



**California Olive Committee
Full Committee Meeting Minutes
Tuesday, December 8th, 2020
ZOOM/Conference Call**

I. CALL TO ORDER

A meeting of the Full Committee was called to order by Mike SILVEIRA at 8:30 A.M., and the following members were present:

Members

Edward Garcia*
 Michael Silveira*
 Vito DeLeonardis*
 Pat V. Ricchiuti*
 Galen Pfeiffer*
 Rick Benson*
 Mark Heuer*
 Felix Musco*
 Dennis Burreson*
 John Pierretti*
 Janet Edwards*
 Jacob Peters*
 Tim T. Carter*
 Julia Tinsley*
 Carolina Burreson
 Giulio Zavolta
 Mark Hendrixson
 Bill McFarland
 Matt Miller
 Tracy Wood
 Scott Hamilton
 Sergio Mendez
 Phil Quigley

Affiliation:

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Others Present:

Todd Sanders	COC
Elizabeth Carranza	COC
Elise Oliver	COC
Janette Ramos	COC
Kathie Notoro	USDA
Terry Vawter	USDA
Lindsay Mitchell	USDA

*Denotes voting members for the Committee.

With the appropriate number of members from producers and handlers in, a quorum was established.



MOVED by Pat RICCHIUTI, duly seconded by Vito DELEONARDIS, and carried THAT the minutes of the 7.21.20 Full Committee meeting be approved. (12.8.20 #1)

II. RESEARCH SUBCOMMITTEE

a. Review of 2020 Projects

2020 Research Projects are almost completed. The COC is waiting for Final Invoices along with Final Reports which are due by December 31, 2020. Final Reports will be posted on the COC website and published in the next Annual Report. Two researchers requested No-Cost Extensions for their 2020 research until June 30, 2021.

Researcher	Project	Amount	Finalized MOU	Paid thus far	% Paid	No Cost Extension
Reza Ehsani Louise Ferguson	Combining trunk shaking and canopy shaking for a highly efficient, low cost olive harvester.	\$92,699	2/1/2019	\$ 55,619.40	60%	
Debra Keenan	Evaluation of new chemistries to control Olive Fruit Fly	\$25,000	2/2/2019	\$ 15,000.00	60%	
Carol Lovatt Elizabeth Fichtner	Managing Alternate Bearing in Olive with PGRs and Pruning	\$23,232	2/14/2020	\$ 13,939.20	60%	6/30/2021
Frank Zalom Joanna Fisher	Control of overwintering olive fruit fly using insect pathogenic fungi	\$17,196	2/14/2020	\$ 10,317.60	60%	6/30/2021
J. E. Adaskaveg	Epidemiology and management of olive knot caused by Pseudomonas savastanoi pv.savastanoi	\$16,650	2/5/2019	\$ 9,990.00	60%	
J. E. Adaskaveg	Management of foliar diseases of olive (peacock spot)	\$10,000	2/6/2019	\$ 6,000.00	60%	
Jim Stewart	Southern San Joaquin Valley Olive Fruit Fly Monitoring Project	\$6,400	2/7/2019	\$ 6,400	100%	
Ernie Simpson	Sacramento Valley Olive Fruit Monitoring Project	\$6,500	2/8/2019	\$ 6,500	100%	
	Total	\$ 197,677.00		\$123,766.20		

b. 2021 Research Projects Proposals

Each year the Research Subcommittee approves various research projects funded by the Committee. The Subcommittee recommended projects to the Committee for funding. A budget of \$334,531.62 is based on the submitted projects, no-cost extensions (NCE), and a contingency fund.



2021 RESEARCH PROPOSALS FOR THE CALIFORNIA OLIVE COMMITTEE

TOPIC	LEADERS	AMOUNT
Timing Ethylene Applications as a Function of Heat Unit Accumulation	Louise Ferguson Giulia Marino	\$24,470
Managing Alternate Bearing in Olives with PGRs and Pruning	Carol Lovatt Elizabeth Fichtner	\$27,230
Combining Trunk Shaking and Canopy Shaking for a Highly Efficient, Low-Cost Olive Harvester-Part 2	Reza Ehsani Louise Ferguson	\$69,997
Precise Water Management Strategies for Table Olive Orchards in California	Giulia Marino Louise Ferguson	\$54,303.42
Epidemiology and management of olive knot caused by <i>Pseudomonas savastanoi</i> pv. <i>savastanoi</i>	J. E. Adaskaveg	\$31,650
Management of foliar diseases of olive (peacock spot)	J. E. Adaskaveg	\$10,000
Characterization of Olive Fruit Abscission Zone in Response to Ethylene Applications and as a Function of Developmental Stage	Georgia Drakakaki	\$64,260
Southern San Joaquin Valley Olive Fruit Fly Monitoring Project	Jim Stewart	\$9,950
Sacramento Valley Olive Fruit Monitoring Project	Ernie Simpson	\$6,500
Contingency Fund		\$20,000
Remaining Funds to be Allocated for 2020 NCE		\$16,171.20
Total		\$334,531.62

After discussing the presented proposals, the Committee approved all projects except Dr. Reza Ehsani’s project, *Combining Trunk Shaking and Canopy Shaking for a Highly Efficient, Low-Cost Olive Harvester-Part 2*. The Full Committee would like to see a new proposal from Dr. Ehsani outlining a project pertaining to a canopy and trunk shaker that is better suited for mature trees. Once proposal is received, the Research Subcommittee will hold a meeting to discuss and decide whether to fund Dr. Ehsani’s project.

c. Approval of 2021 Research Budget

MOVED BY Mike SILVEIRA, duly seconded by Pat RICCHIUTI, and unanimously carried THAT the Committee approve a 2021 Research Budget at \$244,534.62 with a contingency fund of \$89,997. (Motion 12.8.20 #2)

d. Delegation of Authority from the Committee to the Subcommittee Chairman and Executive Director to approve the contingency fund.

MOVED BY Pat RICCHIUTI, duly seconded by Vito DELEONARDIS, and unanimously carried THAT the Committee to delegate authority to the Subcommittee Chairman and Executive Director to approve projects for contingency fund. (Motion 12.8.20 #3)

e. Delegation of Authority from the Committee to the Executive Director with the oversight by the Chairman for inter-item transfers of the research budget.



MOVED BY Vito DELEONARDIS, 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 12.8.20 #4)

III. MARKETING SUBCOMMITTEE

a. Review of 2020 Marketing Program

Program Supervisor, Elise Oliver, provided a brief presentation on the 2020 Marketing Programs that have taken place thus far. The COC has been focusing on social media and digital marketing activities to grow existing Cal Ripe Olive social platforms.

b. Presentation of 2021 Marketing Program & Budget

COC staff presented to the subcommittee an internal marketing program that includes travel COC staff, association fees, and partnerships and international program research. The Subcommittee recommends the Full Committee approve an internal marketing budget totaling \$88,000.

- 1) Internal Marketing Programs - **\$88,000**
 - a. Alliance for Food and Farming
 - b. CA Grown
 - c. Partnerships
 - d. Travel
 - e. Olive Day
 - f. Trade Show PMA
 - g. Crisis Communication
 - h. Social Media Promotions
 - i. Website Maintenance

In addition to the internal marketing program, COC staff collected and presented to the Subcommittee various external marketing program proposals. After reviewing and discussing the presented proposals for 2021, the Subcommittee recommends the Full Committee approve an external marketing budget totaling \$150,000.

- 2) External Marketing Programs - **\$150,000**
 - a. The Feast Kings - \$25,000
 - b. Contingency Fund - \$125,000

<i>FISCAL YEAR</i>	<i>2021 (Proposed)</i>	<i>2020</i>	<i>2019</i>	<i>2018</i>	<i>2017</i>
<i>MARKETING</i>	\$238,000	\$123,500	\$513,500	\$973,500	\$823,500
<i>Differ</i>	\$114,500	(\$390,000)	(\$460,000)	\$150,000	\$95,700



c. Approval of 2021 Plan & Budget

MOVED BY Felix MUSCO, duly seconded by Rick BENSON, and unanimously carried THAT the Committee adopt the Marketing Budget of \$238,000 with \$125,000 of the funds being allocated into a contingency fund for FY 2021. (Motion 12.8.20 #5)

d. Delegation of Authority from the Committee to the Subcommittee Chairman and Executive Director to approve the contingency fund.

MOVED BY Rick BENSON, duly seconded by Mike SILVEIRA, and unanimously carried THAT the Committee to delegate authority to the Subcommittee Chairman and Executive Director to approve projects for contingency fund. (Motion 12.8.20 #6)

e. Delegation of Authority from the Committee to the Executive Director with oversight by the Chairman for inter-item transfers of the marketing budget.

MOVED BY Pat RICCHIUTI, duly seconded by Galen PFEIFFER, and unanimously carried THAT the Committee to grant authority to the Executive Director and Chairman for inter-item transfers of the Research Budget. (Motion 12.8.20 #7)

IV. INSPECTION SUBCOMMITTEE

a. Review of 2020

Inspection Subcommittee Chairwoman Julia Tinsley provided a brief report on the 2020 crop year. Everything ran smoothly this year with the COC Cal Olive Inspection System. There were no major changes made to the Inspection Site. The Final Weekly Report showed a total tonnage of 23,192.73 for the 2020 season.

b. Approval of 2021 Inspection Budget

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 2021 FY, the following items are expenditures for the Inspection program:

1. Travel	-	\$3,000
2. OERS Maintenance	-	\$25,000
3. Optical Sizer (misc. as needed)	-	\$15,000
4. CA Grown Inspection	-	\$5,000



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

<i>FISCAL YEAR</i>	<i>2021 (Proposed)</i>	<i>2020</i>	<i>2019</i>	<i>2018</i>	<i>2017</i>
<i>INSPECT</i>	\$ 48,000	\$ 55,000	\$ 58,000	\$ 77,000	\$ 98,000
<i>Differ</i>	\$ (7,000)	\$ (8,000)	\$ (19,000)	\$ (21,000)	\$ (4,000)

MOVED BY Mike SILVEIRA, duly seconded by Rick BENSON, and unanimously carried THAT the Committee adopt the Inspection Budget of \$48,000 for FY 2021. (Motion 12.8.20 #8)

- c. **Delegation of Authority from the Committee to the Executive Director with oversight by the Chairman for inter-item transfers of the inspection budget**

MOVED BY Galen PFEIFFER, 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 Inter-Item transfers of the Inspection Subcommittee Budget. (Motion 12.8.20 #9)

V. EXECUTIVE SUBCOMMITTEE

- a. **Review of 2020 Export Program**

Elizabeth Carranza provided a brief report on 2020 export program activities and how the COC has adapted despite COVID-19 limiting in-store promotions. For a breakdown of activities for each specific market, please refer to packet pages 91-101.

- b. **Approval of 2021 Administrative Budget**

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 Subcommittee Budgets:

<i>FISCAL YEAR</i>	<i>2021 (proposed)</i>	<i>2020</i>	<i>2019</i>	<i>2018</i>	<i>2017</i>	<i>2016</i>
<i>ADMIN</i>	\$357,800	\$457,800	\$ 390,400	\$ 401,200	\$ 392,100	\$ 399,800
<i>\$ Change</i>	(\$100,000)	\$67,400	\$ (10,800)	\$ 9,100	\$ (7,700)	\$ 6,300
<i>Sec. 8e Evaluation</i>	\$ -	\$100,000	\$ 150,000	\$ -	\$ -	\$ -
<i>\$ Change</i>	(\$100,000)	(\$50,000)	\$ 150,000	\$ -	\$ -	\$ -
<i>Exports</i>	\$173,500	\$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>	\$645,000	\$256,264	\$ 211,000	\$ 100,000	\$ 236,000	\$ -
<i>\$ Change</i>	\$388,736	\$45,264	\$ 111,000	\$ 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.**



MOVED BY Julia TINSLEY, duly seconded by Dennis BURRESON, and unanimously carried THAT the Committee adopt the General Administration of \$357,800 with \$173,500 for exports totaling \$531,300 for the 2021 FY Budget. (Motion 12.8.20 #10)

- c. Delegation of Authority from the Committee to the Executive Director with oversight by the Chairman for inter-item transfers of the administrative budget**

MOVED BY Julia TINSLEY duly seconded by Pat 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 transfers of the administrative budget. (Motion 12.8.20 #11)

- d. Approval of Updated COC Travel Policy**

Following our 2020 USDA Compliance Review, the recommendation was made by USDA to update our travel policy to include specific provisions addressing accommodation, entertainment, and expenses for family members.

MOVED BY Julia TINSLEY duly seconded by Pat RICCHIUTI, and unanimously carried THAT by the Committee to approve the updated COC Travel Policy. (Motion 12.8.20 #11)

- e. 2021 COC Elections Update**

Elise Oliver provided a 2021 Elections timeline seen below:

- 1) January: COC staff will send out an election newsletter to all COC members.
- 2) February: Two nomination meetings are held for District 1 and District 2. Ballots will be sent out following the nomination meetings. Dates for Nomination Meetings are TBD. Meetings will be held over Zoom.
- 3) March: Ballots are due back to COC.
- 4) April: COC will count all ballots with USDA.

VI. REVIEW OF FISCAL BUDGET 2021

- a. Approval 2021 Fiscal Budget**

The following is the proposed total 2021 Budget.

TOTAL 2021 BUDGET

BUDGETS	MARKETING	RESEARCH	INSPECTION	EXECUTIVE	TOTAL
2021	\$238,000	\$334,531.62	\$48,000	\$531,300	\$1,151,831.62

MOVED BY Pat RICCHIUTI, duly seconded by Rick BENSON, and unanimously carried THAT the Committee adopt the \$1,151,831.62 2021 FY Budget. (Motion 12.8.20 #12)



b. Approval 2021 Assessment Rate

HISTORIC BUDGET, TONNAGE & ASSESSMENT COMPARISON

<i>FISCAL YEAR</i>	<i>2021 (Proposed)</i>	<i>2020</i>	<i>2019</i>	<i>2018</i>	<i>2017</i>
Budget	\$1,151,831.62	\$1,035,406	\$1,628,923	\$1,795,477	\$1,752,366
\$ Change	\$116,425.62	\$593,517	\$(166,554)	\$43,111	\$226,951
Tonnage	22,204.66	81,689	17,953	90,188	63,000
Assessment Rate	\$30	\$15	\$44	\$24	\$26

MOVED BY Mark HEUER, duly seconded by Julia TINSLEY, and unanimously carried THAT the assessment rate be set at \$30.00 per ton. (Motion 12.8.20 #13)

VII. OTHER BUSINESS

- a. Lindsay Mitchell with USDA provided some recommendations regarding changing the language of certain inspection requirements in the California Olive Committee Marketing Order. USDA recommended that the Marketing Order state “salt meter” rather than “salometer.” USDA can draft a 10 points of justification to justify this change if this is something the industry decides it wants. An Inspection Subcommittee meeting will be held prior to the July COC Full Committee meeting to decide on this recommendation.

VIII. ADJOURNMENT

The meeting was adjourned by Chairman Mike Silveira at 9:56 a.m.



Summary of Motions for December 8, 2020

Motion 12.8.20 #1

APPROVED

MOVED by Pat RICCHIUTI, duly seconded by Vito DELEONARDIS, and carried THAT the minutes of the 7.21.20 Full Committee meeting be approved. (Motion 12.8.20 #1)

Motion 12.8.20 #2

APPROVED

MOVED BY Mike SILVEIRA, duly seconded by Pat RICCHIUTI, and unanimously carried THAT the Committee approve a 2021 Research Budget at \$244,534.62 with a contingency fund of \$89,997. (Motion 12.8.20 #2)

Motion 12.8.20 #3

APPROVED

MOVED BY Pat RICCHIUTI, duly seconded by Vito DELEONARDIS, and unanimously carried THAT the Committee to delegate authority to the Subcommittee Chairman and Executive Director to approve projects for contingency fund. (Motion 12.8.20 #3)

Motion 12.8.20 #4

APPROVED

MOVED BY Pat RICCHIUTI, duly seconded by Galen PFEIFFER, and unanimously carried THAT the Committee to grant authority to the Executive Director and Chairman for inter-item transfers of the Research Budget. (Motion 12.8.20 #4)

Motion 12.8.20 #5

APPROVED

MOVED BY Felix MUSCO, duly seconded by Rick BENSON, and unanimously carried THAT the Committee adopt the Marketing Budget of \$238,000 with \$125,000 of the funds being allocated into a contingency fund for FY 2021. (Motion 12.8.20 #5)

Motion 12.8.20 #6

APPROVED

MOVED BY Rick BENSON, duly seconded by Mike SILVEIRA, and unanimously carried THAT the Committee to delegate authority to the Subcommittee Chairman and Executive Director to approve projects for contingency fund. (Motion 12.8.20 #6)

Motion 12.8.20 #7

APPROVED

MOVED BY Pat RICCHIUTI, duly seconded by Galen PFEIFFER, and unanimously carried THAT the Committee to grant authority to the Executive Director and Chairman for inter-item transfers of the Research Budget. (Motion 12.8.20 #7)



Motion 12.8.20 #8

APPROVED

MOVED BY Mike SILVEIRA, duly seconded by Rick BENSON, and unanimously carried THAT the Committee adopt the Inspection Budget of \$48,000 for FY 2021. (Motion 12.8.20 #8)

Motion 12.8.20 #9

APPROVED

MOVED BY Galen PFEIFFER, 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 Inter-Item transfers of the Executive Committee Budget. (Motion 12.8.20 #9)

Motion 12.8.20 #10

APPROVED

MOVED BY Julia TINSLEY, duly seconded by Dennis BURRESON, and unanimously carried THAT the Committee adopt the General Administration of \$357,800 with \$173,500 for exports and totaling \$531,300 for the 2021 FY Budget. (Motion 12.8.20 #10)

Motion 12.8.20 #11

APPROVED

MOVED BY Julia TINSLEY duly seconded by Pat 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 transfers of the administrative budget. (Motion 12.8.20 #11)

Motion 12.8.20 #12

APPROVED

MOVED BY Pat RICCHIUTI, duly seconded by Rick BENSON, and unanimously carried THAT the Committee adopt the \$1,151,831.62 2021 FY Budget. (Motion 12.8.20 #12)

Motion 12.8.20 #13

APPROVED

MOVED BY Mark HEUER, duly seconded by Julia TINSLEY, and unanimously carried THAT the assessment rate be set at \$30.00 per ton. (Motion 12.8.20 #13)