



CALIFORNIA **OLIVE** COMMITTEE
2565 Alluvial Ave • Suite 182
Clovis, CA 93611
PHONE 559/456-9096 FAX 559/456-9099

AGENDA

Ripe Olive Marketing Subcommittee Meeting
Double Tree • Sonoma Room
Thursday, November 30, 2017
10:45 a.m.

- I. Call to Order
 - a. Roll call
 - b. Election of Chairman for Marketing Subcommittee (action item)
 - c. Approval of 11-10-16 Marketing Subcommittee minutes (action item)
- II. 2017 Marketing Program Review
- III. 2018 Marketing Plan Proposal
 - a. Presentation of the Proposed Marketing Plan and Budget by Fleishman-Hillard for 2018
 - b. COC Marketing Activity Budget for 2018
- IV. Approval of 2018 Marketing Plan and Budget (action item)
- IV. Approval of Authority for Inter-Item Transfers of the Marketing Budget (action item)
- V. Other Business
- VI. Adjournment

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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
MARKETING SUBCOMMITTEE
MEETING MINUTES**

**Thursday, November 10, 2016
10:30 a.m.
Double Tree Hotel - Modesto, CA**

I. CALL TO ORDER

Subcommittee chairman Bill MCFARLAND called the Subcommittee meeting to order at 10:35 a.m. The following members were present:

Members:

Scott HAMILTON	MUSCO
Pat V. RICCHIUTI	GROWER
Ed CUIEL	GROWER
Vito DELEONARDIS	GROWER
Rick BENSON	GROWER
Tim T. CARTER	BELLCARTER
Bill MCFARLAND	MUSCO
Mike SILVEIRA	GROWER
Paul E. DANIELSON	GROWER

Staff:

Alexander OTT
Todd SANDERS
Liza RAMON
Elizabeth CARRANZA

Guests:

Peter SOMMERS
Dan BARBER
Shelly KESSEN
Brittney GILMORE

Affiliation:

USDA
Fleishman-Hillard
Fleishman-Hillard
Fleishman-Hillard

I. CALL TO ORDER

A majority of the Subcommittee Members present, a quorum was established.

MOVED by Pat V. RICCHIUTI, duly seconded by Scott HAMILTON, and unanimously carried THAT the minutes of the June 16, 2016 Marketing Subcommittee meeting be approved. (Motion 11.10.16 #1)

II. MARKETING 2017 PLAN

Each year, the Marketing Subcommittee approves a marketing plan with a contracted agency. Last year, the Committee contracted with Fleishman-Hillard (FH) to implement a marketing program and requested FH to propose a plan for 2017. FH developed a plan with a budget of \$750,000 for the 2017 fiscal year.

Additionally, the Committee needs to approve travel for staff, and growers to various marketing events, association fees, partnerships and international program research. These items total of \$73,500 making the total marketing budget \$823,500.

1) Education and Partnerships	-	\$73,500
a. Alliance for Food and Farming		
b. CA Grown		
c. Partnerships		
d. Travel		
e. Olive Day		
f. Fruit Logistica		
g. Crisis Communication		

TOTAL	-	\$823,500
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MOVED by Pat V. RICCHIUTI, duly seconded by Scott HAMILTON, and unanimously carried THAT the Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget. (Motion 11.10.16 #2)

MOVED by Pat V. RICCHIUTI, duly seconded by Scott HAMILTON, and unanimously carried THAT the Subcommittee recommend \$73,500 for internal portion of the Marketing Budget. (Motion 11.10.16 #3)

MOVED by PAT V. RICCHIUTI, duly seconded by Rick BENSON, and unanimously carried THAT the Subcommittee recommend a \$750,000 marketing budget for 2017. (Motion 11.10.16 #4)

Adjournment

Chairman Bill McFarland adjourned the Marketing Subcommittee meeting at 11:36 a.m.

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 Pat V. RICCHIUTI, duly seconded by Scott HAMILTON, and unanimously carried THAT the minutes of the June 16, 2016 Marketing Subcommittee meeting be approved.

MOTION 11.10.16 #2

APPROVED

MOVED by Pat V. RICCHIUTI, duly seconded by Scott HAMILTON, and unanimously carried THAT the Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget.

MOTION 11.10.16 #3

APPROVED

MOVED by Pat V. RICCHIUTI, duly seconded by Scott HAMILTON, and unanimously carried THAT the Subcommittee recommend \$73,500 for internal portion of the Marketing Budget.

MOTION 11.10.16 #4

APPROVED

MOVED by PAT V. RICCHIUTI, duly seconded by Rick BENSON, and unanimously carried THAT the Subcommittee recommend a \$750,000 marketing budget for 2017.



CALIFORNIA RIPE OLIVES:

2017 PROGRAM HIGHLIGHTS AND 2018 RECOMMENDATIONS

Presented By: FleishmanHillard | November 30, 2017



2017 PROGRAM HIGHLIGHTS

CALIFORNIA RIPE OLIVES



2017 RECIPE FOR SUCCESS

Fresh new look....



RIPE OLIVES
ENJOYED BY FAMILIES EVERYWHERE

2017 RECIPE FOR SUCCESS

Fresh new look....

Growers as the heart & soul...



2017 RECIPE FOR SUCCESS

Fresh new look....

Growers as the heart & soul...

*New, best-of-the-best national
media partner ...*



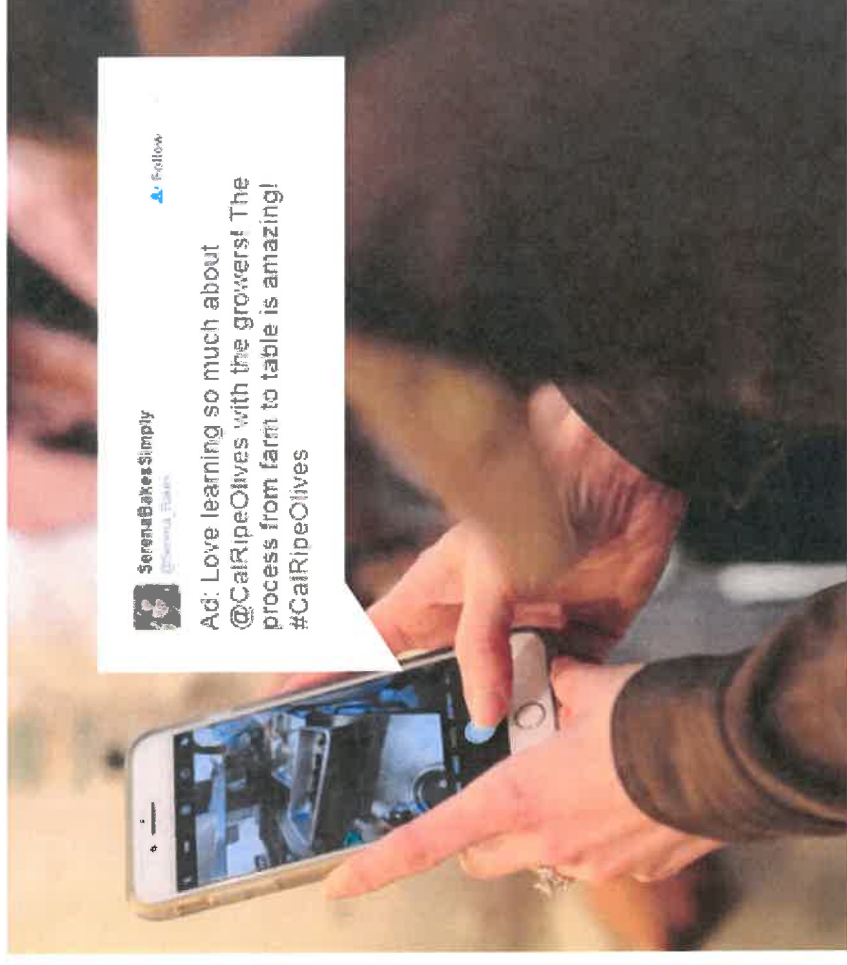
2017 RECIPE FOR SUCCESS

Fresh new look....

Growers as the heart & soul...

*New, best-of-the-best national
media partner...*

*Social media influencers
activated...*



2017 RECIPE FOR SUCCESS

Fresh new look....

Growers as the heart & soul...

*New, best-of-the-best national
media partner...*

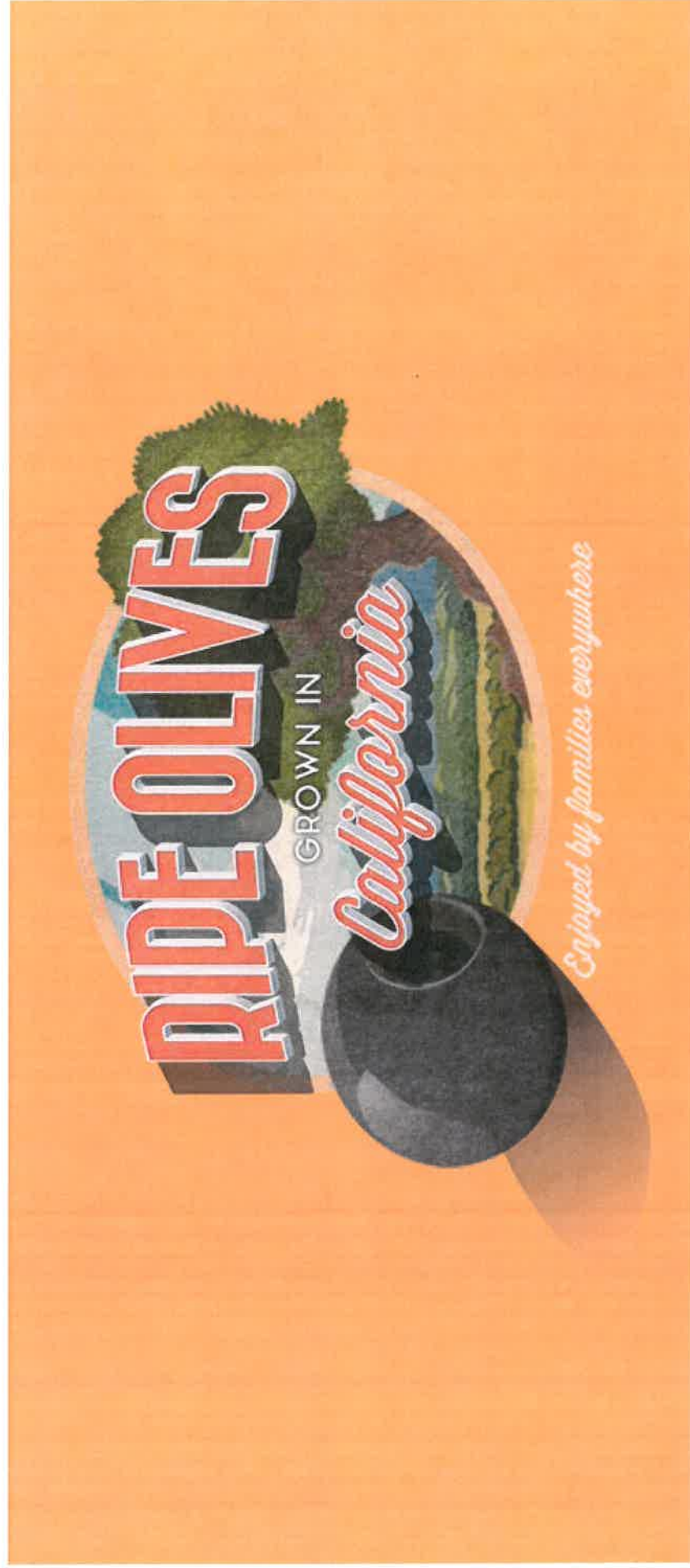
*Social media influencers
activated...*

Extensive media coverage...

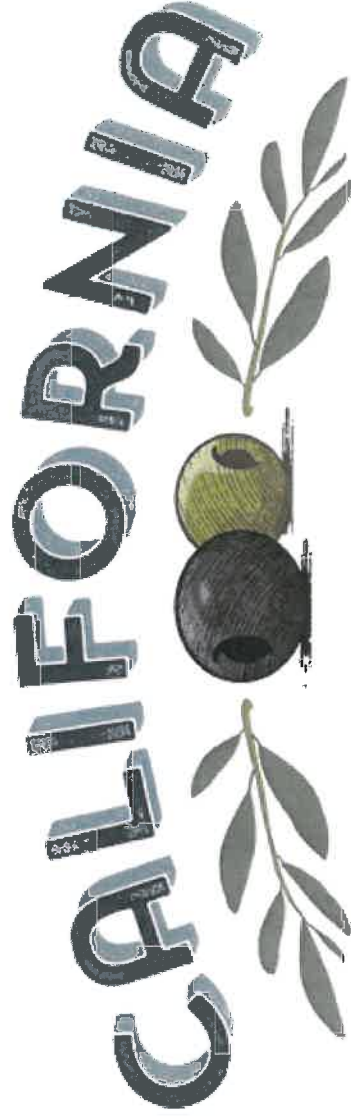
*Expanded retail
advertising reach...*



TRANSFORMING THE CALIFORNIA RIPE OLIVES
LOOK & FEEL...



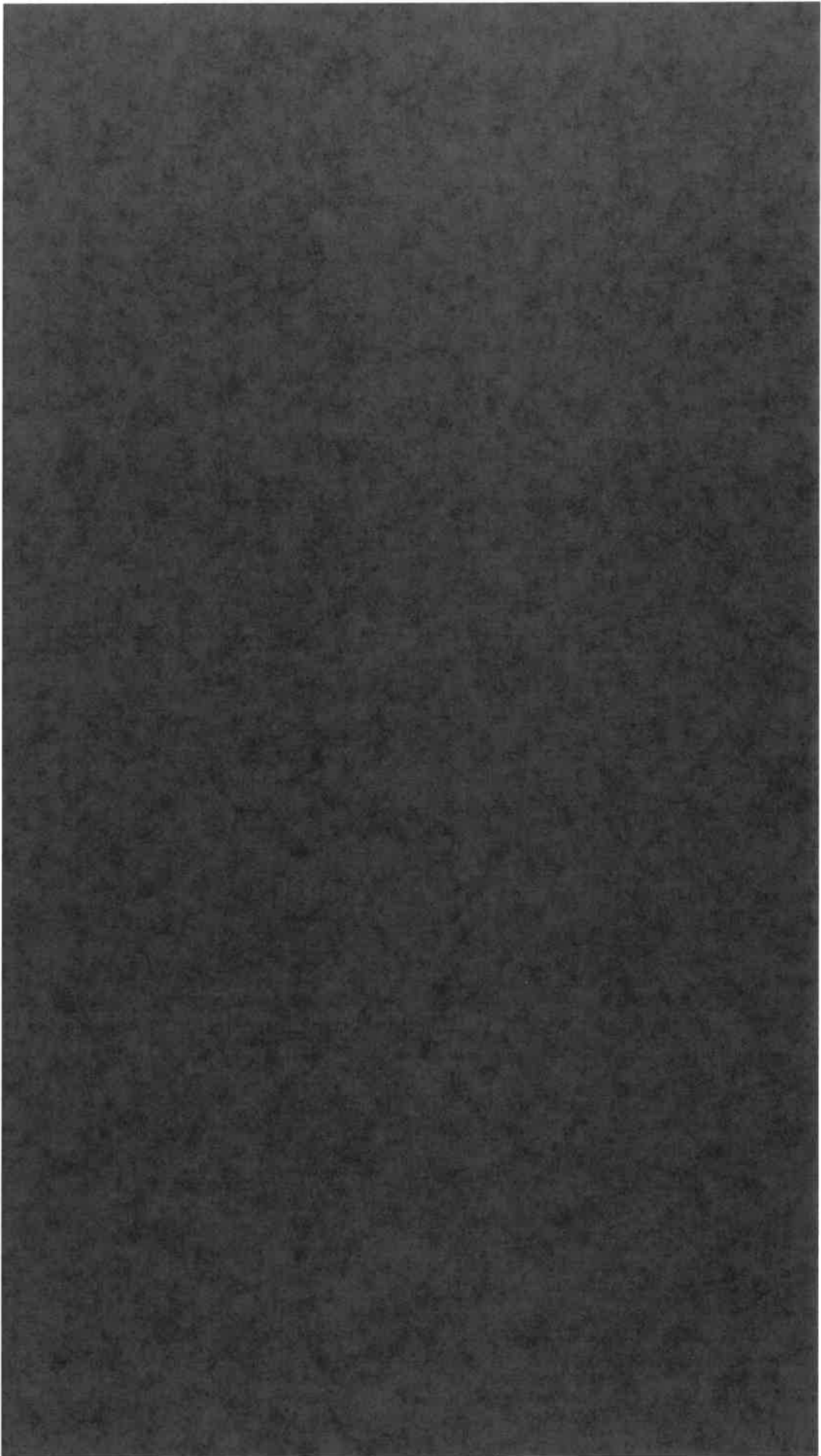
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LOOK & FEEL...

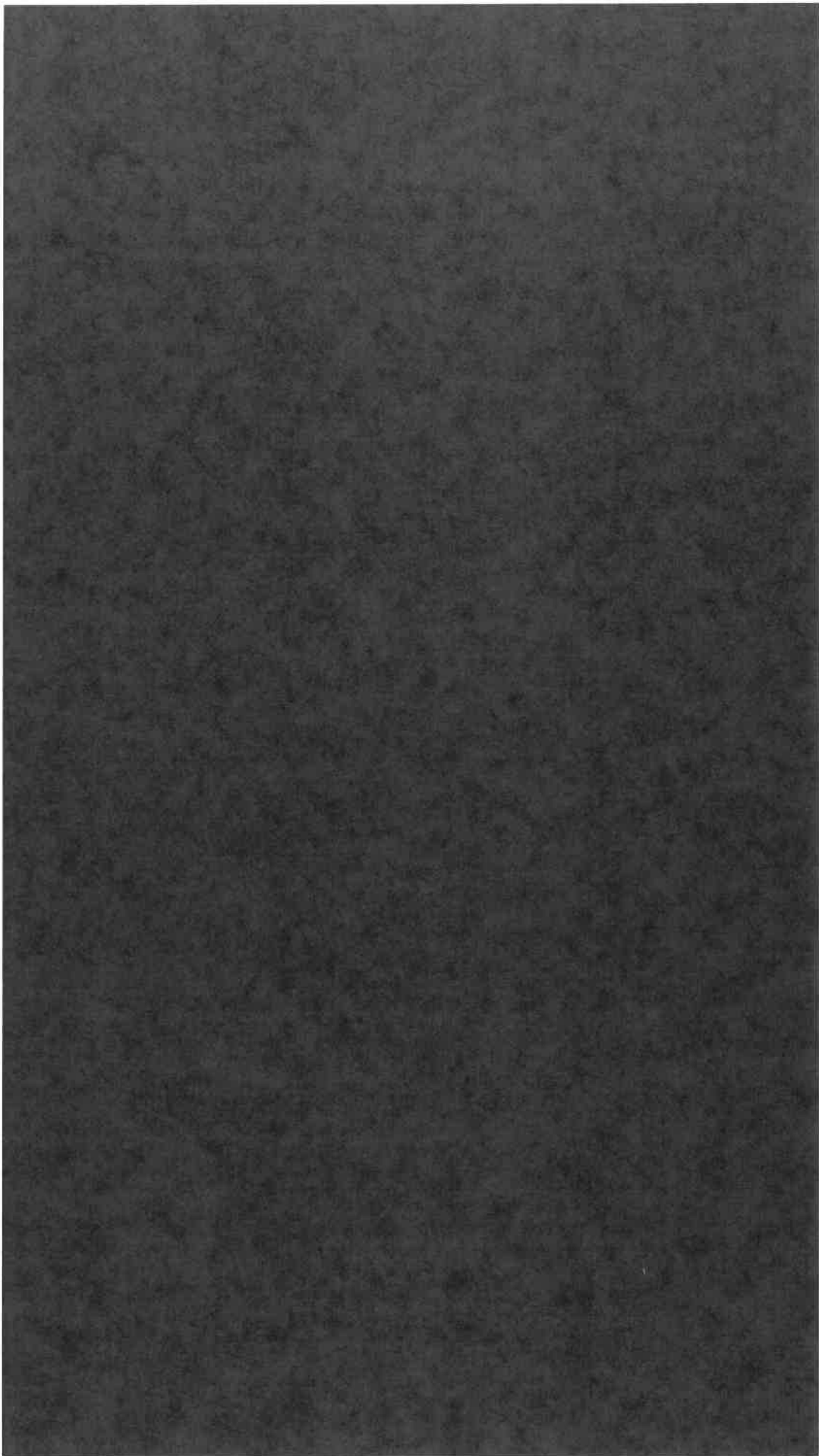


RIPE OLIVES
ENJOYED BY FAMILIES EVERYWHERE

CALIFORNIA RIPE OLIVE GROWERS
AT THE HEART OF IT ALL...

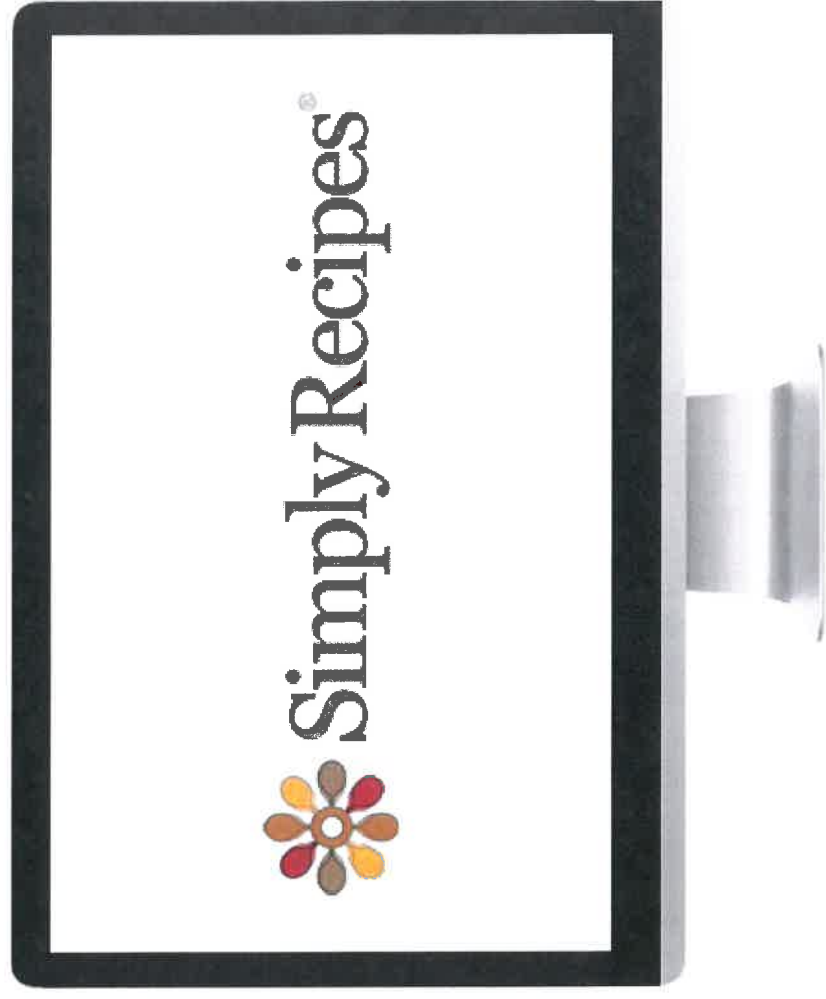






SIMPLY RECIPES =
SIMPLY AMAZING!

#1 driver of CalOlive.org site traffic!



SIMPLY RECIPES = SIMPLY AMAZING!

#1 driver of CalOlive.org site traffic!

4 new recipes; 2 new videos



**SIMPLY RECIPES =
SIMPLY AMAZING!**

#1 driver of CalOlive.org site traffic!

4 new recipes; 2 new videos

GREEK SALAD IN JARS



SIMPLY RECIPES = SIMPLY AMAZING!

#1 driver of CalOlive.org site traffic!
4 new recipes; 2 new videos

15 existing recipes integrated to the site
— including growers' favorites



SIMPLY RECIPES = SIMPLY AMAZING!

#1 driver of CalOlive.org site traffic!

4 new recipes; 2 new videos

15 existing recipes integrated to the site
– including growers' favorites

2.5 million single-day viewers via the
Thanksgiving Eve site take-over

39.5 million Simply Recipes social
impressions to-date



**CALIFORNIA
RIPE OLIVES**

Meet the farming families behind your favorite Thanksgiving dinner ingredient.

CALOLIVE.ORG

Impress your guests with California Ripe Olives this Thanksgiving!

Take Thanksgiving desserts to the next level with this sweet ingredient!

Take Thanksgiving desserts to the next level with this sweet ingredient!

Take Thanksgiving desserts to the next level with this sweet ingredient!

MAXIMIZING THE PARTNERSHIP & AMPLIFYING THE CALIFORNIA RIPE OLIVE STORY

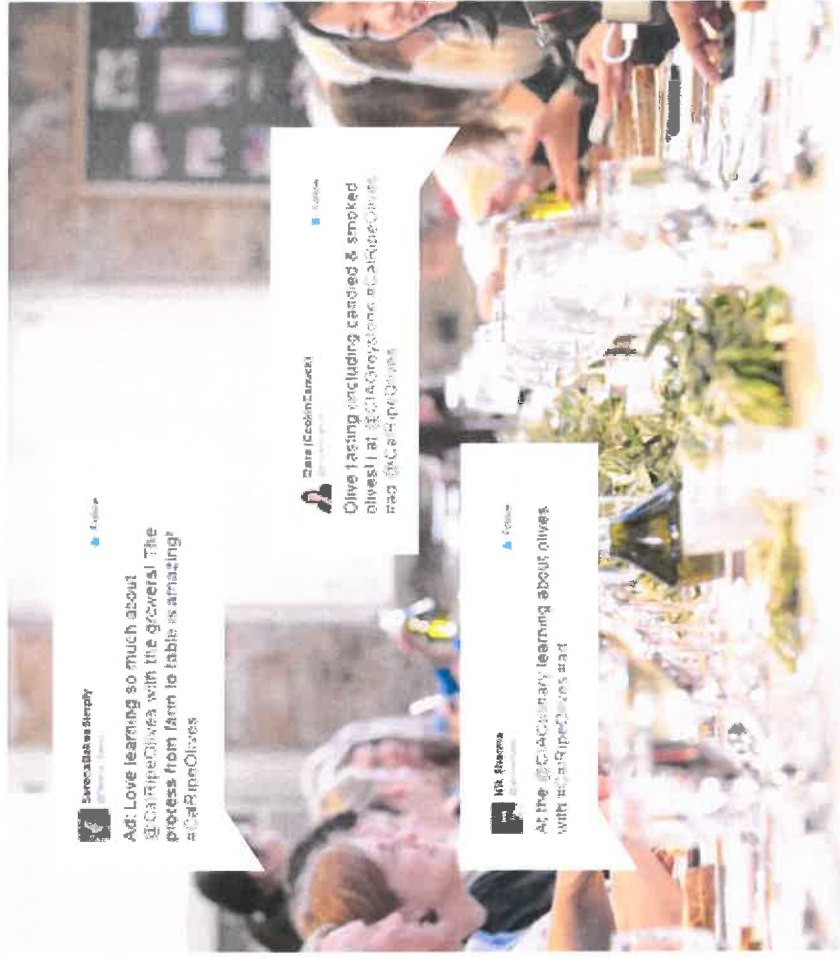
In May, we took Simply Recipes' founder, Elise Bauer, on the road

Custom event at the Culinary Institute of America in St. Helena for social media influencers

- Custom-created California Ripe Olives menu by Elise
- Flavor exploration and grower Q&A panel
- Hands-on cooking with California Ripe Olives

16 influencers
90+ social posts

All content now on CalOlives.org



CREATING CALIFORNIA RIPE OLIVES CONVERSATION & CONTENT...



25K Facebook fans • This time last year, **14.7K** • Up **68%** in one year! • **1.3 million** social impressions

Grower-related content is the top performer: 10% average engagement rate



SHOWCASING CALIFORNIA RIPE OLIVES IN THE NEWS

Print, broadcast and on-line integration all year long
from coast-to-coast

Featuring Simply Recipes content and grower recipes

More than 500 million impressions!



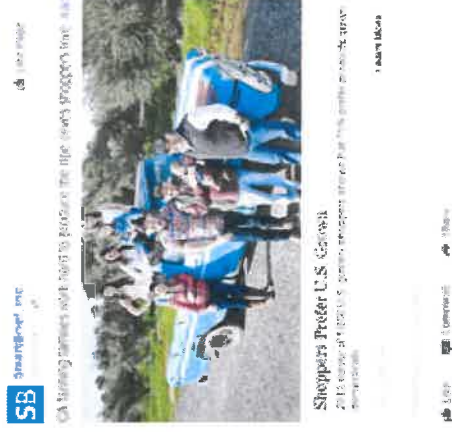
ELEVATING “CALIFORNIA” VIA RETAIL TRADE ADVERTISING

Highlighted CA Grown branding
and product preference survey stat

Integrated grower content

5 outlets; 1.2 million combined
impressions

Similar investment for double
the reach (2016 vs. 2017)



THE YEAR IN NUMBERS

Activity	Actual Impressions/Reach
Simply Recipes Partnership	39.5 million
Influencer Activation	7.4 million
Media Engagement	501.6 million
Social Media	1.3 million
Trade Advertising	1 million
Total	551 million

IN COMPARISON: 2016 & 2017

2016 total
impressions/reach

303.9 million

2017 total
impressions/reach

551 million



2018 PROGRAM RECOMMENDATIONS

CALIFORNIA RIPE OLIVES



WHAT WE HEARD

- Positive feedback on the new California Ripe Olives branding
- Simply Recipes and Elise Bauer are a good fit for California Ripe Olives
- Explore opportunities for radio integration, specifically iHeart Radio



OUR POINT OF VIEW

- Grower content works! Grower profiles and videos drive social media engagement...in person engagement is even better.
- Simply Recipes was a major success. Let's evolve for year II.
- We have expanded opportunities this year due to a well-timed, well-located culinary conference.



SIMPLY RECIPES REFRESHER

#1 food site for women, age 25-49

Star power of Simply Recipes founder,
Elise Bauer

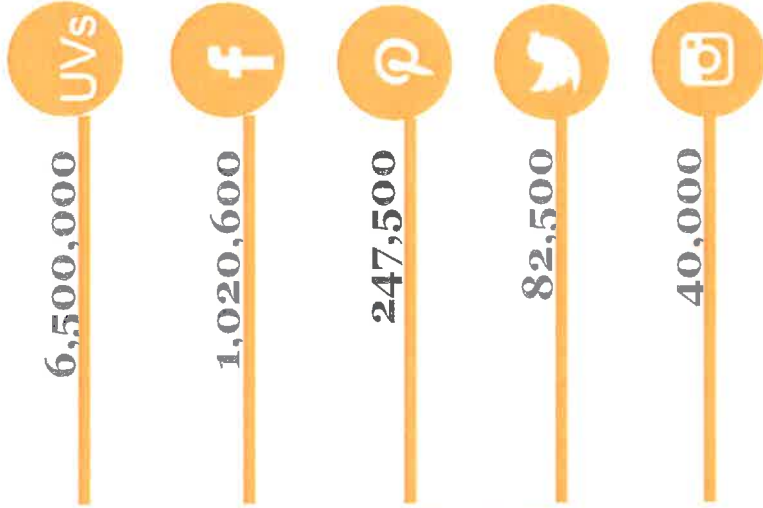
On-trend, high quality content

#1 driver to CalOlive.org

Expansive social media reach



SIMPLY RECIPES LOVES SOCIAL MEDIA... AND SO DOES MOM



- Women visit #1 Pinterest and #2 Facebook for meal inspiration i.e., recipe ideas and discovery
- Recipes (61%) are the most heavily shared type of content
- 78% say they visit food brand's social pages to find recipes and tips (MediaPost)

BUILDING ON SIMPLY RECIPES SUCCESS IN THE YEAR AHEAD

First-ever Simply Recipes and California Ripe Olives recipe contest

- Promote via Instagram; drive to Simply Recipes for entry
- Contest to generate content for our social media platforms and for launch of our own Instagram channel!

Super Bowl site take-over

- 2nd largest food holiday of the year (Yahoo Finance)

3 custom recipe posts; 3 custom recipe videos

Year-round grower-themed banner ad integration

Event appearance with Elise



CALIFORNIA RIPE OLIVES TAKE ON THE BIG APPLE!

International Association of Culinary Professionals Conference (IACP) in NYC

Major culinary conference attracting print, radio, television and social media influencers

California Ripe Olives cooking demonstration

- 1-hour demonstration by Simply Recipes

NYC Chef Showcase Lunch presenting sponsor

- Exclusive invitation-only event for 12-15 top food bloggers; post-event content generation

Tasting Table at Expo Lunch

- California Ripe Olives featured in meal stations developed by six of the city's top chefs



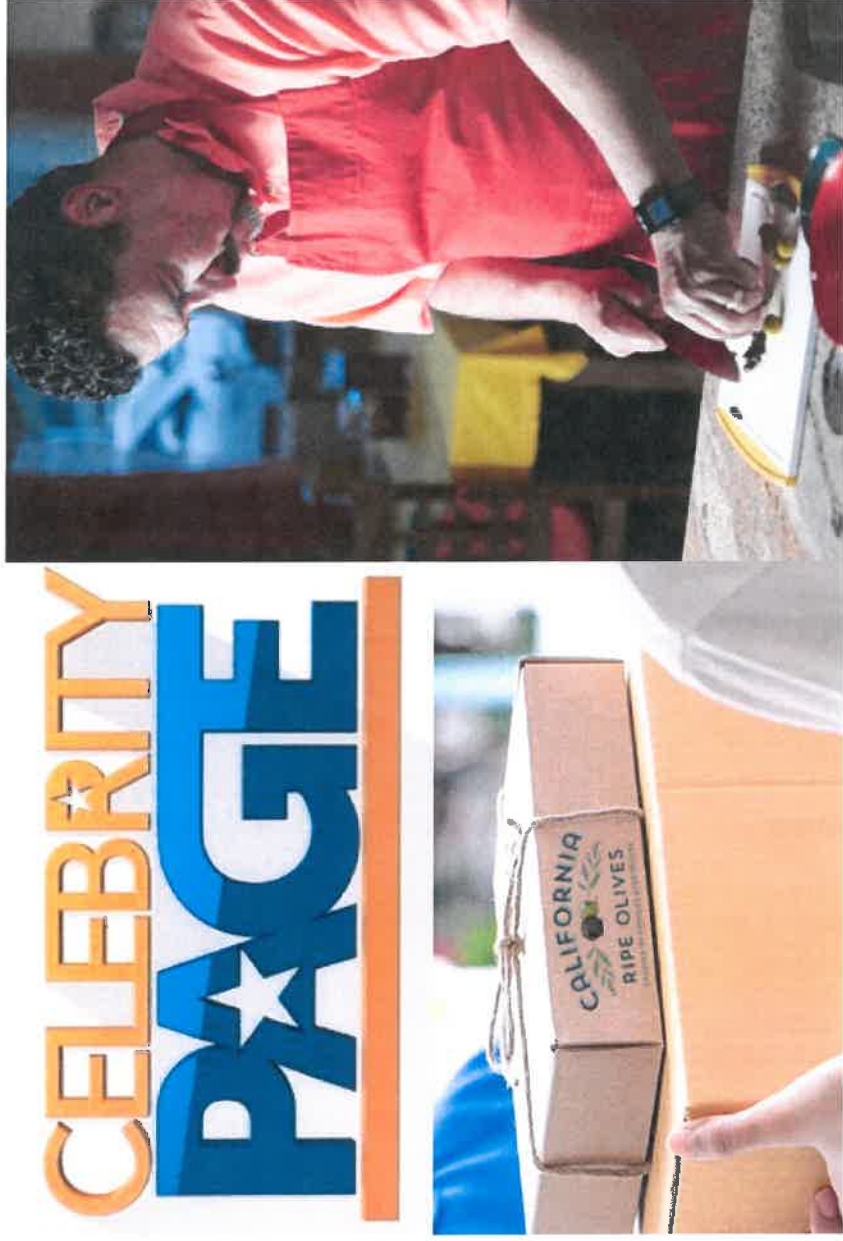
MAKING THE MOST OF OUR TIME IN THE CITY THAT NEVER SLEEPS...

Celebrity Page TV segment
(1.5 minutes) featuring
California Ripe Olives

- Aired in 200 markets for
3 million impressions

Media deliveries with
California Ripe Olives grower(s)

- Deskside visits to top media
outlets, i.e. Food52.com,
Saveur, The DailyMeal.com,
with beautiful box of smoked
olives/candied olives/etc.



IN THE GROVES & ON THE GROUND WITH SOCIAL MEDIA INFLUENCERS

Engage social influencers via custom content-generation experiences featuring California Ripe Olive growers

- Spring blossom tour and fall harvest tour

6-7 influencers per tour – activities to include:

- Custom California Ripe Olive welcome dinner
- Grove tour led by local grower
- California Ripe Olive lunch and grower/canner panel

Extend the reach via traditional media relations: farm-to-fork ROP, video mat release and iHeartRadio audio news release



MARKING A MILESTONE WITH FREDA'S STORY

2018 marks the 120th anniversary of Freda Ehmann's purchase of her California olive property

Mini-documentary video (~3 – 4 minutes) about Freda, narrated and hosted by Simply Recipes founder, Elise Bauer, a food pioneer herself

Visit to Freda's property, capture content from family members and growers to underscore the unique California origin story

Leverage via social media, the media partnership and retail trade advertising



CAPTURING MORE VOICES & IMAGES TO SHARE THE CALIFORNIA RIPE OLIVE STORY

Continue building grower asset library
with two new videos plus additional
photos and grower recipes

New and existing grower content
integrated into:

- Blossom and harvest tours
- IACP
- Traditional media outreach
- California Ripe Olives website and social media properties



SHARING CALIFORNIA RIPE OLIVES CONTENT AROUND THE WORLD

Development of 10-15 new California Ripe
Olive recipes, photos and toolkits for use
in international markets, including India
and Japan

Input session and ongoing collaboration
with international market reps for cultural
appropriateness and translation support



CONTINUING SOCIAL ENGAGEMENT; LAUNCHING NEW PLATFORM

Editorial calendar development, community management and amplification via promoted posts:

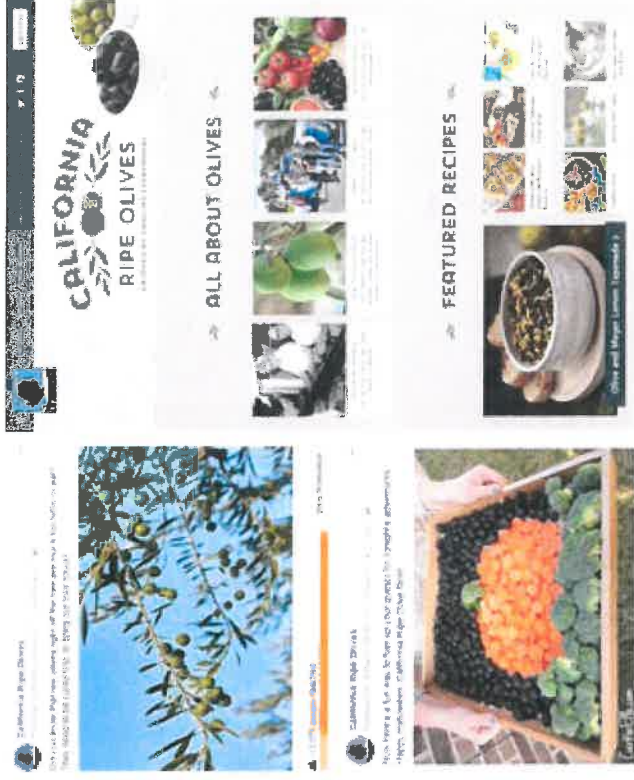
- Simply Recipes videos and recipe amplification
- Continued integration of grower content – profiles, videos, photos and recipes
- California Ripe Olive origin story and Freda Ehmann mini-documentary
- Food art video series created around major holidays, events and seasons
- Website maintenance and ongoing refresh
- Instagram launch



Why Instagram?

- 700 million active users
- 58% of users are women
- 83% of users are 18-49
- Key platform for food and recipe sharing

(MarketingProfs)



EXTENDING THE RETAIL ADVERTISING PRESENCE VIA DIGITAL

Continue advertising in key retail outlets

Focus on digital format

Consistent creative: new branding, CA Grown preference, grower content plus incorporating the new Freda Ehmann mini-documentary



KEEPING THE INDUSTRY INFORMED & READY TO RESPOND IN A CRISIS

Continue to keep the industry informed of new California Ripe Olives marketing activities

- Mid-year newsletter
- Grower e-newsletter
- California ag trade media relations
- Crisis plan refresh and grower message training





2018 SENSORY RESEARCH CONSIDERATION

CALIFORNIA RIPE OLIVES



EXPLORING SENSORY ANALYSIS TO FURTHER DIFFERENTIATE CALIFORNIA RIPE OLIVES

Mattson

- Bay Area food product innovation
- Sensory analysis
 - Consumer focused
 - 40 participants; 4 products
 - Evaluate: Purchase interest, overall like rating, open-end like, open-end dislike, most favorite, open-end why
 - De-brief sessions/mini focus groups



UC-Davis

- Olive Center
- Sensory analysis
 - Professor led
 - Trained sensory science panel
 - Evaluate and assess flavor attributes
 - Statistical analysis
 - Teaching tool – about a year-long timeline





TIMELINE & BUDGET

CALIFORNIA RIPE OLIVES



TIMELINE

Year-Round Programming

Simply Recipes	Media outreach	Content development	Ongoing social media engagement and outreach	Grower communications	Crisis plan refresh and grower message training
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Key Pulse Points and Events

Q1

- Simply Recipes Super Bowl site take-over
- Simply Recipes recipe contest launch
- IACP & NYC media blitz
- Mini-documentary
- INSTAGRAM launch

Q2

- Blossom tour
- Grower content capture
- Retail advertising

Q3

- Harvest tour
- Retail advertising

Q4

- Retail advertising

Q1

Q2

Q3

Q4

BUDGET

Core Program	
Media partner (Simply Recipes partnership and consumer contest)	\$180,000
NYC activation (IACP and media blitz)	\$100,000
Influencer activation (CA blossom and harvest tour)	\$115,000
Media engagement (ROP, video mat release and iHeart Radio audio news release)	\$90,000
Asset development (grower videos, food art photography, Freda mini-documentary and international recipes)	\$155,000
Social media (FB, IG launch, Twitter/Pinterest maintenance)	\$120,000
Website (maintenance and content updates)	\$65,000
Retail (digital trade advertising)	\$85,000
Industry communications (newsletters)	\$25,000
Crisis plan update and message training	\$25,000
Account management	\$25,000
TOTALS	\$985,000
Program Enhancement	
Sensory research (research and key message development)	\$65,000

2018 ANTICIPATED RESULTS

Increase impressions from 551 million to 595 million (print, radio, digital and social)
Expand Facebook presence by 20% achieving 30K+ fans
Create more than 100 new pieces of digital/social content
Launch new social media platform; achieve 2,000 year-one followers
Garner direct social media engagement with 25 national, social media influencers
Conduct briefings with up to 10 national media via NYC media blitz; generate additional exposure among IACP attendees
Expand retail advertising reach from 1.2 million to 1.5 million impressions



THANK YOU!

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

FROM: MARKETING SUBCOMMITTEE

SUBJECT: 2018 BUDGET

RECOMMENDATION: THAT the Committee adopt the Marketing Budget for the 2018 FY.

BACKGROUND: Each year, the Marketing Subcommittee approves a marketing plan with a contracted agency. Last year, the Committee contracted with Fleishman-Hillard (FH) to implement a marketing program and requested FH to propose a plan for 2018. FH developed a plan with a budget of \$750,000 for the 2017 fiscal year. This year, FH is planning a marketing budget of \$985,000.

Additionally, the Committee needs to approve travel for staff, and growers to various marketing events, association fees, partnerships and international program research. These items total of \$73,500 making the total marketing budget \$1,058,500.

- | | | |
|----------------------------------|---|----------|
| 1) Education and Partnerships | - | \$73,500 |
| a. Alliance for Food and Farming | | |
| b. CA Grown | | |
| c. Partnerships | | |
| d. Travel | | |
| e. Olive Day | | |
| f. Fruit Logistica | | |
| g. Crisis Communication | | |

In addition, the Committee must approve the following:

- 1) Budget for the 2018 season; and
- 2) The Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget.

FISCAL IMPACT: \$1,058,500 for the 2018 FY.