



**AGENDA**  
**California Ripe Olive**  
**Full Committee Meeting**  
**January 22, 2020**  
**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 12-5-2019 Full Committee Minutes (**action item**)
  
- II. Assessment Rate Adjustment**
  
- III. Fleishman-Hillard Fee**
  
- IV. Other Business**
  
- V. Adjournment**

# CALIFORNIA OLIVE COMMITTEE

June 1, 2019 – May 31, 2021

## PRODUCERS

**DISTRICT #1** (Counties of Alpine, Tuolumne, Stanislaus, Santa Clara, Santa Cruz all counties north thereof)

<b>Members</b>	<b>Alternates</b>
Edward Garcia	Carolina Burreson
Ed Curiel	Michael Silveira
Pablo Nerey	Chris Henderson

**DISTRICT #2** (Counties of Mono, Mariposa, Merced, San Benito, Monterey, and all counties south thereof)

<b>Members</b>	<b>Alternates</b>
Vito DeLeonardis	<b>Vacant</b>
Pat V. Ricchiuti	Mark Hendrixson
Galen Pfeiffer	<b>Vacant</b>
Rick Benson	<b>Vacant</b>
Giulio Zavolta	Mark Heuer

## HANDLERS

<b>Members</b>	<b>Alternates</b>
Felix Musco	Bill McFarland
Dennis Burreson	Matt Miller
John Pieretti	Tracy Wood
Janet Edwards	Scott Hamilton
<b>Vacant</b>	Sergio Mendez
Jacob Peters	Phil Quigley
Tim T. Carter	<b>Vacant</b>
Julia Tinsley	<b>Vacant</b>



**California Olive Committee  
Full Committee Meeting Minutes  
Thursday, December 5<sup>th</sup>, 2019  
DoubleTree Hotel – Modesto, CA**

**I. CALL TO ORDER**

A meeting of the Full Committee was called to order by Mike SILVEIRA at 10:05 A.M., and the following members were present:

**Members**

Mike Silveira  
Edward Garcia  
Pablo Nerey  
Vito DeLeonardis  
Mark Hendrixson  
Galen Pfeiffer  
Pat Ricchiuti  
Chris Henderson  
Giulio Zavolta  
Felix Musco  
Dennis Burreson  
John Pieretti  
Janet Edwards  
Sergio Mendez  
Jacob Peters  
Tim T. Carter  
Julia Tinsley  
Mark Heuer  
Carolina Burreson  
Bill McFarland  
Matt Miller  
Phil Quigley  
Tracy Wood  
Scott Hamilton

**Affiliation:**

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**Others Present:**

Todd Sanders  
Elizabeth Carranza  
Lindsey Batty  
Kathie Notoro  
Pushpinder Kumar  
Shelly Kessen  
Jake Ferguson

COC  
COC  
COC  
USDA  
USDA  
FLEISHMAN HILLARD  
FLEISHMAN HILLARD



With the appropriate number of handlers in, a quorum was established.

members from producers and

**MOVED by Pat RICCHIUTI, duly seconded by Vito DELEONARDIS, and carried THAT the minutes of the 07.23.19 Full Committee meeting be approved. (12.5.19 #1)**

**II. RESEARCH SUBCOMMITTEE**

**a. Approval of 2020 Research Budget**

Each year the Research Subcommittee approves various research projects funded by the Committee. The Subcommittee recommended projects to Committee for funding. A budget of \$275,606 is based on the submitted projects and no-cost extensions (NCE).

**2020 RESEARCH PROPOSALS FOR THE CALIFORNIA OLIVE COMMITTEE**

<b>TOPIC</b>	<b>LEADERS</b>	<b>AMOUNT</b>
Combining trunk shaking and canopy shaking for a highly efficient, low cost olive harvester.	Reza Ehsani Louise Ferguson	\$92,699
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	\$23,232
Control of overwintering olive fruit fly using insect pathogenic fungi	Frank Zalom Joanna Fisher	\$17,196
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	\$10,000
Southern San Joaquin Valley Olive Fruit Fly Monitoring Project	Jim Stewart	\$6,400
Sacramento Valley Olive Fruit Monitoring Project	Ernie Simpson	\$6,500
Contingency Fund		\$50,000
Remaining Funds to be Allocated for 2019 NCE		\$27,929
Total		\$275,606

**MOVED BY Felix MUSCO, duly seconded by Vito DELEONARDIS, and unanimously carried THAT the Committee approve the 2020 Research Budget at \$225,606 without a contingency fund of \$50,000. (Motion 12.5.19 #2)**

**MOVED BY Janet EDWARDS, duly seconded by Galen PFEIFFER, and unanimously carried THAT the Committee to delegate authority to the Subcommittee to approve projects for contingency fund. (Motion 12.5.19 #3)**

**MOVED BY Pat RICCHIUTI, duly seconded by Julia TINSLEY, and unanimously carried THAT the Committee to grant authority to the Executive Director and Chairman for inter-item transfers of the Research Budget. (Motion 12.5.19 #4)**

**III. MARKETING SUBCOMMITTEE**



Each year, the Marketing Subcommittee approves a marketing plan with a contracted agency. The Subcommittee sent a request for proposals for the 2020 marketing program as required by USDA MOAD every five years. After reviewing the proposals, the Subcommittee chose to recommend to the Committee to continue with Fleishman-Hillard (FH) for the COC 2020 marketing program.

Additionally, the Committee needs to approve travel for staff, growers to various marketing events, association fees, and partnerships. These items total of \$73,500.

- |                                  |   |          |
|----------------------------------|---|----------|
| 1) Education and Partnerships    | - | \$73,500 |
| a. Alliance for Food and Farming |   |          |
| b. CA Grown                      |   |          |
| c. Partnerships                  |   |          |
| d. Travel                        |   |          |
| e. Olive Day                     |   |          |
| f. Trade Show PMA                |   |          |
| g. Crisis Communication          |   |          |
| h. Ag in the Classroom           |   |          |

At this time, the COC Full Committee decided to NOT pursue a contract with Fleishman-Hillard or any marketing firm for 2020. The Committee has decided to allocate funds for the COC inter-office marketing, and a contingency fund for website maintenance, crisis communications, and any other funds.

**MOVED BY Felix MUSCO, duly seconded by Janet EDWARDS, and unanimously carried THAT the Committee adopt the Marketing Budget of \$123,500 with \$50,000 of the funds being allocated into a contingency fund for FY 2020. (Motion 12.5.19 #5)**

**MOVED BY Ed CURIEL, 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, for Inter-Item transfer fund. (Motion 12.5.19 #6)**

#### IV. INSPECTION SUBCOMMITTEE

Last year, the Committee did not allocate additional dollars for inspection as electronic reporting and optical sizing projects were carried over from previous years. With the systems in place, the industry is seeing success in both the reporting and optical sizing. Adjustments and maintenance will be performed as 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 2020 FY, below are the following expenditures for the COC Inspection program.

- |           |   |         |
|-----------|---|---------|
| 1. Travel | - | \$3,000 |
|-----------|---|---------|



- 2. OERS Maintenance - \$40,000  
(Olive Electronic Reporting System)
- 3. Optical Sizer (misc. as needed) - \$7,000
- 4. CA Grown Inspection - \$5,000

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

<i>FISCAL YEAR</i>	<i>2020 (Proposed)</i>	<i>2019</i>	<i>2018</i>	<i>2017</i>	<i>2016</i>
<i>Budget</i>	\$ 50,000	\$ 58,000	\$ 77,000	\$ 98,000	\$ 102,000
<i>CA Grown*</i>	\$ 5,000	\$ -	\$ -	\$ -	\$ -
<i>Differ</i>	\$ (8,000)	\$ (19,000)	\$ (21,000)	\$ (4,000)	\$ 102,000

\*Contingent on the approval of the CA Grown marketing partnership.

**MOVED BY Dennis BURRESON, duly seconded by John PIERETTI, and unanimously carried THAT the Committee adopt the Inspection Budget of \$55,000 for FY 2020. (Motion 12.5.19 #7)**

**MOVED BY Janet EDWARDS, duly seconded by Dennis BURRESON, 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 12.5.18 #8)**

**V. EXECUTIVE SUBCOMMITTEE**

The following is the General Administration Budget and Export Budget for the California Olive Committee.

COC 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>Sec. 8e Evaluation</i>	\$ -	\$ 150,000	\$ -	\$ -	\$ -
<i>\$ Change</i>	\$ (150,000)	\$ 150,000	\$ -	\$ -	\$ -
<i>Exports</i>	\$ 173,500	\$ 173,500	\$ 186,000	\$ 121,000	\$ 85,000
<i>\$ Change</i>	-	\$ (12,500)	\$ 70,000	\$ 36,000	\$ 13,000



**RIPE OLIVES**

ENJOYED BY FAMILIES EVERYWHERE

<i>MAP/EMP/ATP</i>	\$ 694,000*	\$ 211,000	\$ 100,000	\$ 236,000	\$ -
<i>\$ Change</i>	\$ 483,000	\$ 111,000	\$ 14,000	\$ 236,000	\$ -

\*The 2020 MAP/EMP/ATP amount reflects the funds applied for. This figure will be updated once we receive our allocation.

**MOVED BY Felix MUSCO, duly seconded by Tim CARTER, and unanimously carried THAT the Committee adopt the General Administration of \$357,800 with \$173,500 for exports and \$100,000 as a contingency fund to be used for CA Grown marketing partnerships and any additional research and/or marketing funds totaling \$631,00 2020 FY Budget. (Motion 12.5.19 #9)**

**MOVED BY Julia TINSLEY duly seconded by Vito DELEONARDIS, 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 12.5.19 #10)**

**VI. REVIEW OF FISCAL BUDGET 2020**

The following is the proposed total 2020 FY Budget.

**TOTAL 2020 BUDGET**

BUDGETS	MARKETING	RESEARCH	INSPECTION	EXECUTIVE	TOTAL
2020	\$123,500	\$225,606	\$55,000	\$631,300	\$1,035,406

**HISTORIC BUDGET, TONNAGE, & ASSESSMENT COMPARISON**

FISCAL YEAR	2020 (Proposed)	2019	2018	2017	2016
<b>Budget</b>	\$1,035,406	\$ 1,628,923	\$ 1,795,477	\$ 1,752,366	\$ 1,525,415
<b>\$ Change</b>	\$ (593,517)	\$ (166,554)	\$ 43,111	\$ 226,951	\$ 228,684
<b>Tonnage</b>	81,689	17,953	90,188	63,000	77,977
<b>Assessment Rate</b>	\$24.00	\$ 44	\$ 24	\$ 26	\$ 26

**MOVED BY Pat RICCHIUTI, duly seconded by Dennis BURRESON, and unanimously carried THAT the Committee adopt the \$1,035,406 2020 FY Budget. (Motion 12.5.19 #11)**

**MOVED BY Felix MUSCO, duly seconded by Edward GARCIA, and unanimously carried THAT the assessment rate be set at \$24.00 per ton. (Motion 12.5.19 #12)**



**MOVED BY Janet EDWARDS, duly seconded by Giulio ZAVOLTA, and with a majority vote of 10 to 5 THAT the COC amend marketing order section 932.159 to reflect CA ripe olive handler membership on the Committee to be proportionate to the intake of the weight of CA ripe olives received during the crop year of and the crop year preceding each year in which elections are held. Additionally, under the current unique circumstances in the CA ripe olive industry at this time, the Committee also moves to request that USDA issue an Immediate Final Rule (IFR) on this revision request to the Federal Marketing Order. (Motion 12.5.19 #13)**

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Date: December 5, 2019

Lindsey Batty, California Olive Committee

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

**FROM:** CALIFORNIA OLIVE COMMITTEE

**SUBJECT:** 2020 ASSESSMENT RATE

**RECOMMENDATION:** THAT the Committee revise the 2020 Assessment Rate.

**BACKGROUND:** The following is the current 2020 Assessment Rate.

**HISTORIC BUDGET, TONNAGE, & ASSESSMENT COMPARISON**

<i>FISCAL YEAR</i>	<i>2020</i>	<i>2019</i>	<i>2018</i>	<i>2017</i>	<i>2016</i>
<b>Budget</b>	\$1,035,406	\$ 1,628,923	\$ 1,795,477	\$ 1,752,366	\$ 1,525,415
<b>\$ Change</b>	\$ (593,517)	\$ (166,554)	\$ 43,111	\$ 226,951	\$ 228,684
<b>Tonnage</b>	81,689	17,953	90,188	63,000	77,977
<b>Assessment Rate</b>	\$ 24	\$ 44	\$ 24	\$ 26	\$ 26

**FISCAL IMPACT:** \$24.00 per ton for FY 2020

<i>2020</i>	
<b>Budget</b>	\$1,035,406
<b>\$ Change</b>	(\$593,517)
<b>Tonnage</b>	81,689
<b>Assessment Rate</b>	

\*\*\*\*\* **INFORMATION** \*\*\*\*\*

**FROM:**       MARKETING SUBCOMMITTEE

**SUBJECT:**   FLEISHMAN-HILLARD FEE

**BACKGROUND:**   Following Fleishman Hillard's (FH) proposal for the 2020 Marketing program, the COC Full Committee decided to not move forward with FH or any marketing firm. After informing FH of this decision, FH billed the COC for its time spent on the proposal. Please see the below correspondence for information.

Todd,

I hope you are doing well and are getting set to enjoy the holidays with friends and family. I know it has been quite a year.

Since we haven't heard any news otherwise, we are assuming the recent board decision to not proceed with a 2020 marketing program stands. Obviously, this is incredibly disappointing for all involved – yourself included, I'm sure. That said, we will start the process of transitioning relevant details to your team, i.e. social media access passwords, contact info for the web agency, etc.

We will also start the accounting wrap-up process with a December invoice that will close out our 2019 activity, while including a \$25,000 charge for the time we invested in the 2020 program development process. Aside from the December invoice, we will have one final invoice in January that will simply cover any lingering expenses or light transition activities. It will not be a significant amount, but we want to flag for your accounting purposes.

Of course, we would welcome the opportunity to work with you and your team in the future whether it's providing crisis communication support or addressing any other needs the industry might face. We care deeply about the California Ripe Olive industry and the growers and their families. We have appreciated the partnership this past decade and would love to resume it if and when the opportunity arises.

I hope you will stay in touch and please swing by any time you are in Sacramento.

Thanks again,  
Dan

Dan Barber  
Senior Partner & General Manager| Sacramento