check basis to monitor compliance with marketing order and/or inspection requirements?

Yes  No  N/A If applicable, please *explain* below:

We currently don't have third party spot checks.

(e.g., contacting buyers, consignees, brokers, retailers, terminal markets, road guard stations etc.)

## 7. Other Compliance Activities

a. Please *list* any additional compliance activities that will be monitored by the program and have not been discussed previously. Also, please discuss *how* these activities will be documented.

(e.g., reserves, inventories, diversion programs, controlled buys, etc.)

b. Please *list* any sections or provisions of the program's marketing order that will not be in effect for the upcoming crop year. Additionally, please *list* any new marketing order activities that are anticipated that will go in effect.

(e.g., diversion program will not be in effect for this crop year, export program may be in effect sometime during this crop year, etc.)

## 8. Financial Audit Policies

a. How will your Certified Public Accountant (CPA) report the annual audit, including audit findings and recommendations? (e.g., CPA will provide a written report in person at the December committee meeting; CPA will mail a written report to the Audit Subcommittee and participate in a videoconference at their April meeting. The Audit Subcommittee will report to the Committee at the May annual meeting of the Committee.

The CPA provides a letter and in person report to the Committee.

b. Will the program have its audits conducted in accordance with Government Auditing Standards (GAGAS - The Yellow Book)? You may visit <http://www.gao.gov/govaud/ybk01.htm> for further information.

Yes  No  A waiver has been approved. (Please attach waiver.)

c. If the marketing program had any audit deficiencies from the prior year audit, has the program resolved the deficiencies (or does it plan to resolve them, if not yet done)?



Yes    No    N/A

d. Does the marketing program receive federal grant funds?

Yes    No   If so, please *describe* the funds below:

### 9. Internal Control Policies

a. Will the program's management segregate duties among its staff members (e.g., will one staff member handle the accounts receivable and another handle the accounts payable)?

Yes    No   If not, how many staff members\* do you have? \_\_\_\_\_

\* Please note that the term "staff members" used throughout this plan means employees as well as individuals who are employed by an organization that provides administrative services to the program on a contract basis.

Will the program use an independent contractor or some other type of organization to perform its management and/or administrative services?

Yes    No   If so, what is the name of the independent contractor or organization that the program will be using? California Apple Commission

b. What are the names and e-mail addresses of the program officers (Chairperson, Vice-Chairperson, Treasurer, and Secretary)?

Chairperson (name & e-mail address)	<u>Mike Silveira</u> <u>msilveira@wilburellis.com</u>	Vice-Chairperson (name & e-mail address)	<u>Dennis Burreson</u> <u>dennisb@olives.com</u>
----------------------------------------	----------------------------------------------------------	---------------------------------------------	-----------------------------------------------------

Treasurer (name & e-mail address)	<u>vacant</u>	Secretary (name & e-mail address)	<u>vacant</u>
--------------------------------------	---------------	--------------------------------------	---------------

Assistant Treasurer (if applicable)	<u>N/A</u>	Assistant Secretary (if applicable)	<u>N/A</u>
----------------------------------------	------------	----------------------------------------	------------

Are any of the above officers (including assistant officers) a manager or staff member of the program?

Yes    No   If so, please identify the officer(s): \_\_\_\_\_

Who is the Chairperson of the *Audit Subcommittee*? If not applicable, please state N/A below:

Michael Silveira  
Name or N/A

Is the Audit Subcommittee Chairperson a member or alternate on the program Committee/Board?

Yes    No    N/A (if no Audit Subcommittee)



c. Will the program commingle federal funds with any other funds? If a clearing account is used to split dual payments of assessments, the program may mark no.

Yes  No

d. Will the program comply with Agricultural Marketing Service (AMS) collateral and collateralization policies? Upon request, you may receive a copy of the policies from MOAD Compliance and Enforcement Branch.

Yes  No

e. The Committee/Board maintains fidelity bond insurance in the amount of \$ 1,500,000

f. What is the highest amount of liquid assets that the program will receive this year? Due to Anti-Trust Law w

g. How and when will the program review their internal control policies?

Review the internal control policies annually.

(e.g., Policy Subcommittee will review internal control policies in April, etc.)

h. Will arrangements be made for a duplicate copy of the monthly bank statements to be sent directly from the bank to an *officer* of the program? If the program's annual revenue exceeds \$500,000, this activity is *mandatory*.

Yes  No If not, please *explain* below:

Due to the fact there are only two handlers this is proprietary information no bank statements are allowed to be seen by members. Should a member see the statements, the volumes handled by each handler would become obvious.

i. Will the marketing program replace a manager's signature with a facsimile signature or rubber stamp on checks?

Yes  No

j. Will the marketing program have appropriate written policies, which have been approved by the Committee/Board, for credit card use and approval of expenditures?

Yes  No  N/A

k. Will the marketing program have appropriate written policies, which have been approved by the Committee/Board, for incurring and approving travel expenses?

Yes  No  N/A

l. Will the marketing program have appropriate hiring policies in place to ensure that qualified and experienced personnel are employed in key positions? (N/A if program has five or less employees.)

Yes  No  N/A



## 10. Operational Controls

**\* Please note "appropriate management" should be the next higher level of management. For example, if a manager of a program is the same person who is preparing the vendors invoices for payment or is doing the bank reconciliations, then the manager would need to get an officer of the program to approve those transactions. In other instances, appropriate management can be the Manager or President of the program.**

a. Will checks received for payment of assessments be restrictively endorsed "For Deposit Only"?

Yes    No

b. \*Will vendors invoices be reviewed and approved by appropriate management prior to being paid?

Yes    No

c. \*Will bank statements be attached to bank reconciliations before being approved by appropriate management?

Yes    No

d. Please provide the names of those individuals who are authorized users of credit cards. Also, please provide the type and number of credit cards that have been issued to each of the individuals. If not applicable, please state N/A below.

Denise Junqueiro, Director of Programs and Services, 1 Visa and Alexander J. Ott, Executive Director, 1 Visa. The credit cards are property of the Committee and are paid by the Committee. Employees must reconcile all receipts in accordance with the bill.

(e.g., John Smith - 1 Visa, 1 Exxon; Mary Jones - 1 Visa, etc.)

e. \*Will appropriate management review and approve credit card statement before statements are paid?

Yes    No

f. \*Will travel expenditures be approved by appropriate management?

Yes    No    N/A

g. All marketing program checks must be signed by two individuals. Who are the two primary signers of the program's checks? Please provide their names and titles, and indicate whether they are an employee, officer, or contractor of the program.

Alexander J. Ott, Executive Director

Employee    Officer    Contractor

Dennis Burreson, Vice Chairman

Employee    Officer    Contractor



h. If the primary check signers listed above are unavailable, please provide the names and titles of other authorized check signers, and indicate whether they are an employee with an "(E)," an officer with an "(O)," or a contractor with a "C." If not applicable, please state N/A below.

Michael Silveira, Chairman (O)

i. Will the marketing program have controls in place over petty cash and postage?

Yes  No  N/A

### 11. Confidential Information

a. Under Section 608d (2) of the Agricultural Marketing Agreement Act of 1937, all information furnished to or acquired by the USDA for marketing programs categorized as trade secrets and commercial or financial information shall be kept confidential by all USDA officers and employees. These individuals may disclose such information only in a suit or administrative hearing brought at the direction, or upon the request of the USDA. Because marketing programs are quasi-governmental entities, this regulation applies to marketing program management. Will the marketing program staff protect personal, commercial, financial, and employment information from an unauthorized disclosure? Will the marketing program have appropriate computer controls in place that are adequate for the size of the program (e.g., password protection to log onto network, automatic logging off after 10 minutes, use of password protected files, etc.)?

Yes  No

If not, please *explain* below:

b. Personally Identifiable Information (PII) can be used to distinguish or trace an individual's identity. It includes, among other things, the use of names, social security numbers or financial information associated with an individual. PII also includes data that, when combined with other identifying information, can be linked to a specific individual. Will the marketing program protect PII from an unauthorized disclosure?

Yes  No

Please *explain* your answer below.

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If you wish to explain or clarify your answer to any of the previous questions, please use the text box below. Begin by identifying the question or item number, for example: Item 2.c., Item 10.k., etc.





Marketing Program Representative Certification

**Instructions for Marketing Program:** Please complete this certification page. Once completed, please e-mail this file as an attachment to your Marketing Field Office Specialist for approval.

I, Denise Junqueiro, Director of Programs and Services  
Name Title

of the California Olive Committee, certify that the foregoing  
Full Name of Marketing Program

compliance plan was approved by Committee or Board members on \_\_\_\_\_  
Date

**Required:** By clicking this box, I certify that the foregoing compliance plan reflects, to the best of my knowledge, the marketing program's compliance strategies, resources and activities for the upcoming marketing season.

Denise Junqueiro 4-5-16  
Name Date

My e-mail address is denise@calolive.org

Only complete below this line if you are *resubmitting* your e-compliance plan.

Resubmitted for approval on \_\_\_\_\_ by \_\_\_\_\_  
Date Name

Resubmitted for approval on \_\_\_\_\_ by \_\_\_\_\_  
Date Name

Resubmitted for approval on \_\_\_\_\_ by \_\_\_\_\_  
Date Name

Resubmitted for approval on \_\_\_\_\_ by \_\_\_\_\_  
Date Name



Marketing Specialist Certification  
(Marketing Field Office)

*Instructions for Marketing Field Office Specialist: Please complete this certification page. If the e-plan is not approved, please e-mail it back to the marketing program for revisions. If the e-plan is approved, please e-mail it to the Compliance and Enforcement Branch Chief at Headquarters (the e-plan will then be assigned to a Compliance and Enforcement Specialist for review).*

I, Peter Sommers, Marketing Specialist at the  
Name

CAMFO, certify that I have reviewed the  
Field Office Location

foregoing marketing program's compliance plan on this day April 29, 2016.  
Date

Approved     Disapproved

Please see comments below:

This e-compliance plan has not been approved by the COC; however, the plan is expected to be approved with no significant substantive changes by the COC during their upcoming June/July 2016 full committee meeting. For this reason, I am approving the plan as of this date.

Received on \_\_\_\_\_

Approved     Disapproved on this day \_\_\_\_\_  
Date

Please see comments below:



Compliance and Enforcement Specialist Certification  
(Headquarters)

**Instructions for Compliance and Enforcement Specialist:** Please complete the following certification. Once completed, please e-mail this file either to the Field Office Marketing Specialist if disapproved (the field office will forward to the program for revision) or to the Compliance and Enforcement Branch Chief for final approval.

I, \_\_\_\_\_, Compliance and Enforcement  
Name

Specialist, certify I have reviewed the foregoing marketing program's compliance plan on

this day \_\_\_\_\_ Received on \_\_\_\_\_  
Date

Approved  Disapproved

Please see comments below:

Received on \_\_\_\_\_

Approved  Disapproved on this day \_\_\_\_\_  
Date

Please see comments below:

Received on \_\_\_\_\_

Approved  Disapproved on this day \_\_\_\_\_  
Date

Please see comments below:



Compliance and Enforcement Branch Chief

FINAL APPROVAL

I, \_\_\_\_\_, Compliance and Enforcement Branch Chief  
Name

of the Marketing Order and Agreement Division, certify that the foregoing compliance plan has been

Approved  Disapproved on this day \_\_\_\_\_ .  
Date

Please see comments below:

Received on \_\_\_\_\_

Approved  Disapproved on this day \_\_\_\_\_ .  
Date

Please see comments below:

Received on \_\_\_\_\_

Approved  Disapproved on this day \_\_\_\_\_ .  
Date

Please see comments below:

**\*\*\*\*\* INFORMATION \*\*\*\*\***

**FROM:** RESEARCH SUBCOMMITTEE

**SUBJECT:** PRESENTATION 2016 RESEARCH PROJECT

**BACKGROUND:** In 2015 the Research Subcommittee funded various projects along with fly trapping efforts. Today researchers will provide the Committee with presentations on the progress of their findings. The presentations being given today are provided below with the researcher's name with the exception of the olive fly trapping.

Researcher	Project	Amount Funded
Lovatte & Fichtner	PGR's and pruning treatments to manage alternate bearing	\$11,045
Pickett	Biological control of Olive Psyllid Parasitoid	\$15,840
Adaskaveg	Epidemiology and management of olive knot	\$21,000
Rosecrance & Kruegar	Canopy Management, Tree Hedging and Topping to Optimize Yield	\$31,075
Simpson	Northern Fly Trapping	\$6,500
Stewart	Southern Fly Trapping	\$6,334

## 2016 Research Projects

		Updated 4/22/2016				
Researcher	Project	Amount	Finalized MOU	Paid thus far	% Paid	No Cost Extension
Lovatt & Fichtner Adaskaveg	PGR's and pruning treatments to manage alternate bearing	\$ 11,045.00	1/11/2016	2209	20%	
Pickett	Epidemiology and management of olive knot	\$ 21,000.00	3/19/2016	\$4,200.00	20%	
Preece & Ferguson	Biological Control of Olive Psyllid Parasitoid	\$ 15,840.00	2/1/2016		0%	
Rosecrance & Kruegar	Propagating Dwarfing Olive Rootstocks and Establishing a Long Term Orchard	\$ 15,096.00	2/1/2016	\$3,019.20	20%	
	Canopy Management, Tree Hedging and topping to Optimize Yield	\$ 31,075.00	4/22/2016		0%	
	Contingency	\$ 103,925.00			0%	
Ernie Simpson	Northern Fly Trapping	\$ 6,500.00	1/15/2016	\$2,400.00	37%	
Jim Stewart	Southern Fly Trapping	\$ 6,334.00	1/15/2016	\$2,375.01	37%	
	<b>Total</b>	<b>\$ 210,815.00</b>			<b>0%</b>	