



CALIFORNIA **OLIVE** COMMITTEE  
Full Committee Meeting Minutes  
Thursday, July 21, 2016  
Double Tree Hotel - Modesto, CA

**I. CALL TO ORDER**

A meeting of the Full Committee was called to order by Mike SILVEIRA at 9:00 a.m., and the following members were present:

**Members**

Mike SILVEIRA  
Doug REIFSTECK\*  
Rick BENSON\*  
Carla ANDERSON\*  
Ben Hall  
Pablo NEREY\*  
Edward GARCIA\*  
Felix MUSCO\*  
Julia TINSLEY\*  
Phil QUIGLEY\*  
Bert QUEZADA\*  
Bill MCFARLAND\*  
Janet EDWARDS\*  
Ed CURIEL\*  
Art HUTCHESON  
Chris HENDERSON  
Mark HENDRIXSON\*  
Pat V. RICCHIUTI\*  
Wai WU  
Mark HEUER\*

**Others Present:**

Alexander OTT  
Todd SANDERS  
Liza RAMON  
Peter SOMMERS  
Adin HESTER  
Allison GREGG  
Carol LOVATT  
Dan BARBER  
JAKE FERGUSON  
Tanya UBICK  
Daniel CASARES  
Steve PATTON  
Louise FERGUSON  
Charlie PICKETT  
Elizabeth FITCHNER  
James ADASKAVEG

**Affiliation:**

GROWER  
BELL CARTER  
GROWER  
BELL CARTER  
BELL CARTER  
GROWER  
GROWER  
MUSCO  
BELL CARTER  
BELL CARTER  
GROWER  
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GROWER  
MUSCO  
GROWER  
  
COC  
COC  
COC  
USDA  
OLIVE GROWER COUNCEL  
SAMPSON, SAMPSON & PATTERSON, LLP  
UC RIVERSIDE  
FLEISHMAN HILLARD  
FLEISHMAN HILLARD  
USDA  
USDA  
CDFA  
UC DAVIS  
CDFA  
UC RIVERSIDE  
UC RIVERSIDE

John PREECE  
Rich ROSECRANCE

UC DAVIS  
UC CHICO

\*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 Rick BENSON, duly seconded by Bill MCFARLAND, and unanimously carried THAT the minutes for February 17, 2016 for the Full Committee Meeting be approved. (Motion 7.21.16 #1)**

## **II. MARKETING SUBCOMMITTEE**

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

## **III. INSPECTION SUBCOMMITTEE**

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.

**MOVED BY Pat V. RICCHIUTI, duly seconded by Doug REIFSTECK, and unanimously carried THAT the Committee adopt the 2016-2017 Incoming & Outgoing Inspection Requirements. (Motion 7.21.16 #2)**

Each year the United States Department of Agriculture (USDA) provides the industry with an update on import inspection and inspection fees. Tanya UBICK with USDA presented information on 2016-2017 import and inspection fees.

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 Scientific Division, Inspection and USDA officials to develop a verified procedure.

## **IV. REVIEW CROP ESTIMATES**

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 next year.

**MOVED BY, duly seconded by Mark HEUER, and unanimously carried THAT the Committee approve an estimated 63,000 tons as the official forecast for the 2016-2017 crop. (Motion 7.21.16 #3)**

**V. EXECUTIVE SUBCOMMITTEE**

A representative from Sampson & Sampson has completed the California Olive Committee’s 2015 fiscal audit. Allison GREGG, from Sampson & Sampson reviewed the audit to the Committee.

**MOVED BY Pat RICCHIUTI, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Committee approve the 2015 FY audit. (Motion 7.21.16 #4)**

Each year, the California Olive Committee (COC) must approved 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 Marketing Olive Order 932 and its relationship to the requirement established by the Agricultural Marketing Agreement Act.

**MOVED BY Bill MCFARLAND, duly seconded by Julia TINSLEY, and unanimously carried THAT the Full Committee approve 2016-2017 amended Marketing Policy Statement. (Motion 7.21.16 #5)**

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 Oder 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 side note, in 2010 USDA required the Committee to file an E-Compliance Plan. The 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.

**MOVED by Mark HENDRIXSON, duly seconded by Pat RICCHIUTI, and unanimously carried THAT the Committee approve the 2016-2017 Annual Compliance Plan. (Motion 7.21.16 #6)**

**MOVED BY Mark HEUER, duly seconded by Edward GARICA, and unanimously carried THAT the Committee approve the 2016-2017 E-Compliance Plan. (Motion 7.21.16 #7)**

**VI. RESEARCH SUBCOMMITTEE**

In 2015 the Research Subcommittee funded projects along with fly trapping efforts. Today researchers provided the Committee with a presentations on the progress of their findings. The presentations being given today are provided below with 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

<b>Rosecrance &amp; Kruegar</b>	Canopy Management, Tree Hedging and Topping to Optimize Yield	<b>\$31,075</b>
<b>Preece &amp; Ferguson</b>	Propagating Dwarfing Olive Rootstocks and Establishing a Long Term Orchard	<b>\$15,096</b>
<b>Simpson</b>	Northern Fly Trapping	<b>\$6,500</b>
<b>Stewart</b>	Southern Fly Trapping	<b>\$6,334</b>

**VIII. ADJOURNMENT**

Chairman Mike Silveira adjourned the meeting at 11:34a.m.

*July 27, 2016*  
 Date: July 27, 2016

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*Liza Ramon*  
 Liza Ramon, California Olive Committee

## SUMMARY OF MOTIONS FOR July 21, 2016

Motion 7-21-16 #1

**APPROVED**

**MOVED BY Rick BENSON, duly seconded by Bill MCFARLAND, and unanimously carried THAT the minutes for February 17, 2016 for the Full Committee Meeting be approved.**

Motion 7-21-16 #2

**APPROVED**

**MOVED BY Pat V. RICCHIUTI, duly seconded by Doug REIFSTECK, and unanimously carried THAT the Committee adopt the 2016-2017 Incoming & Outgoing Inspection Requirements.**

Motion 7-21-16 #3

**APPROVED**

**MOVED BY, duly seconded by Mark HEUER, and unanimously carried THAT the Committee approve an estimated 63,000 tons as the official forecast for the 2016-2017 crop.**

Motion 7-21-16 #4

**APPROVED**

**MOVED BY Pat RICCHIUTI, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Committee approve the 2015 FY audit.**

Motion 7-21-16 #5

**APPROVED**

**MOVED BY Bill MCFARLAND, duly seconded by Julia TINSLEY, and unanimously carried THAT the Full Committee approve 2016-2017 amended Marketing Policy Statement.**

Motion 7-21-16 #6

**APPROVED**

**MOVED by Mark HENDRIXSON, duly seconded by Pat RICCHIUTI, and unanimously carried THAT the Committee approve the 2016-2017 Annual Compliance Plan.**

Motion 7-21-16 #7

**APPROVED**

**MOVED BY Mark HEUER, duly seconded by Edward GARICA, and unanimously carried THAT the Committee approve the 2016-2017 E-Compliance Plan.**