



CALIFORNIA OLIVE COMMITTEE
Executive Subcommittee Meeting Minutes
Thursday, November 10, 2016
9:00 a.m.
Double Tree Hotel - Modesto, CA

I. CALL TO ORDER

A meeting of the Executive Subcommittee was called to order by Chairman Mike Silveira at 9:15a.m., and the following members were present:

Members

Julia Tinsley
Felix Musco
Dennis Burreson
Michael Silveira
Janet Edwards
Pat V. Ricchiuti
Doug Reifsteck
Felix Musco
Ed Curiel
Tim T. Carter

Affiliation:

Bell-Carter
Musco
Musco
Grower
Musco
Grower
Bell-Carter
Musco
Grower
Bell-Carter

Others Present:

| | |
|--------------------|------|
| Alexander Ott | COC |
| Todd Sanders | COC |
| Liza Ramon | COC |
| Peter Sommers | USDA |
| Elizabeth Carranza | COC |

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

MOVED BY Dennis BURRESON, duly seconded by Ed CUIEL, and unanimously carried THAT the minutes of the July 21, 2016 Executive Subcommittee meeting be approved. (Motion 11.10.16 #2)

II. MAP/TASC FUNDING

The Foreign Agricultural Service (FAS) helps to maintain and expand foreign markets for U.S. agricultural products by helping to remove trade barriers and enforcing U.S. rights under existing trade agreements. They accomplish this is by distributing funding to cooperators, such as the COC, under programs such as the Market Access Program (MAP) and Technical Assistance for Specialty Crops Program (TASC).

Through the Market Access Program (MAP), FAS partners with U.S. agricultural trade associations, cooperatives, state regional trade groups, and small businesses to share the costs of overseas marketing and promotional activities that help build commercial export markets for U.S. agricultural products and commodities.

The Technical Assistance for Specialty Crops (TASC) program provides funding to U.S. organizations for projects that address sanitary, phytosanitary, and technical barriers that prohibit or threaten the export of U.S. specialty crops.

Each year, FAS announces the MAP and TASC program application period, along with criteria. The application process allows applicants to request funding from multiple USDA market development programs through a simple, strategically coordinated proposal. These proposals are reviewed by FAS, and funds are allocated on a competitive basis.

By obtaining MAP and TASC funding, the COC would then be able to receive the assistance necessary to begin identifying potential export countries and exploring ways to overcome any existing barriers to trade. With an ever increasing presence of foreign product, it is imperative that the California Ripe Olive industry continue to increase its presence in these foreign markets. Conclusively, the assistance of MAP and TASC funds would drastically improve the COC's chances of gaining access to these competitive foreign markets and could potentially increase the presence of California Ripe Olives across the globe.

In 2016, the COC applied for a total of \$350,000 in MAP and TASC funding, and is currently awaiting the news of the dollar amount received.

MOVED BY Tim T. CARTER, duly seconded by Dennis BURRESON, and unanimously carried THAT the COC keep section 8(e) and current inspection process in place. (Motion 11.10.16 #1)

III. INDUSTRY TRADE RESEARCH

The COC is currently conducting a review project to calculate the average costs of production for California Ripe Olives. This project has been facilitated by the COC and consultant, Dan Block, of D.W. block Associates, LLC. A summary of this study is currently underway and will be presented at the next Executive Subcommittee meeting in December.

IV. 2017 AMINISTRATIVE BUDGET

MOVED BY Felix MUSCO, duly seconded by Doug REIFSTECK, and unanimously carried THAT the Committee adopt the General Administration 2017 FY Budget. (Motion 11.10.16 #3)

MOVED BY Pat V. RICCHIUTI, duly seconded by Dennis BURRESON, and unanimously carried THAT the Committee delegate authority from the Committee to the Executive Director with oversight by the Chairman, for Inner-item transfer fund and THAT the Committee use legal counsel should one be needed with approval from the USDA. (Motion 11.10.16 #4)

I hereby certify that the above is full, true and correct copy of the minutes of the meeting held on November 10, 2016 in Modesto, California, by the Subcommittee.

November 14, 2016

Date November 14, 2016

Liza Ramon

Liza Ramon, California Olive Committee

SUMMARY OF MOTIONS FOR November 10, 2016

Motion 11.10.16 #1

APPROVED

MOVED BY Tim T. CARTER, duly seconded by Dennis BURRESON, and unanimously carried THAT the COC keep section 8(e) and current inspection process in place.

Motion 11.10.16 #2

APPROVED

MOVED BY Dennis BURRESON, duly seconded by Ed CURIEL, and unanimously carried THAT the minutes of the July 21, 2016 Executive Subcommittee meeting be approved.

Motion 11.10.16 #3

APPROVED

MOVED BY Felix MUSCO, duly seconded by Doug REIFSTECK, and unanimously carried THAT the Committee adopt the General Administration 2017 FY Budget.

Motion 11.10.16 #4

APPROVED

I MOVED BY Pat V. RICCHIUTI, duly seconded by Dennis BURRESON, and unanimously carried THAT the Committee delegate authority from the Committee to the Executive Director with oversight by the Chairman, for Inner-item transfer fund and THAT the Committee use legal counsel should one be needed with approval from the USDA.