



AGENDA

**California Ripe Olive
Executive Subcommittee Meeting
ZOOM/Conference Call
November 5, 2020
8:30 AM**

Join ZOOM meeting:

<https://us02web.zoom.us/j/87311294178?pwd=TmNZMndTcU9FVWxWdkVQL0thMXlvdz09>

Meeting ID: 873 1129 4178

Dial-In:

Conference Call Line: 1-669-900-6833

Meeting ID: 873 1129 4178#

- I. Call To Order**
 - a. Roll Call p.2
 - b. Chairman's comments
 - c. Approval of 11-14-19 Executive Subcommittee Minutes (**action item**) p.3
- II. 2020 Export Program Update p.5**
- III. Approval of 2021 Administrative Budget (**action item**) p.15**
- IV. Approval of Authority to the Executive Director and Chairman for Inter-Item Transfers of the Executive Committee Budget (**action item**) p.18**
- V. Other Business**
- VI. Adjournment**



2020 Executive Subcommittee

Producer Members:

Michael Silveira- Chairman
Ed Curiel
Edward Garcia
Mark Hendrixson
Mark Heuer
Pat Ricchiuti

Handler Members:

Dennis Burreson
Janet Edwards
Felix Musco
Julia Tinsley
Tim Carter



California Olive Committee
Executive Subcommittee Meeting Minutes
November 14th, 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 9:04 a.m., and the following members were present:

Members

Mike Silveira
 Mark Hendrixson
 Dennis Burreson
 Tim Carter
 Ed Curiel
 Janet Edwards
 Felix Musco
 Pat Ricchiuti

Affiliation:

GROWER
 GROWER
 HANDLER
 HANDLER
 GROWER
 HANDLER
 HANDLER
 GROWER

Others Present:

Lindsey Batty COC
 Todd Sanders COC
 Liza Ramon COC
 Kathie Notoro USDA
 Janette Ramos COC
 Nick Matteis CA GROWN

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

MOVED BY Felix Musco duly seconded by Pat Ricchiuti, and unanimously carried THAT the minutes of the July 23, 2019 Executive Subcommittee meeting be approved. (Motion 11.14.19 #1)

II. CA Grown Presentation

The Executive Committee tasked the COC staff on to explore options of increasing our partnership with CA Grown. A CA Grown representative gave a presentation on a potential solution to increasing our partnership.

III. 2019 Export Strategy and Updates

In December of 2018, the Executive subcommittee approved the 2019 Export Program. Elizabeth Carranza presented a brief progress summary on the 2019 Export Program activities to date.

III. Approval of 2020 Administrative Budget

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.

<i>FISCAL YEAR</i>	<i>2020 Proposed</i>	<i>2019</i>	<i>2018</i>	<i>2017</i>	<i>2016</i>
<i>ADMIN</i>	\$ 357,800	\$ 390,400	\$ 401,200	\$ 392,100	\$ 399,800
<i>\$ Change</i>	\$ (32,600)	\$ (10,800)	\$ 9,100	\$ (7,700)	\$ 6,300
<i>Exports</i>	\$ 173,500	\$ 173,500	\$ 186,000	\$ 121,000	\$ 85,000
<i>\$ Change</i>	-	\$ (12,500)	\$ 70,000	\$ 36,000	\$ 13,000
<i>MAP/EMP/ATP</i>	\$ 694,000	\$ 801,000	\$ 250,000	\$ 236,000	
<i>\$ Change</i>	\$ (107,400)	\$ 551,000		\$ 236,000	

MOVED BY Pat Ricchiuti duly seconded by Felix Musco, and unanimously carried THAT the Committee adopt the General Administration 2020 FY Budget. (Motion 11.14.19 #2)

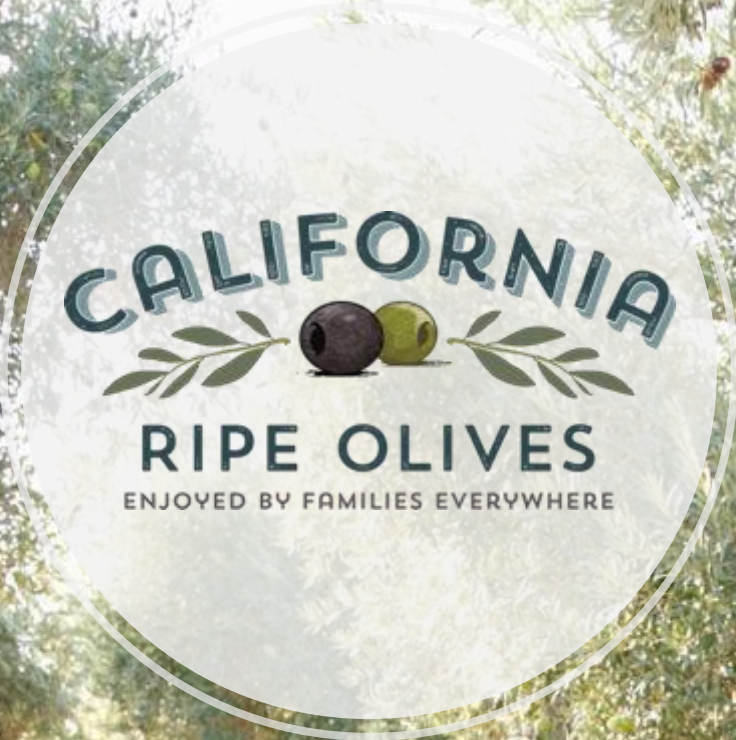
IV. Approval of the Authority to the Executive Director and Chairman for Inter-Item Transfers of the Executive Committee Budget

MOVED BY Dennis Burreson duly seconded by Mark Hendrixson, and unanimously carried THAT the Committee delegate authority from the Committee to the Executive Director with oversight by the Chairman for Inner-Item transfers of the Executive Committee Budget. (Motion 11.14.19 #3)

I hereby certify that the above is full, true and correct copy of the minutes of the meeting held on November 14, 2019 in Modesto, California, by the Executive Subcommittee.

Date: November 14, 2019

Lindsey Batty, California Olive Committee



EXPORT OVERVIEW

NOVEMBER 5, 2020

2020 JAPAN UPDATE

- Food consumption trends affected
- Composition of consumer expenditures largely impacted
 - Increased home-cooking
 - Sharp decline in dining out during March and April
 - Foodservice halted in April, but reopened in June
 - Foodservice fared better than rest—fast food credited with majority of sales



2020 JAPAN UPDATE



- Many COC Activities negatively affected
- Tradeshow cancellations
- In-store sampling & Retail promotions cancelled or suspended
- “Novel Coronavirus Prevention Guideline” limited in-store activities
- The “good” news is----USDA MAP funding rollover option available due to COVID-19

2020 JAPAN UPDATE

- Retail:
 - Recommendation sales
 - Remote demos
 - Pre-recorded video demos

- Foodservice:
 - OMOSAN Street magazine restaurant menu feature
 - Yokohama foodservice promotion
 - Baking industry partnerships

- Video Production:
 - Informational videos
 - Recipe features

- Digital Activities:
 - Social media presence
 - Seasonal “at home” recipe development



2020 SOUTHEAST ASIA UPDATE

- In-store sampling planned for March and April, but was postponed due to COVID-19
- 2 planned joint-promotions postponed
- Tradeshow cancellations/postponement
- Chef demonstrations postponed



2020 SOUTHEAST ASIA UPDATE

PAPITTO
gelato

CALIFORNIA
RIPE OLIVES

Vanilla & Olives

Scan for **free** gelato!

Created with **Passion**. Crafted with **Emotion**.

@papitto.gelato | www.papitto.com

475ml

Created with **Passion**. Crafted with **Emotion**.

- Papitto Gelato Joint-Promotion
 - Promoted via various marketing channels
 - POS material development
 - Sampling opportunities
- Food delivery promotion in Singapore conducted despite COVID-19 restrictions

Created with **Passion**. Crafted with **Emotion**.

Flavour Explosion

savoury **ripe olives**
with **honey crunch**
sweet **cream gelato**

@papitto.gelato | www.papitto.com



2020 CANADA UPDATE



- Plans for Influencer Digital Media promotion on social media during December
- Tradeshow cancellations/postponements
- Celebrity chef cooking demonstrations postponed/working on digital format

2020 FUNDING ALLOCATIONS MAP & ATP

- **Canada**

- Trade Representation
- Tradeshow
- Social and Digital Media Promotions
- MAP allocation: \$37,200

- **Japan**

- Trade Representation
- Supermarket Tradeshow and Seminar
- Foodservice & Retail promotions
- Trade mission
- Advertising and Digital Media
- MAP allocation: \$100,000

- **Southeast Asia**

- Trade Representation
- Market Research
- Trade mission
- Retail Promotions
- ATP allocation: \$127,000

**TOTAL MAP & ATP Allocation:
\$264,200**

2021 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 2021: \$575,000**



THANK YOU!

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

FROM: EXECUTIVE SUBCOMMITTEE

SUBJECT: 2021 BUDGET

RECOMMENDATION: THAT the Committee adopt the General Administration 2021 FY Budget.

BACKGROUND: 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.

<i>FISCAL YEAR</i>	<i>2021 Proposed</i>	<i>2020</i>	<i>2019</i>	<i>2018</i>	<i>2017</i>
ADMIN	\$457,800	\$ 457,800	\$ 390,400	\$ 401,200	\$ 392,100
\$ Change	-	\$ (67,400)	\$ (10,800)	\$ 9,100	\$ (7,700)
Exports	\$173,500	\$ 173,500	\$ 173,500	\$ 186,000	\$ 121,000
\$ Change	-	-	\$ (12,500)	\$ 70,000	\$ 36,000
MAP/EMP/ATP	\$645,000**	\$ 256,264	\$ 211,000	\$ 250,000	\$ 236,000
\$ Change	\$388,736	\$ 45,264	\$ (39,000)	\$ 14,000	\$ 236,000

**This total reflects the amount of MAP funds applied for the 2021 fiscal year through USDA-FAS. The actual allocations will be announced in January 2021.

The Sub-Committee must decide:

- 1) Approval of the 2021 Fiscal Budget

FISCAL IMPACT: \$631,300 for FY 2021

GENERAL ADMINISTRATION BUDGET

	Budget 2018	Budget 2019	Budget 2020	Budget 2021	Diff.
Salaries	\$ 118,000.00	\$ 118,000.00	\$ -	\$ -	\$ -
Attorney/crisis communication	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ -
Audit Fee	\$ 8,500.00	\$ 8,500.00	\$ 8,500.00	\$ 8,500.00	\$ -
Bookkeeper	\$ 8,000.00	\$ 9,500.00	\$ 10,800.00	\$ 10,800.00	\$ -
Accounting Service	\$ 2,000.00	\$ 2,000.00	\$ -	\$ -	\$ -
Vacation & Sick Leave Expense	\$ 5,000.00	\$ 5,000.00	\$ -	\$ -	\$ -
FICA & Medicare Expense	\$ 11,000.00	\$ 12,000.00	\$ -	\$ -	\$ -
Health Insurance	\$ 25,000.00	\$ 25,000.00	\$ -	\$ -	\$ -
Disability Insurance	\$ 2,500.00	\$ 2,500.00	\$ -	\$ -	\$ -
Pension Plan Contribution	\$ 4,000.00	\$ 4,000.00	\$ -	\$ -	\$ -
Storage	\$ 1,300.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ -
Telephone	\$ 5,500.00	\$ 5,500.00	\$ -	\$ -	\$ -
Travel Committee	\$ 20,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ -
Travel Office	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ -
Travel Insurance	\$ 1,800.00	\$ 1,800.00	\$ 1,500.00	\$ 1,500.00	\$ -
General Insurance	\$ 6,900.00	\$ 6,900.00	\$ 4,000.00	\$ 4,000.00	\$ -
Insurance-members/management	\$ 11,000.00	\$ 11,000.00	\$ 11,000.00	\$ 11,000.00	\$ -
Postage	\$ 7,000.00	\$ 7,000.00	\$ 6,000.00	\$ 6,000.00	\$ -
Office supplies	\$ 4,700.00	\$ 4,700.00	\$ 3,500.00	\$ 3,500.00	\$ -
Maintenance	\$ 1,000.00	\$ 1,000.00	\$ 500.00	\$ 500.00	\$ -
Printing - Admin	\$ 11,500.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ -
Equipment, Software,Furniture	\$ 4,000.00	\$ 2,500.00	\$ 1,500.00	\$ 1,500.00	\$ -
Crop Estimate	\$ 6,500.00	\$ 6,500.00	\$ 6,500.00	\$ 6,500.00	\$ -
Misc. Admin Expense	\$ 2,000.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ -
Education Training	\$ 4,000.00	\$ 3,000.00	\$ -	\$ -	\$ -
Crisis Communication	\$ -	\$ -	\$ -	\$ -	\$ -
California Apple Commission	\$ 90,000.00	\$ 90,000.00	\$ 240,000.00	\$ 240,000.00	\$ -
Exports/Industry Studies	\$ -	\$ -	\$ -	\$ -	\$ -
Section 8e evaluation/Contingency Fund	\$ -	\$ 150,000.00	\$ 100,000.00	\$ 100,000.00	\$ -
TOTAL	\$ 401,200.00	\$ 540,400.00	\$ 457,800.00	\$ 457,800.00	\$ -

TOTAL FOR G&A = \$457,800
 Total for Exports = \$173,500

	Budget 2018	Budget 2019	Budget 2020	Budget 2021	DIFF
EXPORTS:					
Asia Logistica	\$ 15,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ -
Industry Relations	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL FOR	\$ 15,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ -

BCI	MAP &	\$ 45,000.00	\$ 45,000.00	\$ 45,000.00	\$ 45,000.00	\$ -
Misc.	TASC DOLLARS	\$ 5,000.00	\$ 2,500.00	\$ 2,000.00	\$ 2,000.00	\$ -
FAS/USADEC	FOR MATCH	\$ 3,000.00	\$ 3,000.00	\$ 3,500.00	\$ 3,500.00	\$ -
Japan		\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ -
SE Asia		\$ 10,000.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ -
China		\$ 15,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ -
Canada		\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 11,500.00	\$ 8,500
Fruit Logistica		\$ 15,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ -
Mexico		\$ 5,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ -
Management		\$ 35,000.00	\$ 35,000.00	\$ 35,000.00	\$ 35,000.00	\$ -
ATP		\$ -	\$ 8,500.00	\$ 8,500.00	\$ -	\$ (8,500)
TOTAL		\$ 186,000.00	\$ 173,500.00	\$ 173,500.00	\$ 173,500.00	\$ -

MAP DOLLARS

CANADA	\$ -	\$ 15,000.00	\$ 37,264.00	\$ 115,000.00
MEXICO	\$ -	\$ -	\$ -	\$ 120,000.00
JAPAN	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00	\$ 255,000.00
SE ASIA	\$ -	\$ -	\$ -	\$ 85,000.00
TOTAL	\$ 100,000.00	\$ 115,000.00	\$ 137,264.00	\$ 575,000.00

EMP

India	\$ -	\$ -	\$ -	\$ -
China	\$ -	\$ -	\$ -	\$ -
Mexico	\$ -	\$ -	\$ -	\$ -
Canada	\$ -	\$ -	\$ -	\$ -
TOTAL	\$ -	\$ -	\$ -	\$ -

ATP

UK	\$ -	\$ 48,000.00	\$ -	\$ -
SE ASIA	\$ -	\$ 48,000.00	\$ 119,000.00	\$ 70,000.00
TOTAL	\$ -	\$ 96,000.00	\$ 119,000.00	\$ 70,000.00
TOTAL MAP/EMP/ATP/TASC	\$ 100,000.00	\$ 211,000.00	\$ 256,264.00	\$ 645,000.00

MAP/EMP/ATP/TASC are all reimbursable dollars

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

FROM: EXECUTIVE SUBCOMMITTEE

SUBJECT: INTER-ITEM TRANSFERS OF THE EXECUTIVE BUDGET

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