



CALIFORNIA **OLIVE** COMMITTEE  
2565 Alluvial Ave • Suite 152  
Clovis, CA 93611  
PHONE 559/456-9096 FAX 559/456-9099

## AGENDA

### Ripe Olive Marketing Subcommittee Meeting Double Tree • Ball Room 4 & 5 Wednesday, November 7, 2018 11:00 a.m.

- I. Call to Order
  - a. Roll call
  - b. Approval of 6-13-18 Marketing Subcommittee minute (action item)
  - c. Marketing Subcommittee chairman comments
- II. 2018 Marketing Program Review
- III. 2019 Marketing Plan Proposal
  - a. Presentation of the Proposed Marketing Plan and Budget by Fleishman-Hillard for 2019
  - b. COC Marketing Activity Budget for 2019
- IV. Approval of 2019 Marketing Plan and Budget (action item)
- V. Approval of Authority for Inter-Item Transfers of the Marketing Budget (action item)
- VI. Other Business
- VII. 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:

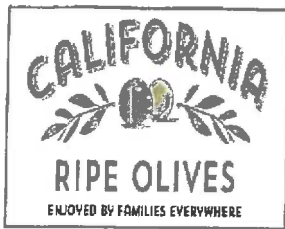
Bill McFarland, MUS  
Colleen Morris, BCF  
Tim T. Carter, BCF  
Ed Curiel, G-1  
Tracey Wood, MUS  
Julia Inestroza, G-2  
Pat Ricchiuti, G-2  
Scott Hamilton, MUS  
Mark Hendrixson, G-2  
Phil Quigley, BCF  
Edward Garcia, G-1  
Mike Silveira, G-1  
Rick Benson, G-2  
Pablo Nerey, G-1  
Joan Whelan-Vanderhorst, 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  
Vacant, 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  
Vacant, 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  
Wednesday, June 13, 2018  
11:00 a.m.  
Double Tree Hotel - Modesto, CA**

**I. CALL TO ORDER**

A meeting of the Marketing Subcommittee was called to order at 10:58 a.m. The following members were present:

**Members:**

Colleen SPARDA  
Felix MUSCO  
Ed CUIEL  
Vito DELEONARDIS  
Rick BENSON  
Tim T. CARTER  
Bill MCFARLAND  
Mike SILVEIRA  
Mark HENDRIXSON  
Sergio MENDEZ  
Edward GARCIA

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

**Staff:**

Alexander OTT  
Liza RAMON  
Todd SANDERS  
Elizabeth CARRANZA

COC  
COC  
COC  
COC

**Guests:**

Peter SOMMERS  
Shelly KESSEN  
Adin A. HESTER

**Affiliation:**

USDA  
FLEISHMAN-HILLARD  
OLIVE GROWERS COUNCIL

**I. CALL TO ORDER**

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

**MOVED BY Rick BENSON, duly seconded by Vito DELEONARDIS, and unanimously carried THAT minutes of 11-30-17 Marketing Subcommittee meeting be approved. (Motion 6-13-18 #1)**

## II. 2018 CRISIS COMMUNICATION PLAN UPDATE

In 2013, Fleishman-Hillard presented a crisis communication plan to the Marketing Subcommittee. Shelly Kessen from FH presented to the board the vulnerabilities that were identified and asked the subcommittee for their input. The 2018 crisis plan update materials were included in the meeting packet.

### Adjournment

Chairman Mike Silveira adjourned the Marketing Subcommittee meeting at 11:19 a.m.

I hereby certify that the above is full, true and correct copy of the minutes of the meeting held on June 13, 2018 in Modesto, California, by the Subcommittee.

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 Rick BENSON, duly seconded by Vito DELEONARDIS, and unanimously carried THAT minutes of 11-30-17 Marketing Subcommittee meeting be approved.**



# CALIFORNIA RIPE OLIVES:

## 2018 PROGRAM HIGHLIGHTS AND 2019 RECOMMENDATIONS

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*Presented By: FleishmanHillard | November 6, 2018*



# 2018 PROGRAM HIGHLIGHTS

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CALIFORNIA RIPE OLIVES

# 2018 RECIPE FOR CONTINUED SUCCESS

*Growers as the heart & soul...*



## 2018 RECIPE FOR CONTINUED SUCCESS

*Growers as the heart & soul...*

*Best-of-the-best national media partner...*



# 2018 RECIPE FOR CONTINUED SUCCESS

*Growers as the heart & soul...*

*Best-of-the-best national media partner...*

*High-profile media outreach and influencer engagement...*



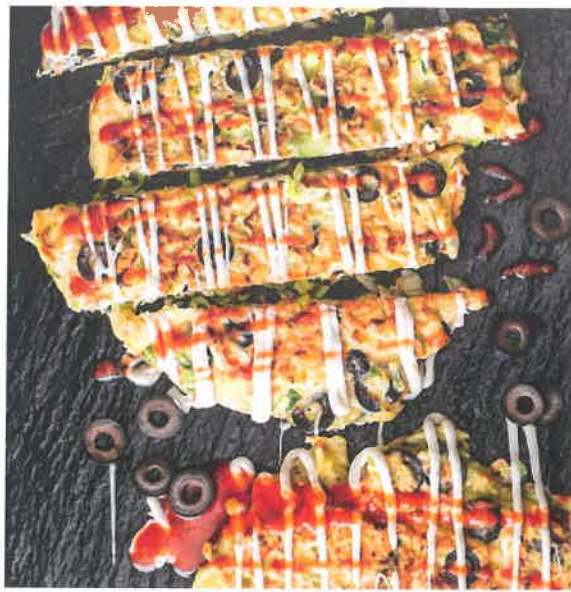
# 2018 RECIPE FOR CONTINUED SUCCESS

*Growers as the heart & soul...*

*Best-of-the-best national media partner...*

*High-profile media outreach and influencer engagement...*

*Tasty global content...*



# 2018 RECIPE FOR CONTINUED SUCCESS

*Growers as the heart & soul...*

*Best-of-the-best national media partner...*

*High-profile media outreach and influencer engagement...*

*Tasty global content...*

*Social expansion...*



## 2018 RECIPE FOR CONTINUED SUCCESS

*Growers as the heart & soul...*

*Best-of-the-best national media partner...*

*High-profile media outreach and influencer engagement...*

*Tasty global content...*

*Social expansion...*

*Retail advertising integration...*

*Ongoing industry communication...*



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



TELLING A NEW FAMILY STORY



**CALIFORNIA**



**RIPE OLIVES**

ENJOYED BY FAMILIES EVERYWHERE

# SIMPLY RECIPES = SIMPLY AMAZING

## Super Bowl site takeover

- Custom homepage content
- 5 game day banner assets
- 6.3 million impressions!

## New content

- 3 ways to make Avocado Toast with California Ripe Olives
- California Ripe Olives Rosemary Steak Skewers
- Baked Brie with California Ripe Olive Tapenade



# MAXIMIZING THE PARTNERSHIP & AMPLIFYING THE CALIFORNIA RIPE OLIVE STORY

In February, we took Elise Bauer +  
Jorge Inestroza on the road to NYC!

Extensive integration with the  
International Association of Culinary  
Professionals (IACP) annual conference  
in New York City

- Influencer retreat day sponsorship
- Expo table at Saturday lunch
- 1-hour cooking demonstration
- New York City chef showcase sponsorship

Editor meetings at top national  
publications

Nationally syndicated broadcast segment  
highlighting California Ripe Olives

SAVEUR



GoodHousekeeping

OPRAH.COM

REAL SIMPLE

FamilyCircle

TWO PEAS & THEIR POD

foodiecrush

Feel Good  
FOODIE  
ESTABLISHED IN 2011



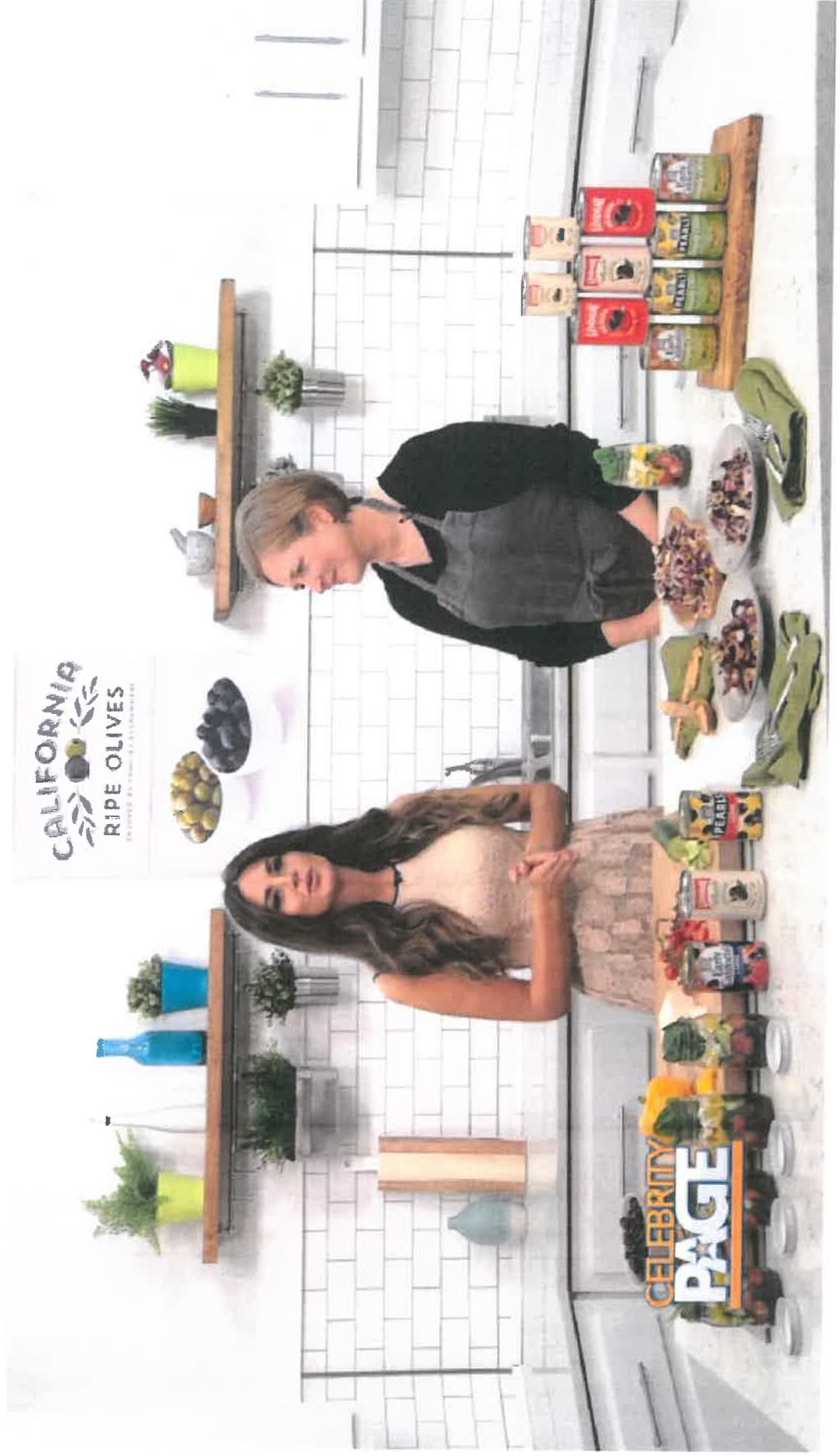
Elle

Heather Christo  
FOOD & DRINK



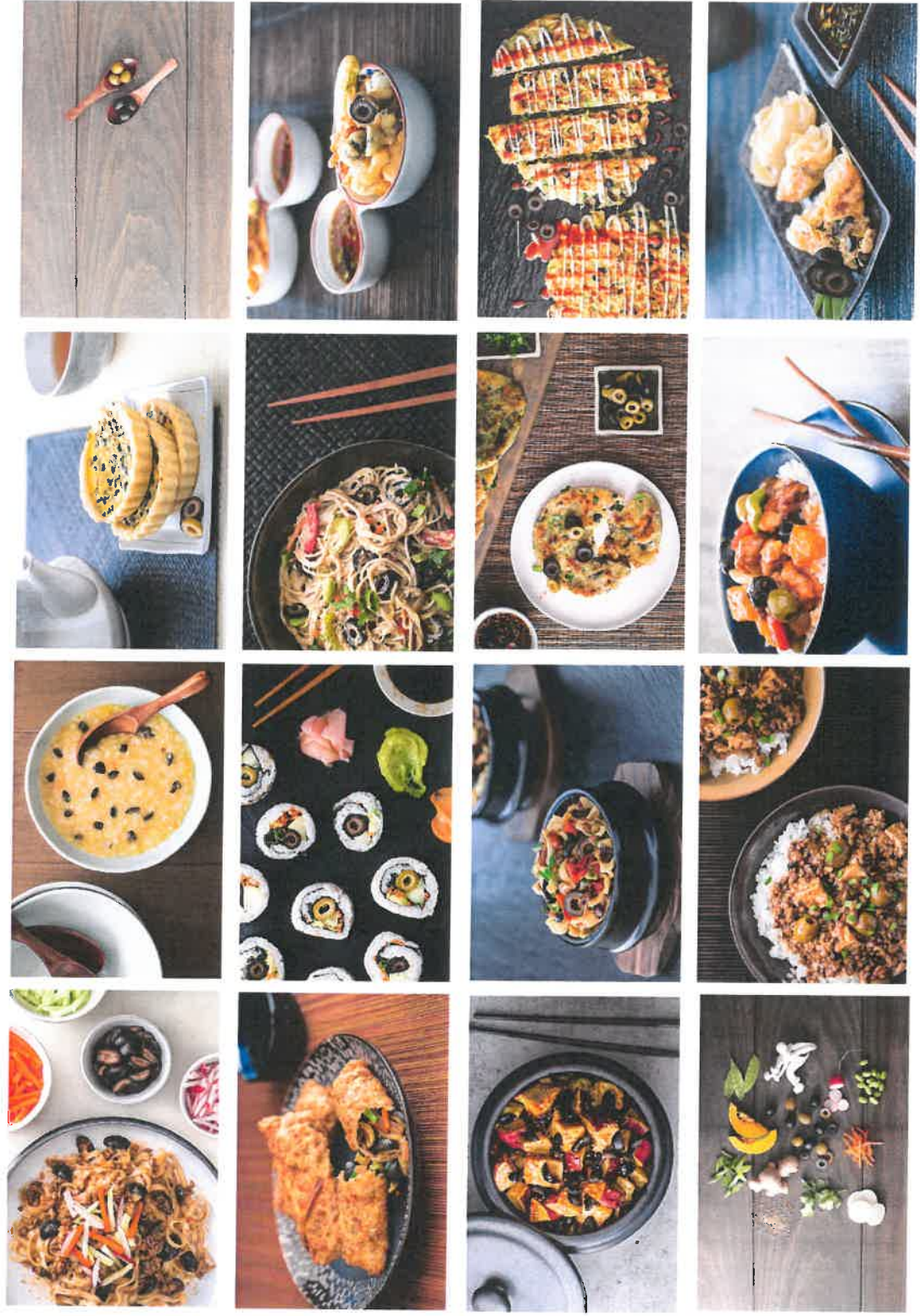


ELISE BAUER ON-SET FOR  
CALIFORNIA RIPE OLIVES





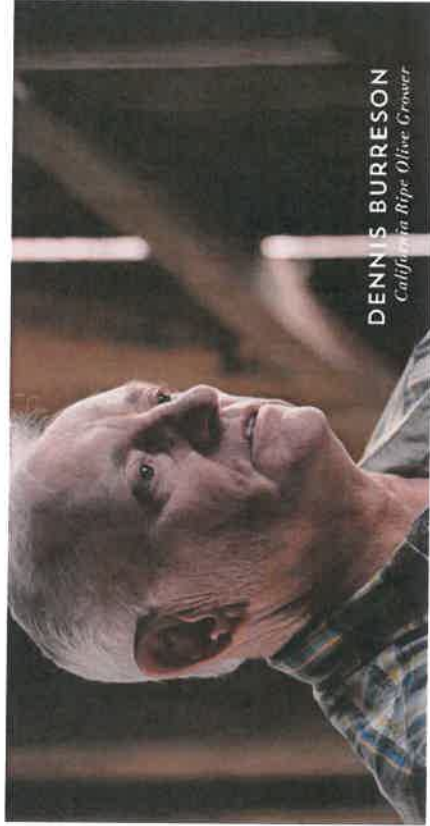
FEEDING A GLOBAL TASTE FOR CALIFORNIA RIPE OLIVES...



**CALIFORNIA RIPE OLIVES:  
DEEP ROOTS, BRIGHT FUTURE  
MINI-DOCUMENTARY**



**MIKE SILVEIRA**  
*California Ripe Olive Grower*



**DENNIS BURRESON**  
*California Ripe Olive Grower*



Link to view California Ripe Olives mini-documentary:  
<https://vimeo.com/fhsac/review/294636426/fd98e6d85e>

**PW: Olives-2018**

# SHARING CRAVE-WORTHY CONTENT ON SOCIAL

caliripeolives

View Insights

Liked by [thesuburbansapbox](#), [cookinermack](#) and 57 others

caliripeolives Want to spice up brunch this weekend? Our "California May" is just what you need! #CaliRipeOlives (link in bio)

caliripeolives

View Insights

Liked by [elisebauber](#), [hungry\\_twins](#), and 66 others

caliripeolives October 1st is here! Need we say more? #PostCaliRipeOlives

caliripeolives

View Insights

Liked by [alyditchin](#), [thesuburbansapbox](#) and 158 others

caliripeolives We're singing in the grain! #ToastTuesday is one of our favorite days especially when our toast looks this good! #CaliRipeOlives

caliripeolives

View Insights

Liked by [thesuburbansapbox](#), [lifeisnoundmytable](#) and 39 others

caliripeolives Looks like the Easter Bunny has great taste! 🐰🍴 Happy Easter, from all of us to you! #CaliRipeOlives

caliripeolives

View Insights

Liked by [elisebauber](#), [cagrownofficial](#) and 99 others

caliripeolives Looking for something impressive for dinner? We have what you're looking for: California Rustic Chicken with Olives from the kitchen of California Ripe Olive grower, Vincent Richutti. #linkinbio for recipe! #CaliRipeOlives #NationalChickenMonth

Over 500K social media engagements in 2018 so far | Social channels serving as a top 3 driver to website  
 300+ entries in first-ever Instagram giveaway

Meet the Growers  
17 50%

Olives + Pizza = <3  
13 30%

Green is the New Black  
12 30%

Tasty Tapenades  
14 35%

# CALIFORNIA RIPE OLIVES RETAIL ADVERTISING

Integrating grower content and messaging into year-long advertising plan

34 total ad insertions including in-book print advertisements, e-newsletters, website ads, dynamic web content and social media ads in 2018

Increased number of insertions and year-over-year impressions generated for the very comparable spend by diversifying the mix and integrating digital placements

## California Ripe Olives Retail Trade Ad Yearly Comparison

Year	Insertions	Impressions/Reach
2016	17	498K
2017	25	1M
2018	34	2.9M to-date



CA farming families work hard to produce the ripe olives shoppers love. Meet our growers.



Shoppers Prefer U.S. Grown Among grocery shoppers survey

10 1 Comment 5 Shares

LEARN MORE



# CALIFORNIA RIPE OLIVES GROVE TOUR



Olive You  
 WHOLE

**Kitchen confidante®**

**THE SUBURBAN SOAPBOX**  
 A GOOD LIFE TASTES GREAT



**Kroll's Korner**

**Simply Recipes**

the forked spoon

# IMPRESSIONS TOTAL TO-DATE

## 472.5 million impressions to-date... and counting!

Year	Impressions/Reach
2016	303M
2017	551M
2018	In progress

California Ripe Olives

Impressions/Reach Yearly Comparison

Impressions/Reach

303M

551M

In progress

### Family Favorites from Tree to Table

by @CaliforniaRipeOlives



**Crunchy Fried Oysters** - Get the whole family around the dinner table with an easy-to-prepare recipe that's perfect for your next family gathering. These oysters are so delicious and easy to make that you'll want to make them again and again. Perfect for your next family gathering.

Consider substituting bones of olive from an appetizer table at California Ripe Olives. The olives are so delicious and easy to make that you'll want to make them again and again. Perfect for your next family gathering.

Great for the family or for a special occasion. Perfect for your next family gathering. Get the full recipe and more information at [www.californiaolive.com](http://www.californiaolive.com).

That's why we make it so easy to make. Perfect for your next family gathering. Through these easy-to-prepare recipes, the olives make delicious additions to your table. Get the full recipe and more information at [www.californiaolive.com](http://www.californiaolive.com).



While California Ripe Olives remain a premium food, our olive oil is a versatile and healthy addition to your diet. Get the full recipe and more information at [www.californiaolive.com](http://www.californiaolive.com).



RAISE A Toast



**EYE-POPPING RECIPES WORTH SHARING**

These recipes are so delicious and easy to make that you'll want to make them again and again. Perfect for your next family gathering.

Get the full recipe and more information at [www.californiaolive.com](http://www.californiaolive.com).

# INDUSTRY COMMUNICATION

The California Ripe Olives industry newsletter is designed to keep our growers in the know about topics related to marketing efforts, industry news, and updates from the committee

In 2018 to-date we distributed nine e-newsletters to more 400 recipients. Sample topics include:

- Simply Recipes media partnership highlights
- California Ripe Olives social media updates
- Media coverage
- New grower video
- Website updates and new access information



## Retail Advertising Update

*California Ripe Olive Retail Ads Grab the Attention of Key Grocery Decision Makers*



Since 2016, the California Olive Committee (COC) has put an emphasis on reaching retail and grocery decision makers through advertisements in trusted industry publications. Our third year of retail advertising includes a mix

## NEXT UP!

- California Ripe Olives  
mini-documentary distribution
- Via PBS stations with access to 5+ million viewers
- California Ripe Olives grower  
video shoot – the Henderson  
family in Corning
- Continued traditional media  
outreach and social media  
engagement





# **2019**

## **PROGRAM RECOMMENDATIONS**

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**CALIFORNIA RIPE OLIVES**

## WHAT WE HEARD

Open to continuing the Simply Recipes partnership

Keep retail outreach a priority

Expand industry communication

New California Ripe Olives logo and  
“Grown in California – Enjoyed by Families  
Everywhere” theme continues to resonate

Provide tiered budget

- \$600K | \$450K | \$350K



## OUR POINT OF VIEW

Elevate the best-of-the-best

- *Grower integration*
- *Simply Recipes site take-overs*
- *Social media influencer/blogger engagement*
- *Retail digital advertising*
- *Continue to bring the theme to life through it all*

Make the most of existing content

Create greater alignment on program elements



Simply Recipes site take-overs provide the biggest bang for the buck.

Let's use these high profile, well-timed takeovers to strategically align California Ripe Olive outreach throughout the year.

*Let's create a series of Simply Recipes' seasonal*  
**“PULSE POINT PACKAGES”**

Here's what they can look like...





# CALIFORNIA RIPE OLIVES & THE BIG GAME!

## Pulse point package #1



Simply Recipes

- *Super Bowl site takeover*



Full page food feature

- *Game Day Eats & Treats/  
At-Home Entertaining theme*



Retail digital advertising alignment

- *Custom content*



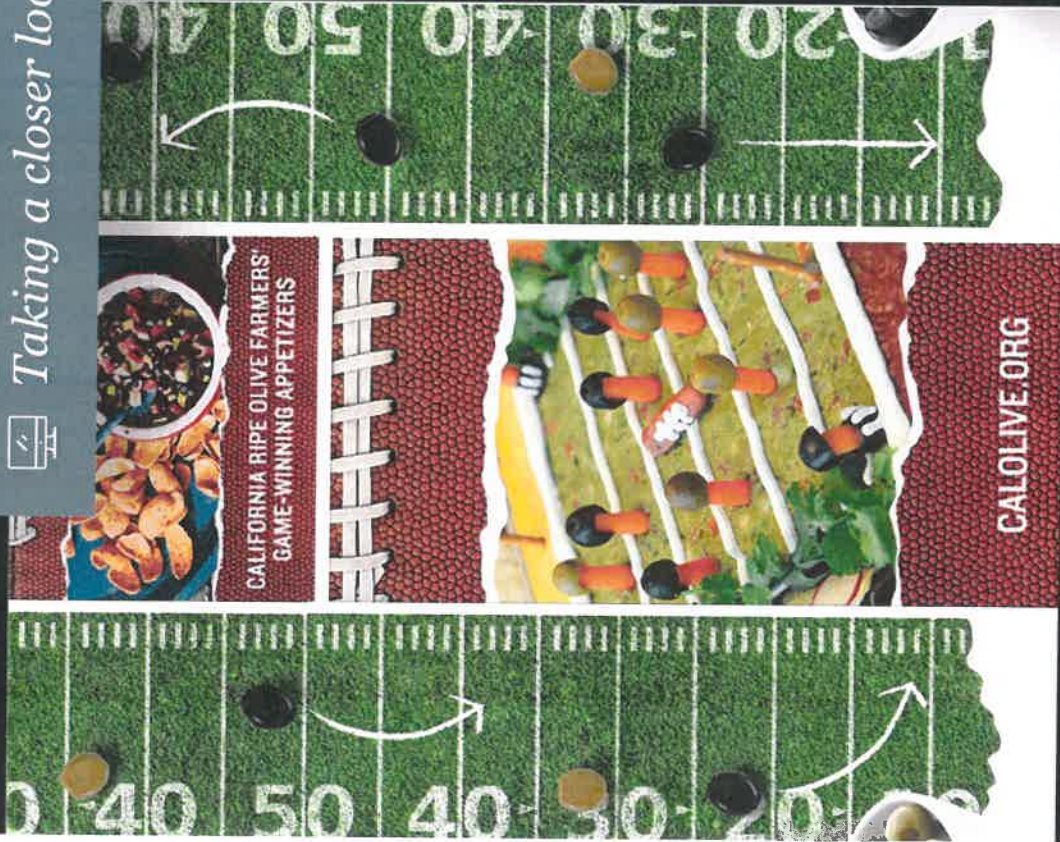
Blogger ambassador activation



California Ripe Olives asset refresh  
and social media integration

- *Facebook | Instagram | Pinterest*

 Taking a closer look ...



## SIMPLY RECIPES SUPER BOWL SITE TAKEOVER

**Simply Recipes second biggest  
traffic day of the year; generated  
6.2 million views in 2018**



Taking a closer look ...

# RETAIL ADVERTISING ALIGNMENT

## Create custom digital advertising aligned with a game day/at-home entertaining

### WANT

Wholesale Grocers names new delivery options

Delivery options, pickup expands at Food



retailer set to open first restaurant in

combination of over 100 small services

don't be reopened upgraded stores in

### TURNED

retailers size up the competition

ten store takes on the competition

at Food Stores plans smaller urban

launches first GreenLife Market

### INDUSTRY VOICES



## A crop for the next generation & top choice for shoppers

California ripe olives deliver on shopper preference for U.S. grown products.

02/10/18 2018



Sponsored by: California Ripe Olives

Rich Benson vividly remembers the day he convinced his father that the next crop at Benson Farms should be California Ripe Olives.

"They're just tolerant! They're salt tolerant," Benson mentioned to his dad. Those two factors are among the most important when deciding what crops to bring to their Imperial Valley farm in California, which lies adjacent to the desert.

That was 12 years ago, and the Benson family has been growing olives ever since. Though they are seasoned farmers, the Benson family is new to olives, and they have brought an innovative way of harvesting to the decades old industry.

### GROWERS



 *Taking a closer look ...*

## BLOGGER AMBASSADOR ACTIVATION

**Hand-select social media ambassadors to create and amplify corresponding “game day” themed content on their social media properties – blogs, Facebook, Instagram, etc.**





# CALIFORNIA RIPE OLIVES SOCIAL MEDIA INTEGRATION

**Create updated food photography  
from our existing recipes that  
support the theme**

**Feature the refreshed content on  
our own social media properties**



# CALIFORNIA RIPE OLIVES & JULY 4TH FUN!

## Pulse point package #2



Simply Recipes

- *July 4th site takeover*



Retail digital advertising alignment

- *Custom content*



Blogger ambassador activation



California Ripe Olives asset refresh  
and social media integration

- *Facebook | Instagram | Pinterest*



# CALIFORNIA RIPE OLIVES & THANKSGIVING

## Pulse point package #3



Simply Recipes

- *Thanksgiving site takeover*



Full page food feature

- *Celebrate the Flavors of Fall*



Retail digital advertising alignment

- *Custom content*



Blogger ambassador activation



California Ripe Olives asset refresh  
and social media integration

- *Facebook | Instagram | Pinterest*



# CUSTOM EVENTS

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CALIFORNIA RIPE OLIVES

## SPECIAL EVENT OPTIONS



**California Ripe Olives  
Grove Tour**

*Social Media Influencers*

**Everything Food Conference**

*Social Media Influencers*

**OR**

**California Food Expo**

*Retailers*

**California Grocers  
Association with CA GROWN**

*Retailers*

## CALIFORNIA RIPE OLIVES GROVE TOUR

### **In-the-grove experience for up to 10 social media influencers**

- Hosted by California Ripe Olive grower family in October 2019
- Influencers to create and amplify custom content, including recipes, photos and videos

**“I loved my time in the groves with you all, and  
I can’t wait to share the experience with my readers!”**

— Liren Baker, Kitchen Confidante

*Social Media  
Influencers*



# EVERYTHING FOOD CONFERENCE

## California Ripe Olives activation at top-rated food blogger conference

- 700+ established and well-known food bloggers;  
May 1 – 4, 2019 in Layton, Utah
- Debut the Instagram-worthy California Ripe Olives lounge!
  - *Recipe sampling | Social media influencer networking*

**“You absolutely need to be at Everything Food.”**

— Elise Bauer, Simply Recipes founder

- Influencer “speed dating” briefing sessions
- California Ripe Olives goodie bag inclusion
- “Meet a California Ripe Olive grower” dinner with up to 10 select influencers

## Social Media Influencers



## CALIFORNIA FOOD EXPO

**Food Expo and Festival directed at 2,000+ retailers and consumers**

- July 24-25, 2019 in Fresno, CA
- California Ripe Olive grower along with CA GROWN integration

**“The California Food Expo opportunity is perfect for California Ripe Olives. The show is ONLY for California food products. Supermarket and foodservice buyers from all over the country attend in order to find products that they can feature as grown in California sections and promotions.”**

– Phil Lempert, Supermarket Guru

- Showcase retail digital advertising
- California Ripe Olives sampling

Retailers



# CALIFORNIA GROCERS ASSOCIATION WITH CA GROWN

## Annual conference reaching California retailers

- Partnership with CA Grown; September 2019
- “Speed-dating” meetings with 15 - 20 California and national retailers
- California Ripe Olives displays; retail digital advertising showcase
- Recipe sampling





# ONGOING ACTIVATIONS

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CALIFORNIA RIPE OLIVES

## YEAR-ROUND ACTIVITIES



### **Ongoing social activation**

Facebook | Instagram | Pinterest

Adapt existing grower video content into “mini videos” customized for social media



### **Website maintenance**



### **Industry communications**

Industry newsletter

Trade media tour/interviews with Todd Sanders and Mike Silveira

The Packer WESTERN FarmPress Alert

## YEAR-ROUND ACTIVITIES

### Ongoing social activation

Facebook | Instagram | Pinterest

Adapt existing grower video content into “mini videos” customized for social media



### Website maintenance



### Industry communications

Industry newsletter

Trade media tour/interviews with Todd Sanders and Mike Silveira



The Packer WESTERN FarmPress **Alert**

# YEAR-ROUND ACTIVITIES

## Ongoing social activation



Facebook | Instagram | Pinterest

Adapt existing grower video content into “mini videos” customized for social media

## Website maintenance



## Industry communications



Industry newsletter


Trade media tour/interviews with Todd Sanders and Mike Silveira

**The Packer** WESTERN FarmPress. **AgAlert**


# CALIFORNIA RIPE OLIVES 2019 AT-A-GLANCE

**California**  
**Ripe Olives & The Big Game!**  
*Pulse point package #1*


- Simply Recipes site takeover
- Full page feature
- Digital advertising alignment
- Blogger ambassador activation
- CA Ripe Olives social media integration and asset refresh

**Special Event:**  California Ripe Olives Grove Tour

**AND:**


**Special Event:**  Everything Food Conference

**OR:**

**Special Event:**  California Food Expo

**California**  
**Ripe Olives & July 4 Fun**  
*Pulse point package #2*

- Simply Recipes site takeover
- Digital advertising alignment
- Blogger ambassador activation
- CA Ripe Olives social media integration and asset refresh

**Special Event:**  California Grocers Association with CA GROWN

**California**  
**Ripe Olives & Thanksgiving**  
*Pulse point package #3*

- Simply Recipes site takeover
- Full page feature
- Digital advertising alignment
- Blogger ambassador activation
- CA Ripe Olives social media integration and asset refresh

**ONGOING**

**Ongoing social activation:** Grower content/"mini videos" | **Website maintenance** | **Industry communications:** Industry newsletter and ag trade media tour with Todd Sanders & Mike Silveira



# BUDGET & ANTICIPATED RESULTS

CALIFORNIA RIPE OLIVES

# 2019 BUDGET

ACTIVITY	
California Ripe Olives seasonal “pulse point packages” (3) <ul style="list-style-type: none"> <li>• Simply Recipes site takeovers</li> <li>• Full page food features</li> <li>• Retail digital advertising</li> <li>• Blogger ambassador activation</li> <li>• Asset refresh</li> </ul>	\$300,000
California Ripe Olives grove tour	\$80,000
Everything Food Conference <b>OR</b> California Food Expo & California Grocers Association with CA GROWN	\$85,000
Ongoing social media integration	\$40,000
Industry communications	\$30,000
Website maintenance	\$30,000
Account management and planning	\$30,000
<b>TOTAL</b>	<b>\$600,000</b>

# ANTICIPATED RESULTS

20 – 25 million+ impressions via Simply Recipes site takeovers
300 - 400 million+ impressions from full page food features
1.5 – 1.7 million impressions digital retail advertising impressions
15+ million impressions and 10+ new recipes, photos and/or videos from blogger ambassadors
30 – 40 “mini-videos” for social media integration; adapted from existing grower video library
Expand social reach by 25% across collective channels – Facebook, Instagram and Pinterest
1 – 2 million impressions (via social), 350 samples served at Everything Food conference
Up to 20 “round-robin” meetings with retailers via CA Grocers Association event; mass sampling at CA Food Expo to 2,000+ participants
1 – 2 million impressions (via social) from California Ripe Olives grove tour integration; 12-15 new recipes, photos and/or videos from blogger participants
3 – 5 California Ripe Olive industry trade articles/interviews

# 2019 BUDGET TIERS

**At the ~\$450K level,  
we will remove:**

- **All special events**
  - California Ripe Olives Grove tour
  - Everything Food Conference
  - California Food Expo
  - California Grocers Association with CA GROWN

**At the ~\$350K level,  
we will remove:**

- **All special events**
  - California Ripe Olives Grove tour
  - Everything Food Conference
  - California Food Expo
  - California Grocers Association with CA GROWN
- **One seasonal pulse point package**



**THANK YOU!**

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CALIFORNIA RIPE OLIVES

**\*\*\*\*\* ACTION REQUIRED \*\*\*\*\***

**FROM:** MARKETING SUBCOMMITTEE

**SUBJECT:** 2019 BUDGET

**RECOMMENDATION:** THAT the Committee adopt the Marketing Budget for the 2019 FY.

**BACKGROUND:** Each year, the Marketing Subcommittee approves a marketing plan with a contracted agency. The Committee contracted with Fleishman-Hillard (FH) to implement a marketing program and requested FH to propose a plan for 2019.

Additionally, the Committee needs to approve travel for staff, growers to various marketing events, association fees, partnerships and international program research. These items total of \$63,500.

- |                                  |   |          |
|----------------------------------|---|----------|
| 1) Education and Partnerships    | - | \$63,500 |
| a. Alliance for Food and Farming |   |          |
| b. CA Grown                      |   |          |
| c. Partnerships                  |   |          |
| d. Travel                        |   |          |
| e. Olive Day                     |   |          |
| f. Trade Show PMA                |   |          |
| g. Crisis Communication          |   |          |

In addition, the Committee must approve the following:

- 1) Budget for the 2019 season; and
- 2) The Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget.

**FISCAL IMPACT:** Unknown for the 2019 FY.

**\*\*\*\*\* ACTION REQUIRED \*\*\*\*\***

**FROM:**       MARKETING SUBCOMMITTEE

**SUBJECT:** INTER-ITEM TRANSFERS OF THE MARKETING BUDGET

**RECOMMENDATION:** THAT the Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget.