



CALIFORNIA **OLIVE** COMMITTEE
Full Committee Meeting Minutes
Tuesday, December 11, 2018
Double Tree Hotel – Modesto, CA

I. CALL TO ORDER

A meeting of the Full Committee was called to order by Mike SILVEIRA at 10:03 a.m., and the following members were present:

Members

Mike SILVEIRA
Tim T. CARTER*
Rick BENSON*
Carolina BURRESON
Edward GARCIA*
Dennis BURRESON*
Felix MUSCO*
Janet EDWARDS*
Tracy WOOD*
Bert QUEZADA
Pablo NEREY*
Pat V. RICCHIUTI*
Mark HEUER*
Ed CURIEL*
Colleen MORRIS*
John PIERETTI
Galen PFEIFFER

Affiliation:

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

OTHERS PRESENT:

Todd SANDERS	COC
Liza RAMON	COC
Elizabeth CARRANZA	COC
Lindsey BATTY	COC
Debra KEENAN	RESEARCH 2000
Kathie NOTORO	USDA
Shelly KESSEN	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 Pat V. RICCHIUTI, duly seconded by Rick BENSON, and unanimously carried THAT the minutes for June 13, 2018 for the Full Committee Meeting be approved. (Motion 12.11.18 #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 2019. This year, FH is planning a marketing budget of \$450,000.

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 \$63,500 making the total marketing budget \$513,500.

- 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

MOVED BY Rick BENSON, duly seconded by Pat V. RICCHIUTI, and unanimously carried THAT the Committee adopt the Marketing Budget of \$513,500 for 2019 FY. (Motion 12.11.18#2)

MOVED BY Mark HEUER, duly seconded by Felix MUSCO, 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 12.11.18 #3)

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 2019 FY, the following items are expenditures for the Inspection program.

- 1. Travel - \$3,000
- 2. ORES Maintenance - \$40,000
- 3. Optical Sizer (misc. as needed) - \$15,000

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

<i>FISCAL YEAR</i>	<i>2019 (Proposed)</i>	<i>2018</i>	<i>2017</i>	<i>2016</i>	<i>2015</i>	<i>2014</i>	<i>2013</i>	<i>2012</i>	<i>2011</i>
<i>INSPECT</i>	\$58,000	\$77,000	\$98,000	\$102,000	\$132,000	\$0	\$105,000	\$50,000	\$75,000
<i>Differ</i>	(19,000)	(21,000)	(4,000)	(30,000)	132,000	(105,000)	55,000	(25,000)	25,000

MOVED BY Mark HEUER, duly seconded by Pablo NEREY, and unanimously carried THAT the Committee adopt the Inspection Budget of \$58,000 for 2019 FY. (Motion 12.11.18 #4)

MOVED BY Rick BENSON, duly seconded by Pat V. RICCHIUTI, 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 12.11.18 #5)

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.

ISCAL YEAR	2019 (Proposed)	2018	2017	2016	2015	2014	2013	2012	2011
<i>ADMIN</i>	\$390,400	\$401,200	\$392,100	\$399,800	\$393,500	\$333,800	\$333,500	\$415,900	\$324,923
<i>\$Change</i>	(10,800)	9,100	(7,700)	6,300	59,700	300	82,400	90,977	(34,626)
<i>Exports</i>	\$173,500	\$186,000	\$121,000	\$85,000	\$72,000	\$0	\$0	\$0	\$0
<i>\$Change</i>	(12,500)	70,000	36,000	13,000	72,000	-	-	-	-
<i>MAP/EMP/ ATP</i>	\$801,000	\$250,000	\$236,000						
<i>\$Change</i>	551,000		236,000						

MOVED BY Pat V. RICCHIUTI, duly seconded by Rick BENSON, and unanimously carried THAT the Committee adopt the General Administration of \$390,400 with \$173,500 for exports totaling \$563,900 2019 FY Budget. (Motion 12.11.18 #6)

MOVED BY Rick BENSON, duly seconded by Janet EDWARDS, and unanimously carried THAT the Committee improve USDA Section 8E of ripe olives imports not to exceed \$150,000. (Motion 12.11.18 #7)

MOVED BY Rick BENSON duly seconded by Pat V. RICCHIUTI, 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 12.11.18 #8)

MOVED BY Janet EDWARDS duly seconded by Pablo NEREY, and unanimously carried THAT the Committee to delegate authority from the Committee to the Executive Director with oversight by the Chairman to obtain legal counsel for employee personnel. (Motion 12.11.18 #9)

MOVED BY Ed CUIEL, duly seconded by Edward GARCIA, and unanimously carried THAT the Committee to approve the use of legal counsel should one be needed with approval from the USDA. (Motion 12.11.18 #10)

MOVED BY Felix MUSCO, duly seconded by Rick BENSON, and unanimously carried THAT the COC staff to evaluate a means for tracking non-California table olive product for potential assessment and industry data use. (Motion 12.11.18 #11)

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 \$343,523 is proposed based on the submitted projects.

2019 RESEARCH PROPOSALS FOR THE CALIFORNIA OLIVE COMMITTEE

TOPIC	LEADERS	AMOUNT
Canopy management, tree hedging and topping to optimize yield	Rich Rosecrance	\$31,075
Evaluation of new chemistries to control Olive Fruit Fly	Debra Keenan	\$25,000
Managing Alternate Bearing in Olive with PGRs and Pruning	Carol Lovatt Elizabeth Fichtner	\$21,570
Control of overwintering olive fruit fly using insect pathogenic fungi	Frank Zalom Joanna Fisher	\$19,678
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</i> pv. <i>savastanoi</i>	J. E. Adaskaveg	\$16,650
Management of foliar diseases of olive (peacock spot)	J. E. Adaskaveg	\$16,650
Contingency Fund		\$200,000
Total		\$343,523

MOVED BY Rick BENSON, duly seconded by Pablo NEREY, and unanimously carried THAT the Committee approve the \$343,523 Research Budget for 2019 FY. (Motion 12.11.18#12)

MOVED BY Rick BENSON, duly seconded by Janet EDWARDS, 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 2019 research budget. (12.11.18 #13)

VI. REVIEW OF FISCAL 2019 BUDGET

The following is the total 2019 FY Budget.

TOTAL 2019 BUDGET

BUDGETS	MARKETING	RESEARCH	INSPECTION	EXECUTIVE	EXPORT	TOTAL
2019	\$450,000 \$63,500	\$143,523	\$58,000	\$563,900	TBD	\$1,278,923
Extras to be discussed		*\$200,000		**\$150,000		\$1,628,923
% Budget	31.5%	21.1%	3.5%	43.8%		100%

*\$200,000 is being discussed for acrylamide & any additional research.

**Additional item to be brought before the board for approval. Item totals \$150,000.

HISTORIC BUDGET, TONNAGE, & ASSESSMENT COMPARISON

FISCAL YEAR	2019 (Proposed)	2018	2017	2016	2015	2014	2013	2012	2011
Previous	\$1,278,923 \$1,628,923	\$1,795,477	\$1,752,366	\$1,525,415	1,296,731	1,129,682	\$1,289,198	\$1,197,291	\$2,203,909
\$ Difference	\$(166,554)	\$43,111	\$226,951	\$228,684	\$167,049	\$(159,516)	\$91,907	\$(1,006,618)	\$1,273,986
Tonnage	17,953	90,188	63,000	77,977	37,119	90,790	78,179	26,944	167,000
Assessment Rate		24.00	\$26.00	\$26.00	\$26.00	\$15.21	\$21.16	\$31.32	\$16.61

MOVED BY Rick BENSON, duly seconded by Ed CURIEL, and unanimously carried THAT the Committee adopt the \$1,628,923 2019 FY Budget. (Motion 12.11.18 #14)

MOVED BY Tim T. CARTER, duly seconded by Mark HEUER, and unanimously carried THAT the assessment rate be set at \$44.00 per ton. (Motion 12.11.18 #15)

MOVED BY Pat V. RICCHIUTI, duly seconded by Janet EDWARDS, and unanimously carried THAT the Bylaws changes be approved. (Motion 12.11.18 #16)

VIII. ADJOURNMENT

Chairman Mike Silveira adjourned the meeting at 11:39 a.m.

December 12, 2018

Date: December 12, 2018

Liza Ramon

Liza Ramon, California Olive Committee

SUMMARY OF MOTIONS FOR DECEMBER 11, 2018

Motion 12-11-18 #1

APPROVED

MOVED BY Pat V. RICCHIUTI, duly seconded by Rick BENSON, and unanimously carried THAT the minutes for June 13, 2018 for the Full Committee Meeting be approved.

Motion 12-11-18 #2

APPROVED

MOVED BY Rick BENSON, duly seconded by Pat V. RICCHIUTI, and unanimously carried THAT the Committee adopt the Marketing Budget of \$513,500 for 2019 FY.

Motion 12-11-18 #3

APPROVED

MOVED BY Mark HEUER, duly seconded by Felix MUSCO, 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 12-11-18 #4

APPROVED

MOVED BY Mark HEUER, duly seconded by Pablo NEREY, and unanimously carried THAT the Committee adopt the Inspection Budget of \$58,000 for 2019 FY.

Motion 12-11-18 #5

APPROVED

MOVED BY Rick BENSON, duly seconded by Pat V. RICCHIUTI, 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 12-11-18 #6

APPROVED

MOVED BY Pat V. RICCHIUTI, duly seconded by Rick BENSON, and unanimously carried THAT the Committee adopt the General Administration of \$390,400 with \$173,500 for exports totaling \$563,900 2019 FY Budget.

Motion 12-11-18 #7

APPROVED

MOVED BY Rick BENSON, duly seconded by Janet EDWARDS, and unanimously carried THAT the Committee improve USDA Section 8E of ripe olives imports not to exceed \$150,000.

Motion 12-11-18 #8

APPROVED

MOVED BY Rick BENSON duly seconded by Pat V. RICCHIUTI, 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 12-11-18 #9

APPROVED

MOVED BY Janet EDWARDS duly seconded by Pablo NEREY, and unanimously carried THAT the Committee to delegate authority from the Committee to the Executive Director with oversight by the Chairman to obtain legal counsel for employee personnel.

Motion 12-11-18 #10

APPROVED

MOVED BY Ed CURIEL, duly seconded by Edward GARCIA, and unanimously carried THAT the Committee to approve the use of legal counsel should one be needed with approval from the USDA.

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APPROVED

MOVED BY Felix MUSCO, duly seconded by Rick BENSON, and unanimously carried THAT the COC staff to evaluate a means for tracking non-California table olive product for potential assessment and industry data use.

Motion 12-11-18 #12

APPROVED

MOVED BY Rick BENSON, duly seconded by Pablo NEREY, and unanimously carried THAT the Committee approve the \$343,523 Research Budget for 2019 FY.

Motion 12-11-18 #13

APPROVED

MOVED BY Rick BENSON, duly seconded by Janet EDWARDS, 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 2019 research budget.

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Motion 12-11-18 #15

APPROVED

MOVED BY Tim T. CARTER, duly seconded by Mark HEUER, and unanimously carried THAT the assessment rate be set at \$44.00 per ton.

Motion 12-11-18 #16

APPROVED

MOVED BY Pat V. RICCHIUTI, duly seconded by Janet EDWARDS, and unanimously carried THAT the Bylaws changes be approved.