



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**  
**Wednesday, June 13, 2018**  
**11:00 a.m.**

Conference Call Line: 1-877-366-0711 Passcode: 93458269#

- I. Call to Order
  - a. Roll call
  - b. Approval of 11-30-17 Marketing Subcommittee minutes (**action item**)
- II. 2018 Crisis Communication Plan Update-Vulnerabilities Assessment Feedback
- III. Other Business
- IV. 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  
Vacant, BCF

## Marketing Subcommittee:

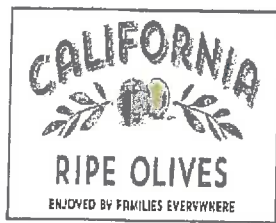
Bill McFarland, MUS  
Colleen Sparda, BCF  
Tim T. Carter, BCF  
Ed Curiel, G-1  
Tracey Wood, MUS  
Julia Inestroza, G-2  
Pat Ricchiuti, G-2  
Scott Hamilton, MUS  
Mark Hendrixson, G-2  
Phil Quigley, BCF  
Edward Garcia, G-1  
Mike Silveira, G-1  
Rick Benson, G-2  
Pablo Nerey, G-1  
Joan Whelan-Vanderhorst, 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  
Vacant, BCF  
Vacant, 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  
Vacant, 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 30, 2017  
10:45 a.m.  
Double Tree Hotel - Modesto, CA**

**I. CALL TO ORDER**

A meeting of the Marketing Subcommittee was called to order at 10:45 a.m. The following members were present:

**Members:**

Colleen SPARDA	Bell CARTER
Pat V. RICCHIUTI	GROWER
Joan Whelan-VANDERHORST	GROWER
Vito DELEONARDIS	GROWER
Rick BENSON	GROWER
Tim T. CARTER	BELL CARTER
Bill MCFARLAND	MUSCO
Mike SILVEIRA	GROWER
Mark HENDRIXSON	GROWER
Sergio MENDEZ	BELL CARTER
Edward GARCIA	GROWER

**Staff:**

Alexander OTT  
Liza RAMON

**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 Mark HENDRIXSON, duly seconded by Pat V. RICCHIUTI, and unanimously carried THAT Bill McFarland be nominated as Chairman, AND THAT the Committee close the nominations and cast a unanimous ballot for Bill McFarland as Chairman. (Motion 11-30-17#1)**

**MOVED BY Pat V. RICCHIUTI, duly seconded by Mark HENDRIXSON, and unanimously carried THAT minutes of 11-10-16 Marketing Subcommittee meeting be approved. (Motion 11-30-17 #2)**

**II. MARKETING 2018 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 2018. FH developed a plan with a budget of \$985,000 for the 2018 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 \$58,000 making the total marketing budget \$1,043,000.

- |                                  |   |          |
|----------------------------------|---|----------|
| 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          |   |          |

TOTAL	-	\$1,043,000
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**MOVED by Pat V. RICCHIUTI, duly seconded by Tim T. CARTER, and unanimously carried THAT the Committee recommend a \$770,000 Marketing Subcommittee Budget for 2018 FY. (Motion 11.30.17 #3)**

**MOVED by Mark HENDRIXSON, duly seconded by Rick BENSON, and unanimously carried THAT the Subcommittee recommend \$58,500 for internal portion of the Marketing Budget. (Motion 11.30.17 #4)**

**MOVED by Tim T. CARTER, duly seconded by Felix MUSCO, and unanimously carried THAT the Subcommittee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget. (Motion 11.30.17 #5)**

**Adjournment**

Chairman Mike Silveira adjourned the Marketing Subcommittee meeting at 12:04 p.m.

I hereby certify that the above is full, true and correct copy of the minutes of the meeting held on November 30, 2017 in Modesto, California, by the Subcommittee.

*December 4, 2017*

Date: December 4, 2017

*Liza Ramon*

Liza Ramon, California Olive Committee

SUMMARY OF MOTIONS FOR NOVEMBER 30, 2017

MOTION 11.30.17 #1

APPROVED

MOVED by Mark HENDRIXSON, duly seconded by Pat V. RICCHIUTI, and unanimously carried THAT Bill McFarland be nominated as Chairman, AND THAT the Committee close the nominations and cast a unanimous ballot for Bill McFarland as Chairman.

MOTION 11.30.17 #2

APPROVED

MOVED BY Pat V. RICCHIUTI, duly seconded by Mark HENDRIXSON, and unanimously carried THAT minutes of 11-10-16 Marketing Subcommittee meeting be approved.

MOTION 11.30.17 #3

APPROVED

MOVED by Pat V. RICCHIUTI, duly seconded by Tim T. CARTER, and unanimously carried THAT the Committee recommend a \$770,000 Marketing Subcommittee Budget for 2018 FY.

MOTION 11.30.17 #4

APPROVED

MOVED by Mark HENDRIXSON, duly seconded by Rick BENSON, and unanimously carried THAT the Subcommittee recommend \$58,500 for internal portion of the Marketing Budget.

MOTION 11.30.17 #5

APPROVED

MOVED by Tim T. CARTER, duly seconded by Felix MUSCO, and unanimously carried THAT the Subcommittee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget.



# CALIFORNIA RIPE OLIVES:

## 2018 CRISIS PLAN UPDATE

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*June 13, 2018*

DISCUSSION:  
VULNERABILITIES ASSESSMENT

***Today's Actions:***

**Most Likely +**

**Biggest Impact = Vulnerabilities**

- Confirm existing vulnerabilities are/are not still a concern
- Add any new threats to the list
- Identify sources of expertise for each

***Vulnerabilities Identified  
(January 2013)***

- General food safety and product recalls
  - Botulism
  - Foreign objects
- Acrylamide
- Bisphenol A or BPA
- Styrene
- Labor
- Water/water conservation

**CALIFORNIA RIPE OLIVES: DRAFT STAND-BY STATEMENTS (2013)**

A common tactical component in implementing crisis communications strategies is the development of concise, consistent and accurate messaging. While there will always be a need to gather information unique and relevant to the situation at hand, the California Olive Committee (COC) should also be able to blend those facts with already developed messaging focused on the issues currently identified as posing the greatest potential threat to the COC’s reputation.

Issue/Main Message	Support Message	Support Message	Support Message
<p><i>General Food Safety and Recall Concerns</i></p> <p><b>The safety and quality of California Ripe Olives is a priority of the California Olive Committee.</b></p>	<p><b>The California olive industry has earned a solid reputation for producing the highest quality table olives in the world while maintaining an excellent food safety record.</b></p> <ul style="list-style-type: none"> <li>✓ California operates under the most rigorous food safety standards.</li> <li>✓ From the olive orchard to the olive can, California Ripe Olive growers, handlers and canners operate under strict food safety standards.</li> <li>✓ You know you have a quality product when you ask for California Ripe Olives.</li> </ul>	<p><b>Food safety starts in the olive groves where growers and handlers adhere to stringent safety measures to ensure only high quality product makes its way to the canners.</b></p> <ul style="list-style-type: none"> <li>✓ Olive growers and handlers vigorously adhere to FDA, EPA, USDA and California safety standards and follow Good Agricultural (GAPs) and Good Manufacturing (GMPs) practices.</li> <li>✓ Cal-OSHA requires that all olive grove working conditions meet multiple State and Federal guidelines each and every day.</li> <li>✓ Each county’s Ag Commissioner requires regular certification testing for all applicators.</li> <li>✓ Spot inspections are performed regularly to ensure compliance with all regulations.</li> </ul>	<p><b>Before olives go on their curing journey, the canner carefully documents each load of raw olives so we know exactly what day, time and from what orchard each load comes from.</b></p> <ul style="list-style-type: none"> <li>✓ Not only is each load accounted for, but each and every can of olives is subject to safety inspection.</li> <li>✓ The California Department of Health and the USDA are onsite every day to ensure all product is reviewed and tested, and that quality standards are met.</li> <li>✓ The olive undergoes a 7-day storage and curing process that makes the California Ripe Olive unique in flavor.</li> <li>✓ It is then washed before being sealed in its can.</li> <li>✓ Once sealed, each can is then cooked to commercial sterility, per strict safety standards.</li> </ul>

Issue/Main Message	Support Message	Support Message	Support Message
<p><b>Acrylamide</b></p> <p>The ripe olive industry takes acrylamide — and anything that might impact food safety — very seriously.</p>	<p>The California olive industry has conducted significant ongoing research to understand acrylamide formation and ways to mitigate it.</p> <ul style="list-style-type: none"> <li>✓ Processors have been testing and applying various techniques to lessen the formation of acrylamide without compromising product quality.</li> <li>✓ Information and outcomes are shared across the committee for the benefit of the industry.</li> </ul>	<p>Acrylamide is not unique to olives and occurs naturally in many foods cooked at high temperatures.</p> <ul style="list-style-type: none"> <li>✓ Acrylamide is not added to food. It forms naturally when sugars and amino acids found in many foods react with high-heat during the cooking process.</li> <li>✓ Dietary acrylamide can form whether food is prepared at home or in a commercial setting.</li> <li>✓ Many foods cooked at high temperatures contain acrylamide.</li> </ul>	<p>Based on the scientific evidence gathered to date, leading food safety authorities continue to advise that consumers eat a balanced diet consistent with general dietary guidelines.</p> <ul style="list-style-type: none"> <li>✓ We will continue working with regulators and industry partners to better understand how acrylamide forms and how it can be reduced in our olive products.</li> </ul>

Issue/Main Message	Support Message	Support Message	Support Message
<p><b>Bisphenol A or BPA</b></p> <p>The olive industry is aware of the concerns over BPA and is actively working on advancements with the food packaging industry.</p>	<p>Our two olive processors are proactively working with can suppliers to identify alternate linings for BPA-free cans.</p> <ul style="list-style-type: none"> <li>✓ The industry's can supplier is working to test BPA-free can prototypes.</li> <li>✓ The goal is to discover an alternate coating that will still protect the fruit while not affecting the shelf life of the product.</li> </ul>	<p>BPA is not unique to olive can lining; it is a key ingredient in the resin used to coat most metal cans in the food and beverage market today.</p> <ul style="list-style-type: none"> <li>✓ Based on all available science on BPA, a consumer would have to ingest more than 500 pounds of food and beverage in contact with BPA each day to exceed the Tolerable Daily Intake amount recently set by the European Food Safety Authority.</li> </ul>	

Issue/Main Message	Support Message	Support Message	Support Message
<p><b>Styrene</b></p> <p>The olive industry is aware of the concerns over styrene and is studying it to learn more.</p>	<p><b>Olive processors are actively studying styrene with research currently underway with third party experts.</b></p> <ul style="list-style-type: none"> <li>✓ Most styrene found in food is the result of packaging in polystyrene containers, which is not the case for olives.</li> <li>✓ In fact, styrene is a common degradation product from natural components of many foods, including olives. Researchers suspect that bacterial growth may facilitate this reaction.</li> </ul>	<p><b>There is evidence styrene is an issue for olive products.</b></p> <ul style="list-style-type: none"> <li>✓ Studies have yet to conclude how styrene finds its way into olives.</li> <li>✓ Once recent study shows vastly smaller amounts of styrene in California olives compared to other samples from several Mediterranean regions.<sup>3</sup></li> </ul>	

1. Source: Web. "Gas Chromatography/Mass Spectrometry Application Note," Author A. Tipler, Senior Scientist, PerkinElmer, Inc., [http://www.perkinelmer.com/PDFs/Downloads/APP\\_FoodOliveOilQuality.pdf](http://www.perkinelmer.com/PDFs/Downloads/APP_FoodOliveOilQuality.pdf); and D.Scott, PerkinElmer, Inc., from the National Environmental Monitoring Conference abstract, [http://nemc.us/load\\_abstract.php?id=46](http://nemc.us/load_abstract.php?id=46)

Issue/Main Message	Support Message	Support Message	Support Message
<p><b>Labor</b></p> <p>The debate on immigration reform is one that the industry is watching closely in order to better prepare for impacts to its workforce in the years to come.</p>	<p><b>Many U.S. farms are experiencing labor shortages. For California olive growers this year, there was more fruit on the trees than available workers to harvest it.</b></p> <ul style="list-style-type: none"> <li>✓ Currently, the olive industry is operating a guest worker program; however, the reduction in available workers has impacted the program's effectiveness.</li> </ul>	<p><b>The olive industry continues to invest in new labor-saving technologies and is exploring mechanization solutions to mitigate the current labor issues. But there is no hard and fast solution.</b></p> <ul style="list-style-type: none"> <li>✓ The technology investments to mechanize are substantial and most family-owned and operated farms cannot support the expense.</li> </ul>	<p><b>Without adequate worker support, less product ends up being produced at higher costs.</b></p>

Issue/Main Message	Support Message	Support Message	Support Message
<p><b>Water</b></p> <p>Water conservation is a way of life for California's olive growers.</p>	<p>The California olive industry is one of the most efficient users of water and is regularly recognized as a responsible water user.</p> <ul style="list-style-type: none"> <li>✓ Olive trees are considered drought tolerant and trees can survive with little water beyond winter rainfall.</li> <li>✓ Even still, there is a lot of competition for the state's water supply – and, by comparison, olives need less than half what vegetables need, and most fruit and nut crops require much larger loads.</li> </ul>	<p>Olive growers use very efficient irrigation management practices, such as drip irrigation systems.</p> <ul style="list-style-type: none"> <li>✓ In order to grow olives for sufficient commercial production, growers need to supplement California's low rainfall levels with an adequate water supply.</li> <li>✓ Flood irrigation studies have proven to be very beneficial for olive orchards but that method calls for more water use.</li> <li>✓ By comparison, in the 1980s, 50% of the orchards were flooded. Today only about 10% are flooded.</li> </ul>	

### CALIFORNIA RIPE OLIVES: THIRD-PARTY EXPERTS (2013)

The following industry alliances, influencers and third-party experts surfaced where California Ripe Olive team members have existing relationships that could prove to be beneficial in supporting industry crisis-related efforts. The resources include:

Industry Alliances	Contacts	Phone
Alliance for Food and Farming	Marilyn Dolan	831-786-166
California Department of Food and Ag	TBD	
California Department of Public Health	Dr. Ron Chapman	510-620-3178
California Farm Bureau Federation	TBD	
California League of Food Processors	Ron Neenan	916-640-8150
Cannery Inspection Board	Gwendolyn Greer	916-650-6526
Western Plant Health Association	Richard Cornett	916-574-9744
Family Water Alliance	TBD	
Food and Drug Administration	TBD	
Food Marketing Institute	TBD	
Grocery Manufacturers Association	Pam Bailey	202-639-5999
National Food Laboratory	Jena Roberts	925-551-4205 office 925-336-6740 cell
National Food Processors Association	TBD	
Olive Growers Council of California	Adin Hester	
UC Davis Olive Center	Dan Flynn	530-752-5170