

AGENDA

California Ripe Olive

Executive Subcommittee Meeting

Double Tree Modesto

May 9th, 2019

9:00 AM-1:30 PM

- I. Call to Order**
 - a. Roll call
 - b. Chairman's comments
 - c. Approval of April 19, 2019 Executive Subcommittee minutes (**action item**)

- II. Industry Analysis**
 - a. Overview
 - b. Review of industry survey results
 - c. Industry feedback of survey results

- III. Establish Priorities**
 - a. Establish realistic priorities based on industry survey results and feedback
 - b. Identify potential impact of priorities

- IV. Final Overview**
 - a. Next Steps

- V. Other Business**

- VI. Adjournment**