



**California Olive Committee  
Full Committee Meeting Minutes  
Tuesday, July 21<sup>st</sup>, 2020  
10:00 AM  
Zoom/Conference Call**

**I. CALL TO ORDER**

A meeting of the Full Committee was called to order by Mike SILVEIRA at 10:00 A.M., and the following members were present:

**Members**

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

**Affiliation:**

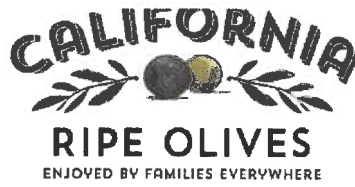
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**Others Present:**

Todd Sanders  
Elizabeth Carranza  
Elise Oliver  
Kathie Notoro  
Max Leung  
Michael Harutinian  
Gary Keough

COC  
COC  
COC  
USDA  
SAMPSON & SAMPSON  
USDA  
NASS

\*Denotes voting members for the Committee.



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

**MOVED by Julia TINSLEY, duly seconded by Vito DELEONARDIS, and carried THAT the minutes of the 1.22.20 Full Committee meeting be approved. (Motion 7.21.20 #1)**

## **II. Executive Subcommittee**

### **a. Sampson and Sampson 2019 Audit Review**

A representative from Sampson & Sampson has completed the California Olive Committee's 2018 fiscal audit. Max LEUNG, from Sampson & Sampson reviewed the audit to the Committee.

**MOVED BY Julia TINSLEY, duly seconded by Pat RICCHIUTI, and unanimously carried THAT the Committee approve the 2019 FY audit. (Motion 7.21.20 #2)**

### **b. Approval of Sampson and Sampson for 2020 COC Audit**

**MOVED BY Pat RICCHIUTI, duly seconded by Julia TINSLEY, and unanimously carried THAT the Committee approve the use of Sampson & Sampson to perform the 2020 COC audit. (Motion 7.21.20 #3)**

### **c. 2019-2020 Crop Year Marketing Policy Statement**

Each year, the California Olive Committee (COC) must approve the Marketing Policy Statement. The Marketing Policy Statement (MPS) is an annual analysis of the industry that is used by the U.S. Department of Agriculture (USDA) to determine the effectiveness of the Federal Marketing Olive Order 932 and its relationship to the requirement established by the Agricultural Marketing Agreement Act.

**MOVED BY Giulio ZAVOLTA, duly seconded by Rick BENSON, and unanimously carried THAT the Full Committee approve 2019-2020 amended Marketing Policy Statement. (Motion 7.21.20 #4)**

### **d. E-compliance Plan and Annual Compliance Plan**

Every year the California Olive Committee must approve the Annual Compliance Plan (ACP). The ACP describes compliance strategies, resources and activities for the current year. USDA requires that this program be established in order for the industry to comply with the Order and regulations. Additionally, the ACP must be in place to provide the COC the procedures needed should violations be brought forward before the Committee.



In 2010 USDA required the Committee to file an E-Compliance Plan. The E-compliance plan is a USDA template staff completes for the Committee. By 2011 USDA requested the Committee to approve both the completed E-Compliance Plan and ACP Plan. Although both plans are similar and duplicative, USDA has stated that both plans have to be brought before the Committee for approval.

**MOVED by Rick BENSON, duly seconded by Julia TINSLEY, and unanimously carried THAT the Committee approve the 2020-2021 amended Annual Compliance Plan and E-Compliance Plan. (Motion 7.21.20 #5)**

**e. Export Program Update**

Elizabeth CARRANZA discussed export programs happening in Japan, Southeast Asia, and Canada. Unfortunately, COVID-19 has halted in-store sampling and retail promotions. Elizabeth noted that USDA is allowing MAP funding to roll over to the next year due to COVID-19.

**f. COVID-19 Update**

Over the past several months, the COC staff have been compiling and distributing weekly updates regarding the ongoing COVID-19 situation. Additionally, the COC has been actively involved in daily conference calls with the Governor of California's office in order to remain updated on any time sensitive developments including: significant updates to the number of confirmed cases per county, updated guidance, outbreaks at other agricultural operations, labor issues, potential upcoming legislation, and other resources available to the industry.

**III. Inspection Subcommittee**

**a. Incoming and Outgoing 2020-2021 Inspection Charts**

Each year the United States Department of Agriculture (USDA) provides the industry with an update on import inspection and inspection fees. Michael HARUTINIAN from USDA provided information on the 2020-2021 import inspection and inspection fees. Additionally, a report on imported olives was also provided.

**MOVED BY Julia TINSLEY, duly seconded by Giulio ZAVOLTA, and unanimously carried THAT the Committee adopt the 2020-2021 Incoming & Outgoing Inspection Requirements. (Motion 7.21.20 #6)**

**IV. Marketing Subcommittee**

**a. Update on 2020 Marketing Activities**

In May 2020, the Marketing Subcommittee approved Poppy Social Media to train the COC team on marketing strategies so COC staff can begin to effectively manage social media and marketing efforts in house. Elise OLIVER discussed the main points from the training as well as how the COC team plans to move forward with managing California Ripe Olive social media platforms.



## V. Review of Crop Estimates

### a. NASS 2020 Estimate Forecast

Gary KEOUGH from USDA National Agricultural Statistics Service (NASS) provided the COC with the 2019 Crop Report in preparation of the 2020 Crop Forecast that will be released on August 12, 2020.

### b. 2020 Industry Crop Estimates

The COC Full Committee members each presented their individual 2020 Crop Estimate based on tonnage. After each member presented their number to the Chairman, the average of those numbers was taken to determine a 2020 Crop Estimate. The Crop Estimate for 2020 was determined to be 24,500 tons.

**MOVED BY Giulio ZAVOLTA, duly seconded by Carolina BURRESON, and unanimously carried THAT the COC approve the 2020 Crop Estimate of 24,500 tons. (Motion 7.21.20 #7)**

## VI. Research Subcommittee

### a. 2019 Final Research Reports

Elise OLIVER let the Full Committee know that three 2019 No Cost Extension Final Reports were turned into the COC and that they would be emailed out to everyone after the meeting.

### b. Review and Update on 2020 projects

Elise OLIVER let the Full Committee know that the COC has received the initial invoices of 20 percent for all approved 2020 research projects and that interim reports are expected on October 15<sup>th</sup>. Elise also read the 2021 research priorities set by the Research Subcommittee on July 21, 2020.

### List of Priorities:

- Mechanical Harvesting for high density orchards and existing orchards
- Mechanical harvesting transition
- Cost study to determine which trees are convertible for trunk shaking
- Loosening Agents
- Management of black scale
- Management of olive knot
- Canopy Management
- Olive Fruit Fly Trapping
- Evaluation of drone technology and satellite imagery to measure canopy density and yields
- DNA Study

## VII. Other Business

- a. The Handler Reallocation Decision by USDA was discussed
- b. Potential reorganization of Producer and Processor Membership was also discussed and will be revisited in the future.



**VIII. Closed Session**

There was no closed session.

**IX. Adjournment**

- a. Chairman Mike SILVEIRA adjourned the meeting at 11:19 am.

*Elise Oliver*

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Date: July 28, 2020

Elise Oliver, California Olive Committee



**Summary of Motions for July 21, 2020**

**Motion 7.21.20 #1                      APPROVED**

**MOVED by Julia TINSLEY, duly seconded by Vito DELEONARDIS, and carried THAT the minutes of the 1.22.20 Full Committee meeting be approved.**

**Motion 7.21.20 #2                      APPROVED**

**MOVED BY Julia TINSLEY, duly seconded by Pat RICCHIUTI, and unanimously carried THAT the Committee approve the 2019 FY audit.**

**Motion 7.21.20 #3                      APPROVED**

**MOVED BY Pat RICCHIUTI, duly seconded by Julia TINSLEY, and unanimously carried THAT the Committee approve the use of Sampson & Sampson to perform the 2020 COC audit.**

**Motion 7.21.20 #4                      APPROVED**

**MOVED BY Giulio ZAVOLTA, duly seconded by Rick BENSON, and unanimously carried THAT the Full Committee approve 2019-2020 amended Marketing Policy Statement.**

**Motion 7.21.20 #5                      APPROVED**

**MOVED by Rick BENSON, duly seconded by Julia TINSLEY, and unanimously carried THAT the Committee approve the 2020-2021 amended Annual Compliance Plan and E-Compliance Plan.**

**Motion 7.21.20 #6                      APPROVED**

**MOVED BY Julia TINSLEY, duly seconded by Giulio ZAVOLTA, and unanimously carried THAT the Committee adopt the 2020-2021 Incoming & Outgoing Inspection Requirements.**

**Motion 7.21.20 #7                      APPROVED**

**MOVED BY Giulio ZAVOLTA, duly seconded by Carolina BURRESON, and unanimously carried THAT the COC approve the 2020 Crop Estimate of 24,500 tons.**