



California Olive Committee  
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Clovis, CA 93611  
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**AGENDA**  
**Ripe Olive Marketing Subcommittee Meeting**  
**Zoom Meeting/Conference Call**  
**Wednesday, May 20, 2020**  
**11:00 a.m.**

Join Zoom Meeting:

<https://us02web.zoom.us/j/86230751106?pwd=U0xoVmd4QjI0U2V3QlhZR3NtNS9aZz09>

Or Dial-In: +1669-900-6833

Meeting ID: 862 3075 1106  
Password: 12345

- I. Call to Order
  - a. Roll call
  - b. Approval of 11-14-19 Marketing Subcommittee minutes (action item)
- II. 2020 Marketing Update & Proposal Review
- III. Other Business
- IV. Adjournment

Note: The COC prohibits discriminations in its programs on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital or familial status. The COC is an Equal Employment Opportunity Organization. Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact Liza Ramon at 559-456-9096.



2019-2021

*Marketing Subcommittee*

Bill McFarland-Chairman	MUSCO
Tim Carter	BCF
Felix Musco	MUSCO
Phil Quigley	BCF
Tracey Wood	MUSCO
Sergio Mendez	BCF
Scott Hamilton	MUSCO
Vacant	
Ed Curiel	G-1
Giulio Zavolta	G-2
Mark Hendrixson	G-2
Edward Garcia	G-1
Michael Silveira	G-1
Rick Benson	G-2
Pablo Nerey	G-1
Vito DeLeonardis	G-2
Pat Ricchiuti	G-2
Vacant	



**California Olive Committee  
Marketing Subcommittee Meeting  
DoubleTree Hotel  
Arbor Room  
November 14, 2019  
11:30 AM**

**I. CALL TO ORDER**

A meeting of the Marketing Subcommittee was called to order by Mike SILVEIRA at 9:02 A.M., and the following members were present:

**Members**

- Bill McFarland
- Colleen Morris
- Tim Carter
- Ed Curiel
- Tracy Wood
- Giulio Zavolta
- Mark Hendrixson
- Phil Quigley
- Michael Silveira
- Rick Benson
- Pablo Nearey
- Sergio Mendes
- Vito Deleonardis
- Felix Musco
- Pat Ricchiuti

**Affiliation:**

- PRODUCER
- PRODUCER
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- PRODUCER
- HANDLER
- HANDLER
- HANDLER
- HANDLER
- HANDLER

**Others Present:**

- Todd Sanders
  - Janette Ramos
  - Lindsey Batty
  - Kathie Notoro
- COC
  - COC
  - COC
  - USDA

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

**MOVED by Pat Ricchiuti, duly seconded by Tracy Wood, and unanimously carried THAT the minutes of the November 7, 2019 Marketing Subcommittee meeting be approved. (11.14.19 #1)**



## II. 2019 Marketing Program Review

Fleishman Hillard will provide updates to the current status of the 2019 Marketing program and the activities that have gone on thus far.

## III. Marketing Plan Proposals

Per USDA MOAD’s request, the COC was asked to send a request for proposals for the 2020 marketing program. The COC staff contacted twelve different marketing companies and received three competing proposals. The three companies presented their proposals to the Marketing Subcommittee who recommended that Fleishman Hillard continue their proposal presentation for the 2020 marketing program for the Full Committee in December.

## III. Approval of 2020 Marketing Plan and Budget

Each year, the Marketing Subcommittee approves a marketing plan with a contracted agency. Additionally, the Committee needs to approve travel for staff, growers to various marketing events, association fees, partnerships and international program research. These items total of \$63,500.

- |    |                               |   |          |
|----|-------------------------------|---|----------|
| 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          |   |          |

**MOVED by Mark Hendrixson, duly seconded by Felix Museco, and unanimously carried THAT the Subcommittee recommend \$73,500 for the COC internal portion of the Marketing Budget. (Motion 11.14.19 #2)**

**MOVED by Mark Hendrixson, duly seconded by Pat Ricchiuti, and unanimously carried THAT the Subcommittee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget. (Motion 11.14.19 #3)**

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Date: November 14, 2019

Lindsey Batty, California Olive Committee

\*\*\*\*\* **FOR YOUR INFORMATION** \*\*\*\*\*


**FROM:**       MARKETING SUBCOMMITTEE

**SUBJECT:**   2020 MARKETING REVIEW

**BACKGROUND:**

**2020 Activities:**

2020 MARKETING ACTIVITIES	
 <p>Recipe development partnership with California blueberries (no cost to COC).</p>	 <p>Website maintenance/domain registration for 2020</p>
 <p>Social media management/planning</p>	 <p>Retail promotion partnership with Milk Advisory Board for Fall 2020; CA Grown ongoing content sharing</p>

<p>Anticipation   Olives</p>	COVID-19 RESPONSE
<p><b>SOCIAL</b></p> <p><b>HEADLINE (40 CHARACTERS):</b> This recipe is for your protection.</p> <p><b>POST COPY (90 CHARACTERS):</b> Olives provide an excellent defense against a multitude of health dangers. So, get cooking!</p> <p><b>URL:</b> CaliforniaGrown.org</p> <p><b>CTA BUTTON:</b> Learn More</p>	
CALIFORNIA GROWN	©2020 mering 8

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

**FROM:**       MARKETING SUBCOMMITTEE

**SUBJECT:**   2020 MARKETING PROPOSAL

**BACKGROUND:**

Due to the reduction in funding for the 2020 COC marketing plan, Committee staff has been tasked with maintaining the COC’s activities including the website, social media, and other required maintenance. In order to ensure staff has the tools necessary to conduct these marketing activities, several proposals were received to provide limited marketing activities for the Committee, in addition to training opportunities for staff to maintain ongoing marketing efforts effectively.

At the December 2019 Full Committee meeting, a \$50,000 contingency fund was approved specifically to conduct marketing activities at a base-level for the 2020 program year. Additionally, there was a \$100,000 contingency fund approved in the General Administration budget to conduct marketing partnership activities with CA Grown.

Poppy Proposal Summary:

<b>ACTIVITY</b>	<b>DESCRIPTION</b>	<b>FEES</b>	<b>TOTAL</b>
<b>Social Media Training</b>	2 half day sessions	\$3,500	\$3,500
<b>Monthly Consulting</b>	Monthly check-ins and Reviews	\$1,000 ( x 6 months)	\$6,000
<b>Pinterest</b>	Optimize and manage Pinterest	\$650 (x6 months)	\$3,900
<b>Content</b>	Fresh recipes and photography		\$21,500
<b>Advertising</b>	Advertising with audience growth objective		\$10,000
<b>Total</b>			\$44,900

CA Grown Proposal Summary:

***\$10,000 Member (\$15,000 Non-Member) Opt-in includes:***

- 3 recipe/usage posts including member commodity by influencers in the CA Grown network, content to run on influencer & CA Grown social channels. CA Grown will tag member on social media channels when content runs.
- 1 recipes/usage feature on CA Grown blog, to include the influencer content + others from our network
- Report detailing activity, including content links and CA Grown social analytics for the promotion

***\$5000 Member (\$7500 Non-Member) Opt-in includes:***

- 1 recipe/usage post including member commodity by influencer in the CA Grown network, content to run on Influencer & CA Grown social channels. CA Grown will tag member on social media channels when content runs.
- Report detailing activity, including content links and CA Grown social analytics for the promotion



## California Olive Committee Proposal

### Overview:

The California Olive Committee (COC) is seeking social media consulting services to enhance the communications program and amplify the assets that have been developed by the COC. The COC has a budget of \$50,000 for website work and social media as well as an in-house team capable of implementing a social media program.

### Recommendations:

Poppy recommends an initial 6-month program to maximize the budget dollars during a shorter window and provide immediate results. The program we recommend blends social media training, consulting, fresh content and the ad dollars needed to grow the social media platforms.

#### **Social Media Training**

Poppy recommends two half day social media strategy and training sessions with COC staff. During the two back-to-back sessions, staff will be trained on social media best practices including: planning, content selection, posting for Instagram, Twitter and Facebook and Pinterest optimization.

Cost: \$3,500

#### **Monthly Consulting**

Working with the internal team, Poppy recommends monthly meetings to review social media results and offer feedback on editorial calendar (to be created by commission staff). Meeting will include social media analysis from Sprout Social and information on any new or upcoming algorithm changes within the platforms. Meetings will last 1-1.5 hours, commission staff will deliver editorial calendar prior to meeting (at least 2 days in advance). Staff can reach out throughout the month with questions to Poppy team.

Cost: \$6,000 (\$1,000 per month)



### **Pinterest**

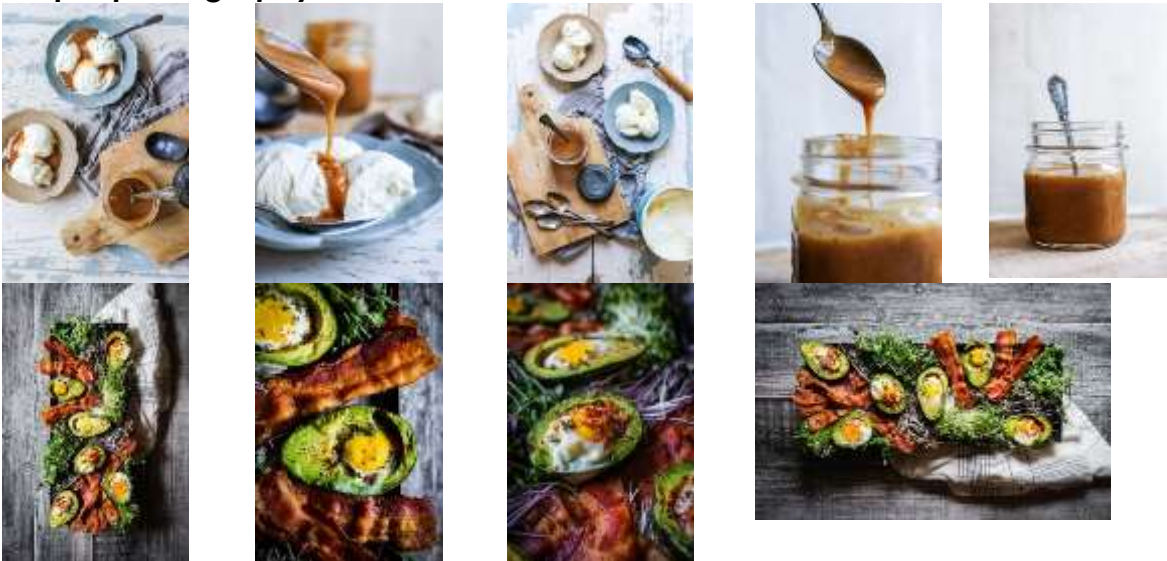
The Pinterest platform is one of the most under-utilized platforms amongst commodity boards and commissions due in-part to a lack of understanding on how the platform works. With demonstrated success in taking the CA GROWN brand from 2K monthly views to upwards of a million and California Wines from 5K to 250K monthly views, Poppy has a proven track-record of maximizing the platform for clients.

Cost: \$3,900 (\$650 per month)

### **Content**

Poppy works with a team of talented food bloggers to create content for clients. Their work is current, relevant and on-trend. We recommend pulling recipes from the commission archived to be re-shot as well as create new recipes. Each recipe will include photography optimized for social media.

### **Sample photography:**



20 olive commission recipes re-shot \$10,000

15 new recipes or serving suggestions using California olives \$11,250

Total new content: \$21,250



## **Social Media Advertising**

Organic growth on Instagram and Facebook is very slow and, in some cases, almost impossible without a budget set-aside for advertising. Funding could result in about 10,000 - 15,000 new Facebook fans and 3,000 Instagram followers.

Advertising \$10,000

## **Capabilities**

The social media team has demonstrated success in building and engaging online communities using smart strategies that promote growth. We collaborate with our clients to reach their organization's goals, encompassing brand awareness, community growth, product attributes or event and product sales in effective digital marketing campaigns.

Our capabilities include strategic planning, budgeting, content development, influencer campaigns, media campaigns and social media management. Highlights of the team's accomplishments include but are not limited to:

1. Growing the California Wines social media pages during the first year of management by increased Instagram following from 2K to over 12K. Growing Facebook following by 20 percent and taking Pinterest views from 5K monthly views to 202K monthly views. For California Wines, we manage the domestic social media pages, as well as oversee the international social media pages, and work with teams all over the globe to promote California wines.
2. Success launching and managing the PR and social media for the Certified American Grown Field to Vase Dinner Tour, a national dinner tour aimed at putting the focus on the flowers at the center of the table. Tasks include designing the Field to Vase logo, managing a national and regional media launch, inviting influencers to the table, live posting at the event, managing a social media campaign to sell tickets, writing copy for e-newsletters, running ticket giveaways and working with local partners and visitor bureaus to help promote the dinner. Dinner tour earned "Marketer of the Year" award from the Society of American Florists.
3. Success relaunching CA GROWN campaign including growing social media from 2K followers to 150K within three years, posting relevant,



interesting content featuring California grown produce and wine. Created and manage blog that generates new content each week featuring produce, wine and farmers in conjunction with an email campaign. Website regularly earns 10K viewers per month and email list has over 12K followers. Manage influencer campaign that will reach 13 million+ mostly Californians through food bloggers and mega-influencer feedfeed.

4. Success launching California State Floral rebrand, website launch and social media channels. Growing the social media from 1K followers to over 80K followers and created new logo, website and blog that highlighted florists, farmers and wholesalers in the state of California.
5. Launched and grew G-Free Foodie, an online community and resource for people affected by celiac disease. Reaching over 1.2M consumers a year with a following of 250,000, G-Free Foodie is positioned as a thought leader and guide for the gluten-free community.
6. Success leading a regional wine association and energizing the local wine community by creating marketing campaigns, streamlining efforts and conducting day-to-day business for the Madera Wine Trail, including launching all social media platforms, securing and conducting repeated earned media, media training winemakers, and launching Madera's California Wine Month events.
7. Growing Zinfandel Advocates and Producers social media pages by over 50 percent with limited resources. Leveraged National Zinfandel Day with followers and bloggers earning 2.4 million impressions. Live posted from ZinEx in San Francisco in January and managed influencer campaign that attracted 27 wine and food influencers and millennial lifestyle bloggers with a reach of almost 1 million followers to attend wine tasting. Influencers were offered tickets in exchange for posting live from the event. Earned live media spots with winemakers on Fox and ABC in Sacramento.



## Team Biographies

### **Adrienne Young, Owner, Poppy Social Media**



Adrienne Young is the owner of a social media firm that specializes in promoting food, flowers and wine to consumers online. Adrienne's experience includes development of communication programs for agriculture clients including California Grown, Zinfandel Advocates and Producers, California Cut Flower Commission, American Grown Flowers, California State Floral Association, California Prunes, the Wine Institute and the California Table Grape Commission. She earned a Bachelor of Arts in Journalism from California State University, Fresno in 1995.

### *Poppy Testimonials:*

"The Poppy Social Media team has a genuine passion and commitment to creating meaningful social and digital content. The team dedicates a constant attention to what content people most appreciate and applies that learning to further content development. They are always open to collaboration and connection with ideal partners and experts that can elevate story and effectively reach the audience - These principle traits and qualities are invaluable to me."

- Nick Matteis, executive director for the Buy California Marketing Agreement

"Adrienne has been a tremendous professional advocate for California agriculture. I continue to be impressed with her creative efforts to solve our age-old issues with how we promote the virtues and values of California's farming community. She surrounds herself with a great team of hard-working people who understand how to talk agriculture to both the Ag community and the average consumer, making social media efforts and promotion campaigns a great success for the CA Grown brand."

- Kasey Cronquist, executive director for the California Cut Flower Commission



## Partner

### **K.C. Cornwell, California Pomegranate Co.**



K.C. Cornwell has spent two decades as a food and wine professional, a natural progression from being raised as a fifth-generation farm kid in the fertile fields of Central California. Her role as the first Executive Administrator of the Madera Vintners Assoc. led to the formation of a consulting firm called California Pomegranate Co. that produces digital campaigns, events and content for commodity boards, wineries and food brands, including CA Grown, California Prunes, California Wines, Whole Foods Market and California Fig Board.

K.C. launched G-Free Foodie ([gfreefoodie.com](http://gfreefoodie.com)) a website for gluten-free living, after being diagnosed with Celiac Disease a decade ago. K.C.'s experience building her own social media channels and the relationships she has built as an influencer bring knowledge and insights that allow her team to build nimble, effective campaigns for her clients. She is a former editor for GFF Magazine and a current editor for feedfeed, a digital cooking publication with over 5 million followers. K.C. appears often as a cooking and wine expert on television and radio throughout California, and has appeared nationally on PBS and the Food Network.

#### *California Pomegranate Co. Testimonial:*

"K.C. brings fresh, strategic marketing ideas to the table that are focused on results for her clients. The outcome of our partnerships have succeeded in meeting the marketing goals set forth and every time I have worked with K.C. she is stellar at communication, follow through, and remaining nimble and open to feedback. I appreciate her depth and breadth of expertise and knowledge in digital marketing, content creation and about food and wine in general."

- Christina Clarke, Whole Foods Market



## Budget

		<b>FEES</b>	<b>Total</b>
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# "WE LOVE CA GROWN" CAMPAIGN

## MEMBER MARKETING OPTIONS

This "We Love CA GROWN" campaign is designed to increase the reach of our campaign inviting consumers to choose food, beverages and plants from California. Activities for this campaign will be in addition to CA GROWN's current content production and digital programs, and will not interrupt the ongoing outreach on behalf of our members.

### ***\$10,000 Member (\$15,000 Non-Member) Opt-in includes:***

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***Opt-ins must be secured by July 31, 2020. Members-only period will close June 15. Campaigns will close by Oct. 20, 2020. Campaigns will be executed and influencers selected by CA Grown digital media team. Limited slots available.***



***To join this campaign, contact Steve Burns: [Steve@odonnell-lane.com](mailto:Steve@odonnell-lane.com)  
or Chris Zanobini: [chris@agamsi.com](mailto:chris@agamsi.com)***