



**CALIFORNIA OLIVE COMMITTEE**  
**Full Committee Meeting Minutes**  
**Wednesday, June 13, 2018**  
**Double Tree Hotel – Modesto, CA**

**I. CALL TO ORDER**

A meeting of the Full Committee was called to order by Mike SILVEIRA at 11:30 a.m., and the following members were present:

**Members**

Mike SILVEIRA  
Sergio MENDEZ  
Rick BENSON\*  
Tim CARTER\*  
John PIERETTI  
Carolina BURRESON\*  
Edward GARCIA\*  
Felix MUSCO\*  
Julia TINSLEY\*  
Jacob PETERS\*  
Bert QUEZADA  
Colleen SPARDA\*  
Janet EDWARDS\*  
Ed CURIEL\*  
Dennis BURRESON\*  
Bill MCFARLAND\*  
Mark HENDRIXSON\*  
Galen PFEIFFER\*  
Vito DELEONARDIS\*  
Mark HEUER\*

**Affiliation:**

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

**Others Present:**

Alexander OTT  
Todd SANDERS  
Liza RAMON  
Peter SOMMERS  
Adin HESTER  
Allison GREGG  
Elizabeth BROWN  
Daniel CASARES  
Brenda HILL

COC  
COC  
COC  
USDA  
OLIVE GROWERS COUNCEL  
SAMPSON, SAMPSON & PATTERSON, LLP  
COC  
USDA  
NASS

Chris MESSER  
Ed MILANESIO  
Michael HARUNTINIAN

NASS  
GROWER  
USDA

\*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 Dennis BURRESON, duly seconded by Rick BENSON, and unanimously carried THAT Tim Carter be nominated as Secretary/Treasurer. (Motion 6.13.18 #1)**

**MOVED by Rick BENSON, duly seconded by Bill MCFARLAND, and carried THAT the minutes of the 12-13.17 Full Committee meeting be approved. (6.13.18 #2)**

**MOVED by Mark HENDRIXSON, duly seconded by Rick BENSON, and carried THAT the Committee adopt modern means of communication methods, as outlined in the Federal Register Vol. 83, No. 96, to conduct Committee meetings. (6.13.18 #3)**

## **II. MARKETING SUBCOMMITTEE**

In November of 2017, the Subcommittee approved the 2018 marketing plan presented by Fleishman Hillard. The plan featured various activities including:

- Media Partner
- Media Engagement
- Asset Development
- Social Media
- Website
- Retail
- Industry Communication
- NYC Activation
- Influencer Activation

Shelly Kessen from Fleishman-Hillard presented a brief progress summary on the 2018 COC marketing activities. The presentation is also available in the meeting packet.

## **III. INSPECTION SUBCOMMITTEE**

Each year the United States Department of Agriculture (USDA) provides the industry with an update on import inspection and inspection fees. Daniel CASARES from USDA provide information on the 2017-2018 import inspection and inspection fees. Additionally, a report on imported olives was also provided.

**MOVED BY Mark HEUER, duly seconded by Bill MCFARLAND, and unanimously carried THAT the Committee adopt the 2018-2019 Incoming & Outgoing Inspection Requirements. (Motion 6.13.18 #4)**

#### IV. REVIEW CROP ESTIMATES

**MOVED BY Mark HEUER, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the staff send out a hard copy survey to calculate the crop estimate with the approval of the Chairman. (Motion 6.13.18 #5)**

#### V. EXECUTIVE SUBCOMMITTEE

A representative from Sampson & Sampson has completed the California Olive Committee's 2017 fiscal audit. Allison GREGG, from Sampson & Sampson reviewed the audit to the Committee.

**MOVED BY Mark HENDRIXSON, duly seconded by Julia TINSLEY, and unanimously carried THAT the Committee approve the 2017 FY audit. (Motion 6.13.18 #6)**

Each year, the California Olive Committee (COC) must approved a Marketing Policy Statement. The Marketing Policy Statement (MPS) is an annual analysis of the industry that is used by the U.S. Department of Agriculture (USDA) to determine the effectiveness of the Federal Marketing Olive Order 932 and its relationship to the requirement established by the Agricultural Marketing Agreement Act.

**MOVED BY Bill MCFARLAND, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Full Committee approve 2018-2019 amended Marketing Policy Statement. (Motion 6.13.18 #7)**

Every year the California Olive Committee must approve the Annual Compliance Plan (ACP). The ACP describes compliance strategies, resources and activities for the current year. USDA requires that this program be established in order for the industry to comply with the Oder and regulations. Additionally, the ACP must be in place to provide the COC the procedures needed should violations be brought forward before the Committee.

On a side note, in 2010 USDA required the Committee to file an E-Compliance Plan. The compliance plan is a USDA template staff completes for the Committee. By 2011 USDA requested the Committee to approve both the completed E-Compliance Plan and ACP Plan. Although both plans are similar and duplicative, USDA has stated that both plans have to be brought before the Committee for approval.

**MOVED by Mark HEUER, duly seconded by Julia TINSLEY, and unanimously carried THAT the Committee approve the 2018-2019 amended Annual Compliance Plan and E-Compliance Plan. (Motion 6.13.18 #8)**

#### VI. RESEARCH SUBCOMMITTEE

In 2016 the Research Subcommittee funded various projects for 2017. The final research reports, in addition to the no cost extensions, are included in the meeting packet.

Researcher	Project	Amount Funded
Ferguson & Fichtner	Investigating Anti-Oxidant to Decrease the Leaf Abscission with Ethephon Application	\$39,996
Wang	Investigation of chemical and biological formation of styrene in black ripe table olives	\$51,350

<b>Wang</b>	Comprehensive nutritional analysis of California green and black ripe table olives	<b>\$46,350</b>
<b>Preece &amp; Ferguson</b>	Propagating Dwarfing Olive Rootstocks and Establishing a Long Term Orchard	<b>\$35,442</b>
<b>Adaskaveg</b>	Epidemiology and management of olive knot caused by Pseudomonas savastanoi pv. savastanoi	<b>\$18,900</b>
<b>Lovatt &amp; Fichtner</b>	Managing Alternate Bearing in olive with PGRs and Pruning	<b>\$23,845</b>
<b>Rosecrance &amp; Krueger</b>	Canopy Management, Tree Hedging and topping to Optimize Yield	<b>\$31,075</b>
<b>Lightle</b>	Preliminary field study to identify new olive fly control materials	<b>\$19,647</b>
<b>Simpson</b>	Northern Fly Trapping	<b>\$6,500</b>
<b>Stewart</b>	Southern Fly Trapping	<b>\$6,333.33</b>

### VIII. ADJOURNMENT

Chairman Mike Silveira adjourned the meeting at 12:18 p.m.

**MOVED BY Bill MCFARLAND, duly seconded by Rick BENSON, and unanimously carried that the meeting be adjourned at 12:18 p.m. (6.13.18 #9)**

*June 14, 2018*

Date: June 14, 2018

*Liza Ramon*

Liza Ramon, California Olive Committee

**SUMMARY OF MOTIONS FOR JUNE 13, 2018**

Motion 6-13-18 #1

**APPROVED**

**MOVED by Dennis BURRESON, duly seconded by Rick BENSON, and unanimously carried THAT Tim Carter be nominated as Secretary/Treasurer.**

Motion 6-13-18 #2

**APPROVED**

**MOVED by Rick BENSON, duly seconded by Bill MCFARLAND, and carried THAT the minutes of the 12-13.17 Full Committee meeting be approved.**

Motion 6-13-18 #3

**APPROVED**

**MOVED by Mark HENDRIXSON, duly seconded by Rick BENSON, and carried THAT the Committee adopt modern means of communication methods, as outlined in the Federal Register Vol. 83, No. 96, to conduct Committee meetings.**

Motion 6-13-18 #4

**APPROVED**

**MOVED BY Mark HEUER, duly seconded by Bill MCFARLAND, and unanimously carried THAT the Committee adopt the 2018-2019 Incoming & Outgoing Inspection Requirements.**

Motion 6-13-18 #5

**APPROVED**

**MOVED BY Mark HEUER, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the staff send out a hard copy survey to calculate the crop estimate with the approval of the Chairman.**

Motion 6-13-18 #6

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**MOVED BY Mark HENDRIXSON, duly seconded by Julia TINSLEY, and unanimously carried THAT the Committee approve the 2017 FY audit.**

Motion 6-13-18 #7

**APPROVED**

**MOVED BY Bill MCFARLAND, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Full Committee approve 2018-2019 amended Marketing Policy Statement.**

Motion 6-13-18 #8

**APPROVED**

**MOVED by Mark HEUER, duly seconded by Julia TINSLEY, and unanimously carried THAT the Committee approve the 2018-2019 amended Annual Compliance Plan and E-Compliance Plan.**

Motion 6-13-18 #9

**APPROVED**

**MOVED BY Bill MCFARLAND, duly seconded by Rick BENSON, and unanimously carried that the meeting be adjourned at 12:18 p.m.**