



CALIFORNIA OLIVE COMMITTEE
Executive Subcommittee Meeting Minutes
Tuesday, June 20, 2017
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 9:00a.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
Mark Heuer

Affiliation:

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

Others Present:

Alexander Ott	COC
Todd Sanders	COC
Liza Ramon	COC
Jeff Smutny	USDA
Elizabeth Carranza	COC
Adin Hester	Olive Grower Council
Beth Heuer	Grower
Rachelle Bross	Grower
Giulio Zavolta	Grower

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

MOVED BY Pat RICCHIUTI duly seconded by Mark HEUER, and unanimously carried THAT the minutes of the December 14, 2016 Executive Subcommittee meeting be approved as amended. (Motion 6.20.17 #1)

II. OFFICE/PERSONNEL

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.

MOVED BY Mark HEUER, duly seconded by Julia TINSLEY, and unanimously carried THAT the Committee approve option 1 for the next election cycle. (Motion 6.20.17#2)

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.

III. Other Business

Julia TINSLEY asked the members if it is possible to make it a priority to fund studies on acrylamide.

MOVED BY Doug REIFSTECK, duly seconded by Edward GARCIA, and unanimously carried THAT the COC make it a priority for a study be done on acrylamide. (Motion 6.20.17 #3)

Having no further business, Chairman Mike SILVEIRA adjourned the meeting at 9:54 a.m.

I hereby certify that the above is full, true and correct copy of the minutes of the meeting held on June 20, 2017 in Modesto, California, by the Subcommittee.

June 22, 2017

Date: June 22, 2017

Liza Ramon

Liza Ramon, California Olive Committee

SUMMARY OF MOTIONS FOR JUNE 20, 2017

Motion 6.20.17 #1

APPROVED

MOVED BY Pat RICCHIUTI duly seconded by Mark HEUER, and unanimously carried THAT the minutes of the December 14, 2016 Executive Subcommittee meeting be approved as amended.

Motion 6.20.17 #2

APPROVED

MOVED BY Mark HEUER, duly seconded by Julia TINSLEY, and unanimously carried THAT the Committee approve option 1 for the next election cycle.

Motion 6.20.17 #3

APPROVED

MOVED BY Doug REIFSTECK, duly seconded by Edward GARCIA, and unanimously carried THAT the COC make it a priority for a study be done on acrylamide.