



**California Olive Committee
Full Committee Meeting Minutes
Tuesday, July 23rd, 2019
DoubleTree Hotel – Modesto, CA**

I. CALL TO ORDER

A meeting of the Full Committee was called to order by Mike SILVEIRA at 10:58 A.M., and the following members were present:

Members

Mike Silveira*
Edward Garcia*
Pablo Nerey*
Vito DeLeonardis*
Mark Hendrixson*
Galen Pfeiffer*
Rick Benson*
Giulio Zavolta*
Felix Musco*
Dennis Burreson*
John Pierretti*
Janet Edwards*
Sergio Mendez*
Jacob Peters*
Tim T. Carter*
Julia Tinsley*
Mark Heuer
Carolina Burreson
Bill McFarland
Matt Miller
Phil Quigley

Affiliation:

PRODUCER
PRODUCER
PRODUCER
PRODUCER
PRODUCER
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Others Present:

Todd Sanders
Elizabeth Carranza
Lindsey Batty
Janette Ramos
Nicole Helms
Kathie Notoro
Terry Vawter
Ryan Wilson
Michael Harutinian
Daniel Casaras
Allison Gregg

COC
COC
COC
COC
COC
USDA
USDA
USDA
USDA
USDA
USDA
SAMPSON & SAMPSON



RIPE OLIVES
ENJOYED BY FAMILIES EVERYWHERE

Shelly Kessen
Dan Barber
Jake Ferguson

FLEISHMAN HILLARD
FLEISHMAN HILLARD
FLEISHMAN HILLARD

*Denotes voting members for the Committee.

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

MOVED by Felix MUSCO, duly seconded by Pablo NEREY, and carried THAT the minutes of the 12.11.18 Full Committee meeting be approved. (7.23.19 #1)

II. Installation of 2019-2021 Committee

a. Nomination of Open Member Positions

The COC has 5 Alternate Member positions open for the COC Full Committee, 3 producer member positions and 2 handler member positions. In the past, the COC has nominated members to the open positions, and the Full Committee voted to appoint them. However, USDA did not allow the COC to conduct these proceedings.

b. Election of Officers

i. Chairman

MOVED by Dennis BURRESON, duly seconded by Felix MUSCO, and unanimously carried THAT Mike Silveira be nominated as Chairman. (Motion 7.23.19 #2)

ii. Vice-Chairman

MOVED by Vito DeLeonardis, duly seconded by Mark HENDRIXSON, and unanimously carried THAT Dennis Burreson be nominated as Vice-Chairman. (Motion 7.23.19 #3)

iii. Secretary/Treasurer

MOVED by Felix MUSCO, duly seconded by Vito DeLeonardis, and unanimously carried THAT Tim Carter be nominated as Secretary/Treasurer. (Motion 7.23.19 #4)

iv. Approval to empower the Chairman to appoint from its members and alternates to such subcommittees as deemed necessary.

MOVED by Mark HENDRIXSON, duly seconded by Janet EDWARDS, and unanimously carried THAT approval to empower the Chairman to appoint from its members and alternates to such subcommittees as deemed necessary. (Motion 7.23.19 #5)

III. Executive Subcommittee



a. Sampson and Sampson 2018 Audit Review

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

MOVED BY Galen PFEIFFER, duly seconded by Rick BENSON, and unanimously carried THAT the Committee approve the 2018 FY audit. (Motion 7.23.19 #6)

b. Approval of Sampson and Sampson for 2019 COC Audit

MOVED BY Janet EDWARDS, duly seconded by Mike SILVEIRA, and unanimously carried THAT the Committee approve the use of Sampson & Sampson to perform the 2019 COC audit. (Motion 7.23.19 #7)

c. 2019-2020 Crop Year Marketing Policy Statement

Each year, the California Olive Committee (COC) must approved a 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 Rick BENSON, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Full Committee approve 2019-2020 amended Marketing Policy Statement. (Motion 7.23.19 #8)

d. Voting Procedures

The California Olive Committee currently requires that there be 5 producer members and 5 handler members of the Full Committee be present in order to establish a quorum at a Full Committee meeting. It was proposed to re-establish the quorum requirement that only a simple majority be present to establish a Full Committee quorum through informal rule making.

MOVED BY Mark HENDRIXSON, duly seconded by Galen PFEIFFER, and unanimously carried THAT the Full Committee approve the re-establishment of Full Committee quorum requirements to require only a simple majority be present to form a quorum through informal rule making. (Motion 7.23.19 #9)

e. 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 Oder and regulations. Additionally, the ACP must be in place to provide the COC the procedures needed should violations be brought forward before the Committee.

On a side note, in 2010 USDA required the Committee to file an E-Compliance Plan. The 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 Julia TINSLEY, duly seconded by Vito DELEONARDIS, and unanimously carried THAT the Committee approve the 2019-2020 amended Annual Compliance Plan and E-Compliance Plan. (Motion 7.23.19 #10)

f. Travel Policy Approval

USDA required that the COC adopt a Travel Policy independent of the Travel Policy used by the California Apple Commission. USDA requires that this program be established in order for the industry to comply with regulations.

MOVED by Rick BENSON, duly seconded by Julia TINSLEY, and unanimously carried THAT the Committee adopt the proposed COC Travel Policy. (Motion 7.23.19 #11)

g. Internal Control Policy Approval

USDA required that the COC adopt an Internal Control Policy independent of the Internal Control Policy used by the California Apple Commission. USDA requires that this program be established in order for the industry to comply with regulations.

MOVED by Janet EDWARDS, duly seconded by Mark HENDRIXSON, and unanimously carried THAT the Committee adopt the proposed COC Internal Control Policy. (Motion 7.23.19 #12)

IV. Inspection Subcommittee

a. Incoming and Outgoing 2019-2020 Inspection Charts

Each year the United States Department of Agriculture (USDA) provides the industry with an update on import inspection and inspection fees. Ryan WILSON from USDA provided information on the 2019-2020 import inspection and inspection fees. Additionally, a report on imported olives was also provided.

MOVED BY Dennis BURRESON, duly seconded by Felix MUSCO, and unanimously carried THAT the Committee adopt the 2019-2020 Incoming & Outgoing Inspection Requirements. (Motion 7.23.19 #13)



V. Marketing Subcommittee

- a. In November of 2018, the Subcommittee approved the 2019 marketing plan presented by Fleishman Hillard. Shelly Kessen, Dan Barber, and Jake Ferguson from Fleishman-Hillard presented a brief progress summary on the 2019 COC marketing activities. The presentation is also available in the meeting packet.

VI. Review Crop Estimates

- a. The COC Full Committee members each presented a number to the Chairman of the 2019 Crop Estimate. After each member presented their number to the Chairman, the average of those numbers was taken to determine a 2019 Crop Estimate. The Crop Estimate for 2019 was 86,247 tons.

MOVED BY Felix MUSCO, duly seconded by Vito DELEONARDIS, and unanimously carried THAT the COC approve the 2019 Crop Estimate of 86,247 tons. (Motion 7.23.19 #14)

VII. Research Subcommittee

- a. In 2017, the Research Subcommittee funded various projects for 2018. The final research reports, in addition to the no cost extensions, are included in the research addendum to the meeting packet.

Researcher	Project	Amount Funded
Ehsani	A New Fruit Removal Head for an Olive Harvesting System	\$45,741
Rosencrance	Canopy Management: Tree Hedging and Topping to Optimize Yield	\$31,075
Lovatt & Fichtner	Managing Alternate Bearing in Olive with PGRs and Pruning	\$20,698
Wang	Evaluation of Several Promising Additives for Reducing Acrylamide in Black Ripe Table Olives	\$53,280
Adaksaveg	Epidemiology and management of olive knot caused by <i>Pseudomonas savastanoi</i> pv. <i>savastanoi</i>	\$16,500
Wang	Differentiation of Olive Cultivars using DNA and NMR-based fingerprinting methods	\$67,433
Keenan	Evaluation of New Chemistries to Control Olive Fruit Fly	\$25,000
Adaskaveg	Management of Foliar Diseases of Olive	\$15,000
Simpson	Northern Fly Trapping	\$6,500



Stewart	Southern Fly Trapping	\$6,400
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VIII. Adjournment

- a. Chairman Mike Silveira adjourned the meeting at 1:00 P.M.

**MOVED BY Dennis BURRESON, duly seconded by Julia TINSLEY, and
unanimously carried that the meeting be adjourned at 1:00 P.M. (7.23.19 #15)**

Date: July 24, 2019

Lindsey Batty, California Olive Committee