

AGENDA
California Ripe Olive
Executive Subcommittee Meeting
Double Tree Modesto
July 23rd, 2019
9:00 AM

Conference Call Line: 1-877-643-6951 Passcode: 21533162#

- I. Call To Order**
 - a. Roll Call
 - b. Chairman's comments
 - c. Approval of 05-09-2019 Executive Subcommittee Minutes (**action item**) Pg. 2

- II. 2019 Export Strategy and Updates**
 - a. COC Presentation Pg. 3
 - b. BCI Presentation Pg. 4

- III. Industry Analysis Summary** Pg. 5

- IV. Other Business**

- V. Adjournment**

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

******* ACTION REQUIRED *******

FROM: EXECUTIVE SUBCOMMITTEE

SUBJECT: MAY 9, 2019 EXECUTIVE SUBCOMMITTEE MINUTES

RECOMMENDATION: THAT the Subcommittee approve the minutes from the May 9, 2019 Executive Subcommittee Meeting.

BACKGROUND: Each meeting, the Subcommittee must approve the previous meeting minutes.

FISCAL IMPACT: None



**California Olive Committee
Executive Subcommittee Meeting Minutes
May 9th, 2019
9:00 a.m.
Double Tree Hotel - Modesto, CA**

I. CALL TO ORDER

A meeting of the Executive Subcommittee was called to order by Chairman Mike Silveira at 9:01 a.m., and the following members were present:

Members

Julia TINSLEY
Felix MUSCO
Mark HENDRIXSON
Michael SILVEIRA
Janet EDWARDS
Ed CURIEL
Tim T. CARTER
Edward GARCIA
Dennis BURRESON

Affiliation:

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

Others Present:

Lindsey BATTY COC
Todd SANDERS COC
Liza RAMON COC
Kathie NOTORO USDA
Elizabeth CARRANZA COC
Janette RAMOS COC

With a majority of the Subcommittee members present, a quorum was established.

MOVED BY Felix MUSCO duly seconded by Julia TINSLEY, and unanimously carried THAT the minutes of the April 19, 2019 Executive Subcommittee meeting be approved. (Motion 5.9.19 #1)

II. Industry Analysis

Elizabeth, Lindsey, and Todd presented an Industry Analysis of the current state of the Olive Industry. Members of the Executive Committee had filled out an anonymous survey regarding current COC policies and issues. These results were presented to the Executive Committee, and they decided to set priorities and a new mission statement to be presented at the upcoming Full Committee meeting on July 23, 2019.

III. Other Business

Having no further business, Chairman Mike SILVEIRA adjourned the meeting at 12:40 P.M.

I hereby certify that the above is full, true and correct copy of the minutes of the meeting held on May 9, 2019 in Modesto, California, by the Executive Subcommittee.

Date: May 10, 2019

Lindsey Batty, California Olive Committee

SUMMARY OF MOTIONS FOR JUNE 13, 2018

Motion 5.9.2019 #1

APPROVED

MOVED BY Felix MUSCO duly seconded by Julia TINSLEY, and unanimously carried THAT the minutes of the April 19, 2019 Executive Subcommittee meeting be approved. (Motion 5.9.19 #1)

******* INFORMATION *******

FROM: EXECUTIVE COMMITTEE

SUBJECT: EXPORT PROGRAM UPDATE

BACKGROUND: In December of 2018, the Subcommittee approved the 2019 Export Program.

The COC staff will present a brief progress summary on the 2019 Export Program activities to date.



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EXPORT OVERVIEW

JULY 23, 2019

JAPAN UPDATE 2019

- Using a combination of MAP and industry funding
- Tradeshow Presence for 2019:
 - Toho A-Price Tradeshow in Okayama (May 22)
 - Hattori Coffee Tradeshow in Tokyo (May 22)
 - New Products Tradeshow in Tokyo (June 5)
 - Toho A-Price Tradeshow in Okinawa (June 26)
 - CGC Kyushu Tradeshow in Kukoka (August 28)
- Toho A-Price in-store sampling demos
- AEON American Fair in-store demos at top flagship locations in Kashiihama, Fukuoka, and Chikushino
- April 2019 Trade Mission in conjunction with California Blueberry Commission
 - U.S. Embassy Ag. Trade Office
 - Sanyo Food Products Co., Ltd.
 - Kanmon Trading, Co.
 - Mitsubishi Shokuhin
 - Gaban



CANADA UPDATE 2019

- Quebec-based GBI, Prenez GOÛT
- In-store demos in IGA (Sobeys) in Quebec
- 40 total stores across two weekends in May
- Olive, bean, and green rice dish recipe feature
- Prenez GOÛT Instagram feature posts
- MAP-funded digital media campaign giveaway planned for Western Canada



OTHER MARKET UPDATES 2019



Southeast Asia

- Received ATP funding to conduct promotional activities in Singapore and Malaysia
- In-store sampling
- Consumer focused cooking workshop/seminar
- Targeting importers to promote the sale of CA ripe olives
- POS material development

PMA International Reception 2019

- October in Anaheim, CA
- Joint-sponsor event with USA Pears, California Pears, California Blueberry Commission, and American Pecan Council.
- Opportunity to meet with key importers from various international markets.

Asia Fruit Logistica 2019

- September in Hong Kong
- COC will attend tradeshow and conduct meetings with key trade personnel.

OTHER MARKET UPDATES 2019



United Kingdom

- Received ATP funding to conduct market assessment
- Contracted in-market representative and project is now underway
- Results expected by the end of 2019

Mexico

- COC Attended Expo ANTAD Tradeshow in March
- Conducted meetings with importers/retailers
- Visited retail establishments throughout Guadalajara
- Met with Undersecretary Ted McKinney

2019 UNIFIED EXPORT STRATEGY

- **Canada**

- Trade Representation
- Tradeshow
- Retail Promotions
- MAP funds: \$90,000 requested

- **Japan**

- Trade Representation
- Supermarket Tradeshow and Seminar
- Foodservice & Retail promotions
- Trade mission
- Advertising and Digital Media
- MAP funds: \$255,000 requested

- **Mexico**

- Trade Representation
- Tradeshow
- Public Relations
- Retail Promotions
- MAP funds: \$120,000 requested

- **Southeast Asia**

- Trade Representation
- Market Research
- Trade mission
- Retail Promotions
- MAP funds: \$110,000 requested

**TOTAL MAP FUNDS
REQUESTED FOR 2020:
\$576,000**

ATP FUNDING OPPORTUNITY FOR 2019

- **USDA authorized an initial \$12 billion in trade mitigation programs in 2018**
- **A second round of \$16 billion was announced in 2019**
 - Limited time only market development program
 - Designed to mitigate the adverse effects of tariffs and other barriers to trade
 - Cost-share assistance for activities including:
 - Consumer advertising
 - Point of sale demonstrations
 - Trade fair and exhibit participation
 - Market research
 - Technical assistance
- **COC Plan**
 - Received \$105,000 in first round of ATP for the UK, SE Asia markets
 - Applied for an additional \$573,400 in second round of ATP to fund the original 3 year program application



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THANK YOU!

******* INFORMATION *******

FROM: FULL COMMITTEE

SUBJECT: EXPORT PROGRAM UPDATE- BCI

BACKGROUND: In December of 2018, the Subcommittee approved the 2019 Export Program and the use of Bryant Christie Inc.

A BCI representative will present a brief progress summary on the 2019 Export Program activities that BCI undertakes to date.



California Ripe Olive International Marketing

Will Callis
Bryant Christie Inc.
July 23, 2019

About Bryant Christie Inc

- Founded in 1992 in Seattle, Washington
- International agriculture affairs management
 - Market access
 - Regulatory intelligence
 - International marketing



COC International Marketing

- Market Access Program (MAP)
 - 2019 is the third year of the campaign
 - Japan is the primary target
 - Canada is the secondary market
- Agriculture Trade Promotion (ATP)
 - New program offsetting trade dispute damages
 - Primary market is Southeast Asia
 - Secondary market is the United Kingdom



USDA Grant Funding for Ripe Olive Promotion

Funding Source	2017	2018	2019	2020
MAP	\$100,000	\$100,000	\$115,000	TBD
ATP	N/A	N/A	\$230,135*	TBD
EMP	\$136,000	N/A	N/A**	TBD
Total	\$236,000	\$100,000	\$345,135	TBD

*Funds may be extended into 2020

**Funding is still available for the Emerging Markets Program for 2019

A photograph of an olive grove under a clear blue sky. The trees are lush green and arranged in rows. A large, semi-transparent white circle is overlaid on the left side of the image, containing the title and list.

Other Opportunities

- Emerging Markets Program (EMP)
- Quality Samples Program (QSP)
- Technical Assistance for Specialty Crops (TASC)
- USDA Agricultural Trade Missions

******* INFORMATION *******

FROM: EXECUTIVE COMMITTEE

SUBJECT: INDUSTRY ANALYSIS SUMMARY

BACKGROUND: On May 9th, 2019, the Executive Committee met to conduct an Industry Analysis on the current state of the California olive industry and the policies and procedures of the California Olive Committee.

The COC staff will be presenting the findings from the meeting.



CALIFORNIA RIPE OLIVES:

INDUSTRY ANALYSIS REPORT

Executive Subcommittee Meeting / San Jose Room Modesto Double Tree



INDUSTRY PRIORITIES



INDUSTRY PRIORITIES

Based on total industry feedback the most important objectives are:

Inspection

Marketing

Research



INSPECTION

Feedback:

- Decrease domestic costs of inspection.
- Establish an objective measurement of quality for imported and domestic fruit.
- Require grades for imports.
- Domestic and foreign inspection need to be the same.
- Increase inspection requirements for imports.
- Change requirements in the grading manual to reflect the requirements in the Marketing Order.

MARKETING

Feedback:

Create a CA Grown marketing campaign.

- Promotes only CA grown ripe olives.
- 85% of the product must be from California to use the license plate.
- CA Grown license plate would be featured on cans to create “linkage” with the consumer.

Revise the marketing budget.

- Divide the budget to use separate firms for:

Website
Social Media
Crisis Communication

RESEARCH

Feedback:

Section 8(e) needs to be strengthened to combat foreign imports.

Coordinate with inspections division to create more distinct and quantitative requirements for imports to be approved for entry.

USDA inspection is costly and should be done by the handlers instead of USDA.

Update USDA grading policies of foreign and domestic fruit.

Create requirements for entry by identifying objective distinctions between low quality, foreign imported fruit and domestically produced fruit.

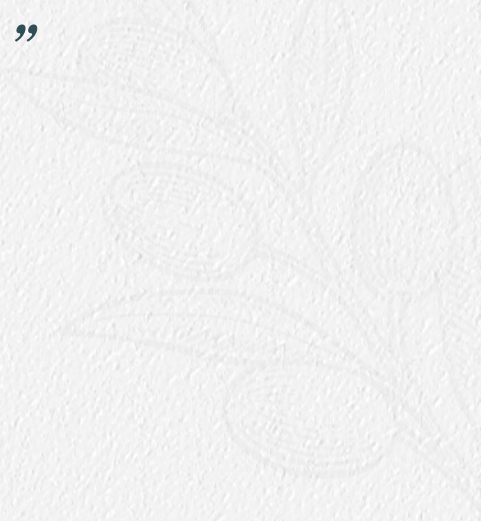
Increase inspection at the ports along with better tools for quantitative inspection of foreign product.

Previous COC Mission Statement:

“Provide and maintain a viable and profitable table olive industry.”

Proposed COC Mission Statement:

“Promote and maintain a viable and profitable California ripe olive industry.”





CALIFORNIA RIPE OLIVES

