



CALIFORNIA **OLIVE** COMMITTEE
2565 Alluvial Ave • Suite 182
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AGENDA
Ripe Olive Executive Subcommittee Meeting
Double Tree • Sonoma Room
Tuesday, June 20, 2017
9:00 a.m.

- I. Call to Order
 - a. Roll call
 - b. Chairperson's comments
 - c. Approval of 12-4-16 Executive Subcommittee minutes (action item)

- II. Office/Personnel
 - a. Election Policy Review
 - b. 2018 Export Strategy and Updates

- III. Other Business

- IV. Adjournment

COC Subcommittees for 2015-2017

Executive Subcommittee:

12 Michael Silveira, G-1
Mark Hendrixson, G-2
Dennis Burreson, MUS
Julia Tinsley, BCF
Tim T. Carter, BCF
Ed Curiel, G-1
Janet Edwards, MUS
Felix Musco, MUS
Edward Garcia, G-1
Mark Heuer, G-2
Pat Ricchiuti, G-2
Doug Reifsteck, BFC

Marketing Subcommittee:

14 Bill McFarland, MUSCO
Vacant, BCF
Tim T. Carter, BCF
Ed Curiel, G-1
Wai Wu, MUS
Julia Inestroza, G-2
Pat Ricchiuti, G-2
Scott Hamilton, MUS
Mark Hendrixson, G-2
Vacant, BCF
Edward Garcia, G-1
Michael Silveira, G-1
Rick Benson, G-2
Pablo Nerey, G-1

Inspection Subcommittee:

16 Julia Tinsley, BCF
Paul Danielson, G-2
Julia Inestroza, G-2
Dennis Burreson, MUS
Pablo Nerey, G-1
Rick Benson, G-2
Janet Edwards, MUS
Ben Hall, MUS
Chris Henderson, G-1
Doug Reifsteck, BCF
Cody McCoy, BCF
Larry McCutchen, MUS
Vito Deleonardis, G-2
Phil Quigley, BCF
Art Hutcheson, G-2
Edward Garcia, G-1

Research Subcommittee:

15 Dennis Burreson, MUS
Julia Tinsley, BCF
Art Hutcheson, G-2
Scott Patton, G-1
Bert Ouezada, G-2
Paul Danielson, G-2
Vito Deleonardis, G-2
Chris Henderson, G-1
Cody McCoy, BCF
Ben Hall, MUS
Phil Quigley, BCF
Felix Musco, MUS
Pablo Nerey, G-1
Ed Curiel, G-1
Pat Ricchiuti, G-2



CALIFORNIA OLIVE COMMITTEE
Executive Subcommittee Meeting Minutes
Wednesday, February 14, 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 9:04a.m., and the following members were present:

Members

Julia Tinsley
Felix Musco
Mark Hendrixson
Michael Silveira
Janet Edwards
Pat V. Ricchiuti
Doug Reifsteck
Felix Musco
Ed Curiel
Tim T. Carter
Edward Garcia

Affiliation:

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

Others Present:

Alexander Ott	COC
Todd Sanders	COC
Liza Ramon	COC
Peter Sommers	USDA
Elizabeth Carranza	COC
Dan W. Block	DW Block Associates, LLC
Luke Heuer	Grower (Heuer Farms)

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

MOVED BY Mark HEUER, duly seconded by Janet EDWARDS, and unanimously carried THAT the minutes of the November 10, 2016 Executive Subcommittee meeting be approved. (Motion 12.14.16 #1)

II. 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. The Table Olive Production Cost Study was provided in the meeting packet.

III. APPROVAL OF CREDIT CARD

MOVED BY Mark HENDRIXSON, duly seconded by Doug REIFSTECK, and unanimously carried THAT the Committee approve the use of a California Olive Committee Business Card with a credit limit of \$10,000 management, Todd Sanders. (Motion 12.14.16 #2)

I hereby certify that the above is full, true and correct copy of the minutes of the meeting held on December 14, 2016 in Modesto, California, by the Subcommittee.

December 15, 2016
Date: December 15, 2016

Liza Ramon
Liza Ramon, California Olive Committee

SUMMARY OF MOTIONS FOR DECEMBER 14, 2016

Motion 12.14.16 #1

APPROVED

MOVED BY Mark HEUER, duly seconded by Janet EDWARDS, and unanimously carried THAT the minutes of the November 10, 2016 Executive Subcommittee meeting be approved.

Motion 11.10.16 #2

APPROVED

MOVED BY Mark HENDRIXSON, duly seconded by Doug REIFSTECK, and unanimously carried THAT the Committee approve the use of a California Olive Committee Business Card with a credit limit of \$10,000 management, Todd Sanders.

***** FOR YOUR INFORMATION *****

FROM: EXECUTIVE SUBCOMMITTEE

SUBJECT: COC ELECTION POLICY REVIEW

BACKGROUND: In the next election cycle, the COC would like to adopt a formal policy for COC board member election procedures to eliminate any confusion regarding the process. As a result, we have prepared two draft policies for review and discussion. The policies are as follows.

Option 1:

- Election procedures shall be held in accordance with the following statutes, in a manner prescribed by these election policies as written.
- Any nominee shall be required to provide, in writing, a preference for candidacy as either a Director of the Board (Member), or as an Alternate member. Failure to select a preference will automatically place nominees in the Member category.
- Based on the written statement of each nominee, the names will appear on the ballot under the appropriate category. The order in which the names appear on the ballot will be selected at random.
- Nominees with the greatest amount of votes in either category will be selected as Members or Alternates until all official positions have been elected.
- In the event of a vacancy in either the Member or Alternate category after the votes have been tallied, the Committee shall nominate to fill any vacancies at the next COC Full Committee meeting.

Option 2:

- Elections shall be held in accordance with the following statutes, in a manner prescribed by these election policies as written.
- All nominees' names will appear on the ballot with no specific Member or Alternate position preference selected.
- The nominees with the highest amount of votes will be assigned to the Member positions, until all Member positions are filled. Remaining nominees will be assigned to Alternate positions based on vote totals, until all spaces have been filled.
- In the event of a vacancy in either the Member or Alternate category after the votes have been tallied, the Committee shall nominate to fill any vacancies at the next COC Full Committee meeting.

***** FOR YOUR INFORMATION *****

FROM: EXECUTIVE SUBCOMMITTEE

SUBJECT: 2018 EXPORT STRATEGY AND UPDATES

BACKGROUND: In 2016, the COC was awarded \$100,000 in Market Access Program (MAP) funds through USDA's Foreign Agricultural Service (FAS). These funds enable the COC to begin identifying potential export countries and exploring new ways to overcome any existing barriers to trade.

Based on prior research and discussions with industry members, it was decided that we could direct 100% of this year's MAP funds to conduct generic marketing activities in Japan on behalf of the industry. Since it is important to have on-the-ground representation in the market, the COC then contracted with Yamano & Associates to serve as an in-market representative in Japan. Yamano & Associates are responsible for conducting meetings on behalf of COC, engaging trade and media contacts (with an emphasis on retailers), and organizing meetings for the COC's Japan visit this past May. They also serve as a liaison between COC and USDA government staff in Japan to keep them apprised of any activities we may be conducting.

The purpose of the COC's visit to Japan in May was to engage with the trade to learn about the market for table olives in Japan and to let them know promotional dollars are available to support generic marketing promotions for the industry. It is our hope that by partaking in these meetings with importers and retailers in the market, and through letting them know we can offer support for marketing activities, they will be encouraged to purchase larger volumes of California olives.

In 2018 the COC is requesting \$250,000 in MAP funds to continue focusing on the Japanese market for table olives. In addition to MAP funding, the COC has also applied for Emerging Market Program (EMP) funds in 2017 to conduct market research in two new potential markets for table olives, China and India.