



CALIFORNIA **OLIVE** COMMITTEE

2565 Alluvial Ave • Suite 182

Clovis, CA 93611

PHONE 559/456-9096 FAX 559/456-9099

AGENDA

Ripe Olive Executive Subcommittee Meeting

Double Tree • Sonoma Room

Thursday, November 30, 2017

9:30 a.m.

- I. Call to Order
 - a. Roll Call
 - b. Chairperson's Comments
 - c. Approval of 6-20-17 Executive Subcommittee Minutes
- II. Export Programs
 - a. Market Access Program
 - b. Emerging Market Program
- III. Closed Session
- IV. Approval of 2018 Administrative Budget (**action item**)
- V. Approval of Authority for Inter-Item Transfers of the Executive Budget (**action item**)
- VI. Adjournment

Note: The COC prohibits discriminations in its programs on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital or familial status. The COC is an Equal Employment Opportunity Organization. Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact Liza Ramon at 559-456-9096.

COC Subcommittees for 2017-2019

Executive Subcommittee:

Mike 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, BCF

Marketing Subcommittee:

Bill McFarland, MUS
Colleen Sparda, BCF
Tim T. Carter, BCF
Ed Curiel, G-1
Tracey Wood, MUS
Julia Inestroza, G-2
Pat Ricchiuti, G-2
Scott Hamilton, MUS
Mark Hendrixson, G-2
Phil Quigley, BCF
Edward Garcia, G-1
Mike Silveira, G-1
Rick Benson, G-2
Pablo Nerey, G-1
Joan Whelan-Vanderhorst, G-2
Sergio Mendez, BCF
Vito DeLeonardis, G-2
Felix Musco, MUS

Inspection Subcommittee:

Julia Tinsley, BCF
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
John Pieretti, MUS
Scott Hamilton, MUS
Jacob Peter, BCF
Mike Silveira, G-1
Edward Garcia, G-1
Carolina Burreson, G-1
John Patterson, G-2
Galen Pfeiffer, G-2
Joan Whelan-Vanderhorst, G-2

Research Subcommittee:

Dennis Burreson, MUS
Julia Tinsley, BCF
Carolina Burreson, G-1
Mike Silveira, G-1
Bert Quezada, G-2
Vito DeLeonardis, G-2
Chris Henderson, G-1
Cody McCoy, BCF
Ben Hall, MUS
Phil Quigley, BCF
John Pieretti, MUS
Pablo Nerey, G-1
Ed Curiel, G-1
Pat Ricchiuti, G-2
Galen Pfeiffer, G-2
Jacob Peters, BCF
John Patterson, G-2
Janet Edwards, MUS



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 find 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, 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.

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

FROM: EXECUTIVE SUBCOMMITTEE

SUBJECT: MAP/EMP FUNDING

BACKGROUND: 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 Emerging Markets Program (EMP).

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 Emerging Markets Program (EMP) program provides funding to U.S. organizations for projects that promote exports of U.S. agricultural products to countries that have, or are currently developing, market-oriented economies and have the potential to be viable commercial markets.

Each year, FAS announces the MAP and EMP 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.

The COC applied for and received \$100,000 of MAP funding in both 2017 and 2018. These dollars are being allocated to conduct marketing activities solely in Japan. Through this project, the COC has contracted Yamano and Associates to serve as our on-the-ground representation in the market. In May of 2017, COC staff traveled to Japan to meet with imported and distributors of table olives, in addition to U.S. government officials, to discuss market condition and the outlook for table olives in Japan. The COC visited multiple retail establishments, from high-end retail venues to mid to low-end establishments in order to see how olives are displayed in the market. Moving forward to 2018, the COC, along with Yamano and Associates, will work to build upon the foundation that was established in this first year of work.

Also in 2017, the COC applied for and received a total of \$136,000 in EMP funding to conduct market assessments in both India and China. The purpose of this project is to conduct research and in-country meetings in order to determine the potential opportunities, if any, that exist for CA olives in these markets. Before the end of 2017, COC staff will travel to both India and China to conduct meetings with industry members and government officials, in addition to retail site visits. In India, the COC will also be participating in a USDA-led agribusiness trade mission.

In 2017-2018, the COC received a total of \$236,000 of combined MAP and EMP dollars. Further reports on all export activities will be made available to the industry in the near future.

******* ACTION REQUIRED *******

FROM: EXECUTIVE SUBCOMMITTEE

SUBJECT: 2018 BUDGET

RECOMMENDATION: THAT the Committee adopt the General Administration 2018 FY Budget and the following actions outlined 1 – 3.

BACKGROUND: The following is the General Administration Budget for the California Olive Committee. Exports are separated

Staff has put together a history of previous Executive Committee Budgets.

<i>FISCAL YEAR</i>	<i>2018 (Proposed)</i>	<i>2017</i>	<i>2016</i>	<i>2015</i>	<i>2014</i>	<i>2013</i>	<i>2012</i>	<i>2011</i>	<i>2010</i>
<i>ADMIN</i>	\$401,200	\$392,100 ¹	\$399,800	\$393,500 ²	\$333,800	\$333,500	\$415,900 ³	\$324,923	\$359,549
<i>%Change</i>	2.3%	-1.9%	1.6%	17.9%	.09%	-19.8%	28.0%*	-9.6%	24.6%
<i>EXPORTS</i>	\$191,000	\$121,000	\$85,000	\$72,000	\$0	\$0	\$0	\$0	\$0
<i>%Change</i>	57.8%	42.3%	18.1%	100%	-	-	-	-	-
<i>MAP/EMP</i>	\$250,000	\$236,000							
<i>%Change</i>	5.9%								

The Sub-Committee must decide:

- 1) Approval of the 2018 Fiscal Budget
- 2) Recommend to the Committee to delegate authority from the Committee to the Executive Director with oversight by the Chairman, for Inner-Item transfer fund Authority
- 3) Recommend to the Committee to approve the use of legal counsel should one be needed with approval from the USDA.

FISCAL IMPACT: \$513,100 for FY 2017

¹ \$121,000 of the total budget is dedicated to the export category, and the remaining \$392,100 is for general administrative costs. General admin. decreased from \$399,800 in 2016 FY to \$392,100 this year, whereas exports increased from \$85,000 to \$121,000.

² The Committee approved dollars for crisis communication and legal activities coupled with \$72,000 for industry studies. These studies were for additional research on specific items. Legal and crisis communication will be rolled over to next year for a reserve to be created going forward.

³ The original approved Executive Sub-Committee budget for 2012 was \$335,900. However, in order to begin electronic reporting, USDA required the Committee to approve \$80,000 not used in research for the 2012 FY and reallocate to the Executive Sub-Committee, otherwise the project would have to be placed on hold. The mid-year correction increased the Executive Sub-Committee budget by \$80,000 to total \$415,900.

GENERAL ADMINISTRATION BUDGET

	Budget 2016	Budget 2017	Budget 2018	Diff.
Salaries	\$ 118,000	\$ 110,000	\$ 118,000	\$ 8,000
Attorney/crisis communication	\$ 25,000	\$ 25,000	\$ 25,000	\$ -
Audit Fee	\$ 8,500	\$ 8,500	\$ 8,500	\$ -
Bookkeeper	\$ 5,000	\$ 8,000	\$ 8,000	\$ -
Accounting Service	\$ 1,800	\$ 1,900	\$ 2,000	\$ 100
Vacation & Sick Leave Expense	\$ 5,000	\$ 5,000	\$ 5,000	\$ -
FICA & Medicare Expense	\$ 10,000	\$ 10,000	\$ 11,000	\$ 1,000
Health Insurance	\$ 28,000	\$ 25,000	\$ 25,000	\$ -
Disability Insurance	\$ 3,000	\$ 2,500	\$ 2,500	\$ -
Pension Plan Contribution	\$ 4,500	\$ 4,000	\$ 4,000	\$ -
Storage	\$ 1,100	\$ 1,300	\$ 1,300	\$ -
Telephone	\$ 5,500	\$ 5,500	\$ 5,500	\$ -
Travel Committee	\$ 20,000	\$ 20,000	\$ 20,000	\$ -
Travel Office	\$ 15,000	\$ 15,000	\$ 15,000	\$ -
Travel Insurance	\$ 1,800	\$ 1,800	\$ 1,800	\$ -
General Insurance	\$ 6,900	\$ 6,900	\$ 6,900	\$ -
Insurance-members/management	\$ 10,000	\$ 11,000	\$ 11,000	\$ -
Postage	\$ 7,000	\$ 7,000	\$ 7,000	\$ -
Office supplies	\$ 4,700	\$ 4,700	\$ 4,700	\$ -
Maintenance	\$ 1,000	\$ 1,000	\$ 1,000	\$ -
Printing - Admin	\$ 11,500	\$ 11,500	\$ 11,500	\$ -
Equipment, Software,Furniture	\$ 4,000	\$ 4,000	\$ 4,000	\$ -
Crop Estimate	\$ 6,500	\$ 6,500	\$ 6,500	\$ -
Misc. Admin Expense	\$ 2,000	\$ 2,000	\$ 2,000	\$ -
Education Training	\$ 4,000	\$ 4,000	\$ 4,000	\$ -
Crisis Communication	\$ -	\$ -	\$ -	\$ -
California Apple Commission	\$ 90,000	\$ 90,000	\$ 90,000	\$ -
Exports/Industry Studies	\$ 85,000	\$ 121,000	\$ -	\$ (121,000)
TOTAL	\$ 484,800	\$ 513,100	\$ 401,200	\$ (111,900)

TOTAL FOR G&A = \$392,100
 Total for Exports = \$121,000

	Budget 2017	Budget 2018	Diff.
EXPORTS:			
Asia Logestica	\$ 10,000	\$ 15,000	\$ 5,000
Industry Relations	\$ 15,000	\$ 15,000	\$ -
BCI	\$ 45,000	\$ 45,000	\$ -
Misc.	\$ 5,000	\$ 5,000	\$ -
FAS/USADEC	\$ 3,000	\$ 3,000	\$ -
Japan	\$ 10,000	\$ 20,000	\$ 10,000
India	\$ 12,000	\$ 10,000	\$ (2,000)
China	\$ 15,000	\$ 15,000	\$ -
Canada	\$ 3,000	\$ 3,000	\$ -
PMA	\$ -	\$ 5,000	\$ 5,000
Fruit Logestica	\$ 10,000	\$ 15,000	\$ 5,000
Mexico	\$ 3,000	\$ 5,000	\$ 2,000
Management	\$ -	\$ 35,000	\$ 35,000
TOTAL	\$ 121,000	\$ 191,000	\$ 70,000
MAP DOLLARS			
JAPAN	\$100,000	\$100,000	
TOTAL	\$100,000	\$100,000	
EMP			
India	\$68,000	\$65,000	
China	\$68,000	\$65,000	
Mexico	\$0	\$0	
Canada	\$0	\$0	
TOTAL	\$136,000	\$130,000	
TOTAL MAP/EMP/TASC	\$236,000	\$ 230,000	