



CALIFORNIA **OLIVE** COMMITTEE  
Full Committee Meeting Minutes  
Wednesday, December 13, 2017  
Double Tree Hotel - Modesto, CA

**I. CALL TO ORDER**

A meeting of the Full Committee was called to order by Mike SILVEIRA at 10:01 a.m., and the following members were present:

**Members**

Mike SILVEIRA  
Doug REIFSTECK\*  
Rick BENSON\*  
Carolina BURRESON  
Edward GARCIA\*  
Dennis BURRESON\*  
Phil QUIGLEY\*  
Bill MCFARLAND\*  
Tracy WOOD\*  
Bert QUEZADA  
Chris HENDERSON\*  
Mark HENDRIXSON\*  
Pat V. RICCHIUTI\*  
Mark HEUER\*  
Sergio MENDEZ  
Cody MCCOY\*  
Colleen SPARDA\*  
Ben HALL\*  
John PIERETTI\*  
Galen PFEIFFER  
Vito DELEONARDIS\*

**Affiliation:**

GROWER  
BELL CARTER  
GROWER  
GROWER  
GROWER  
MUSCO  
BELL CARTER  
MUSCO  
MUSCO  
GROWER  
GROWER  
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GROWER  
BELL CARTER  
BELL CARTER  
BELL CARTER  
MUSCO  
MUSCO  
GROWER  
GROWER

**OTHERS PRESENT:**

Alexander OTT  
Todd SANDERS  
Liza RAMON  
Elizabeth CARRANZA  
Debra KEENAN  
Shelly PHILLIPS  
Shelly KESSEN

COC  
COC  
COC  
COC  
RESEARCH 2000  
CDFA  
FLEISHMAN HILLARD

\*Denotes voting members for the Committee

With the appropriate number of members in attendance and the seating of an alternate member, a quorum was established.

**MOVED BY Bill MCFARLAND, duly seconded by Ben HALL, and unanimously carried THAT the minutes for November 30, 2017 for the Full Committee Meeting be approved. (Motion 12.13.17 #1)**

**II. MARKETING SUBCOMMITTEE**

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 \$770,000.

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 \$58,500 making the total marketing budget \$828,500.

- |                                  |   |          |
|----------------------------------|---|----------|
| 1) Education and Partnerships    | - | \$58,500 |
| a. Alliance for Food and Farming |   |          |
| b. CA Grown                      |   |          |
| c. Partnerships                  |   |          |
| d. Travel                        |   |          |
| e. Olive Day                     |   |          |
| f. Crisis Communication          |   |          |

Lastly, Fleishman-Hillard has two additional items that may be considered for the 2018 Marketing Program. These items include:

* NYC activation (IACP and media blitz)	\$ 85,000
* Influencer activation (CA blossom and harvest tour)	<u>\$115,000</u>
TOTAL	\$200,000

**MOVED BY Mark HEUER, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Committee adopt the Marketing Budget of \$828,500. (Motion 12.13.17 #7)**

**MOVED BY Rick BENSON, duly seconded by Bill MCFARLAND, and unanimously carried THAT the Committee approve the NYC activation of \$85,000. (Motion 12.13.17 #8)**

**MOVED BY Dennis BURRESON, duly seconded by Edward GARCIA, and unanimously carried THAT the Committee approve the Harvest Tour of \$60,000. (Motion 12.13.17 #9)**

**MOVED BY Rick BENSON, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Committee to delegate authority from the Committee to the Executive Director with oversight by the Chairman, for Inter-Item transfer fund. (Motion 12.13.17 #10)**

### III. INSPECTION SUBCOMMITTEE

With the systems in place, the industry is seeing success in both the reporting and optical sizing. Adjustments and maintenance will be needed for the program to maintain the integrity of the system and to ensure the technology keeps up with software and other items.

For the 2018 FY, the following items are expenditures for the Inspection program.

1. Travel - \$5,000
2. OERS Maintenance - \$42,000
3. Optical Sizer (misc. as needed) - \$30,000

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

FISCAL YEAR	2018 (Proposed)	2017	2016	2015	2014	2013	2012	2011	2010
<b>INSPECT</b>	\$77,000	\$98,000	\$102,000	\$132,000	\$0	\$105,000	\$50,000	\$75,000	\$50,000
<b>%Differ</b>	-27.2%	-3.9%	-29.4%	100.0%	-100.0%	110.0%	-50.0%	50.0%	-

**MOVED BY Mark HEUER, duly seconded by Rick BENSON, and unanimously carried THAT the Committee adopt the Inspection Budget for the 2018 FY. (Motion 12.13.17 #2)**

**MOVED BY Cody MCCOY, duly seconded by Ben HALL, and unanimously carried THAT the Committee to delegate authority from the Committee to the Executive Director with oversight by the Chairman, for Inter-Item transfer fund. (Motion 12.13.17 #3)**

### IV. EXECUTIVE SUBCOMMITTEE

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 <sup>1</sup>	\$399,800	\$393,500 <sup>2</sup>	\$333,800	\$333,500	\$415,900 <sup>3</sup>	\$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%								

<sup>1</sup> \$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.

<sup>2</sup> 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.

<sup>3</sup> 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.

**MOVED BY Mark HENDRIXSON, duly seconded by Vito DELEONARDIS, and unanimously carried THAT the Committee adopt the General Administration 2018 FY Budget. (Motion 12.13.17 #4)**

**MOVED BY Mark HEUER duly seconded by Bill MCFARLAND, and unanimously carried THAT the Committee to delegate authority from the Committee to the Executive Director with oversight by the Chairman, for Inner-item transfer fund. (Motion 12.13.17 #5)**

**MOVED BY Mark HENDRIXSON, duly seconded by Rick BENSON, and unanimously carried THAT the Committee to approve the use of legal counsel should one be needed with approval from the USDA. (Motion 12.13.17 #6)**

## **V. RESEARCH SUBCOMMITTEE**

Each year the Research Subcommittee approves various research projects funded by the Committee. The Subcommittee must which proposed projects to recommend to the Committee for funding. A budget of \$312,777 is purposed based on the submitted projects.

## 2018 RESEARCH PROPOSALS FOR THE CALIFORNIA OLIVE COMMITTEE

TOPIC	LEADERS	AMOUNT
A new fruit removal head for an olive harvesting system	Reza Ehsani	\$45,741
Canopy management, tree hedging and topping to optimize yield	Rich Rosecrance	\$31,075
Managing Alternate Bearing in Olive with PGRs and Pruning	Carol Lovatt Elizabeth Fichtner	\$20,698
Evaluation of Several Promising Additives for Reducing Acrylamide in Black Ripe Table Olives	Selina Wang	\$53,280
Differentiation of olive cultivars using DNA and NMR-based fingerprinting methods	Selina Wang	\$67,433
Southern San Joaquin Valley Olive Fruit Fly Monitoring Project	Jim Stewart	\$6,400
Sacramento Valley Olive Fruit Monitoring Project	Ernie Simpson	\$6,500
Epidemiology and management of olive knot caused by <i>Pseudomonas savastanoi pv. savastanoi</i>	J. E. Adaskaveg	\$16,650
Contingency Fund		\$50,000
Total		\$297,777
*Sensory Research (research and key message development)		\$65,000
*Management of foliar diseases of olive (Contingency Fund)	J. E. Adaskaveg	\$15,000*

**MOVED BY Mark HENDRIXSON, duly seconded by Chris HENDERSON, and unanimously carried THAT the Committee approve the \$297,777 Research Budget for 2018 FY. (Motion 12.13.17 #11)**

**MOVED BY Mark HEUER, duly seconded by John PIERETTI, and unanimously carried THAT the Committee approve the \$15,000 Peacock research. (12.13.17 #12)**

**MOVED BY Rick BENSON, duly seconded by Pat RICCHIUTI, and unanimously carried THAT the Committee approve the \$25,000 out of contingency for additional projects as needed. (12.13.17 #13)**

**MOVED BY Cody MCCOY, duly seconded by Doug REIFSTECK, and unanimously carried THAT the Committee delegate authority to the Subcommittee for contingency fund. (12.13.17 #14)**

**MOVED BY Pat RICCHIUTI, duly seconded by Vito DELEONARDIS, and unanimously carried THAT the Committee delegate authority for inter-item transfers, from the Committee to the Executive Director with oversight by the Chairman for the 2018 research budget. (12.13.17 #15)**

### VI. REVIEW OF FISCAL 2017 BUDGET

The following is the total 2018 FY Budget.

## TOTAL 2018 BUDGET

<i>BUDGETS</i>	<i>MARKETING</i>	<i>RESEARCH</i>	<i>INSPECTION</i>	<i>EXECUTIVE</i>	<i>EXPORT</i>	<i>TOTAL</i>
<b>2018</b>	<b>\$973,500</b>	<b>\$297,777</b>	<b>\$77,000</b>	<b>\$401,200</b>	<b>\$191,000</b>	<b>\$1,940,477</b>
<b>% Budget</b>	<b>50.2%</b>	<b>15.3%</b>	<b>4.0%</b>	<b>20.7%</b>	<b>9.8%</b>	<b>100%</b>

## HISTORIC BUDGET, TONNAGE, & ASSESSMENT COMPARISON

<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>Previous</i>	\$1,940,477	\$1,752,366	\$1,525,415	1,296,731	1,129,682	\$1,289,198	\$1,197,291	\$2,203,909	\$929,923
<i>% Difference</i>	2.4%	14.9%	15%	12%	-12%	7%	-46%	107%	-39.97%
<i>Tonnage</i>	90,188	63,000	77,977	37,119	90,790	78,179	26,944	167,000	22,150
<i>%Difference</i>	50.7%	-19.2%	110.1%	-59.1%	16.1%	190.2%	-83.9%	6.54%	-54.8%
<i>Assessment Rate</i>		\$26.00	\$26.00	\$26.00	\$15.21	\$21.16	\$31.32	\$16.61	\$44.72
<i>% Difference</i>		0%	0%	41%	-39%	-52%	89%	-63%	56%

**MOVED BY Mark HENDRIXSON, duly seconded by Pat RICCHIUTI, and unanimously carried THAT the Committee adopt the \$1,940,477 2018 FY Budget. (Motion 12.13.17 #16)**

**MOVED BY Mark HEUER, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the assessment rate be set at \$24.00 per ton. (Motion 12.13.17 #17)**

### VIII. ADJOURNMENT

Chairman Mike Silveira adjourned the meeting at 12:11 p.m.

*December 14, 2017*

Date: December 14, 2017

*Liza Ramon*

Liza Ramon, California Olive Committee

## SUMMARY OF MOTIONS FOR DECEMBER 13, 2017

Motion 12-13-17 #1

**APPROVED**

**MOVED BY Bill MCFARLAND, duly seconded by Ben HALL, and unanimously carried THAT the minutes for November 30, 2017 for the Full Committee Meeting be approved.**

Motion 12-13-17 #2

**APPROVED**

**MOVED BY Mark HEUER, duly seconded by Rick BENSON, and unanimously carried THAT the Committee adopt the Inspection Budget for the 2018 FY.**

Motion 12-13-17 #3

**APPROVED**

**MOVED BY Cody MCCOY, duly seconded by Ben HALL, and unanimously carried THAT the Committee to delegate authority from the Committee to the Executive Director with oversight by the Chairman, for Inter-Item transfer fund.**

Motion 12-13-17 #4

**APPROVED**

**MOVED BY Mark HENDRIXSON, duly seconded by Vito DELEONARDIS, and unanimously carried THAT the Committee adopt the General Administration 2018 FY Budget.**

Motion 12-13-17 #5

**APPROVED**

**MOVED BY Mark HEUER duly seconded by Bill MCFARLAND, and unanimously carried THAT the Committee to delegate authority from the Committee to the Executive Director with oversight by the Chairman, for Inner-item transfer fund.**

Motion 12-13-17 #6

**APPROVED**

**MOVED BY Mark HENDRIXSON, duly seconded by Rick BENSON, and unanimously carried THAT the Committee to approve the use of legal counsel should one be needed with approval from the USDA.**

Motion 12-13-17 #7

**APPROVED**

**MOVED BY Mark HEUER, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Committee adopt the Marketing Budget of \$828,500.**

Motion 12-13-17 #8

**APPROVED**

**MOVED BY Rick BENSON, duly seconded by Bill MCFARLAND, and unanimously carried THAT the Committee approve the NYC activation of \$85,000.**

Motion 12-14-16 #9

**APPROVED**

**MOVED BY Dennis BURRESON, duly seconded by Edward GARCIA, and unanimously carried THAT the Committee approve the Harvest Tour of \$60,000.**

Motion 12-13-17 #10

**APPROVED**

**MOVED BY Rick BENSON, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Committee to delegate authority from the Committee to the Executive Director with oversight by the Chairman, for Inter-Item transfer fund.**

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