



AGENDA

California Ripe Olive Full Committee Meeting San Joaquin County Ag Commissioner Office Zoom/Conference Call

August 10th, 2022
11:00 A.M.

Join Zoom Meeting:

<https://us02web.zoom.us/j/81843656939>

Meeting ID: 818 4365 6939

Dial-in:

+1669-900-6833

Meeting ID: 818 4365 6939

- I. Call To Order**
 - a. Roll Call page 3
 - b. Chairman's comments
 - c. Approval of 11-10-2021 Full Committee Minutes (action item) page 4

- II. Executive Subcommittee**
 - a. Sampson and Sampson 2021 Audit Review (action item) page 15
 - b. Approval of Sampson and Sampson for 2022 COC Audit (action item) page 16
 - c. 2021-2022 Crop Year Marketing Policy Statement (action item) page 17
 - d. E-compliance Plan and Annual Compliance Plan (action item) page 26
 - e. Export Program Update page 64
 - f. Berry Amendment Update page 78
 - g. Consumer Study Proposal (action item) page 80

- III. Inspection Subcommittee**
 - a. Incoming and Outgoing 2022-2023 Inspection Charts (action item) page 81
 - b. 2022 Import Inspection Report & Inspection Fees Update page 84

- IV. Marketing Subcommittee**
 - a. Update on 2022 Marketing Activities page 91

- V. Industry Modernization Initiative (action item) page 103**



- VI. Review of Crop Estimates**
 - a. NASS 2022 Estimate Forecast page 111
- VII. Research Subcommittee**
 - a. 2021 Final Research Reports page 112
 - b. Review and Update on 2022 projects page 113
 - c. Approval of 2023 Research Priorities (action item) page 113
- VIII. Other Business**
 - a. Presentation from the UC Davis Olive Center (action item) page 114
- IX. Closed Session**
- X. Adjournment**

CALIFORNIA OLIVE COMMITTEE

June 1, 2021 – May 31, 2023

PRODUCERS

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

Members	Alternates
Edward Garcia	Carolina Burreson
Ed Curiel	Michael Silveira
Andy Weinrich	Chris Henderson

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

Members	Alternates
Vito DeLeonardis	Vacant
Pat V. Ricchiuti	Milo Gorden
Galen Pfeiffer	Joan Whelan-Vanderhorst
Rick Benson	Mark Hendrixson
Giulio Zavolta	Mark Heuer

HANDLERS

Members	Alternates
Felix Musco	Bill McFarland
Dennis Burreson	Janet Edwards
John Pieretti	Tracy Wood
Tomas Masanes Autard	Scott Hamilton
Scott McCoy	Stefan Matthews
Jacob Peters	Phil Quigley
Tim T. Carter	America Garman
Julia Tinsley	Paul Adcock



FULL COMMITTEE MEETING

**TUESDAY
NOVEMBER 10, 2021
2:00 p.m.**

COC
2565 Alluvial Avenue, Suite 152
Clovis, CA 93611

ZOOM/Conference Call
<http://us02web.zoom.us/j/81906765518>

MINUTES

I. CALL TO ORDER

A meeting of the Full Committee was called to order by Chairman Mike SILVEIRA at 10:01 a.m. and the following members were present:

Members

Edward Garcia*
Andy Weinrich*
Carolina Burreson
Mike Silveira*
Chris Henderson
Vito DeLeonardis*
Pat V. Ricchiuti*
Galen Pfeiffer*
Rick Benson*
Giulio Zavolta*
Mark Hendrixson
Joan Whelan-Vanderhorst
Mark Heuer
Felix Musco*
Dennis Burreson*
John Pieretti*
Tomas Masanes Autard*
Scott McCoy*
Jacob Peters*
Tim T. Carter*
Bill McFarland

Affiliation:

PRODUCER
PRODUCER
PRODUCER
PRODUCER
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Tracy Wood	HANDLER
Scott Hamilton	HANDLER
Julia Tinsley*	HANDLER
Paul Adcock	HANDLER

STAFF

Todd SANDERS	COC
Elise OLIVER	COC
Elizabeth CARRANZA	COC
Janette RAMOS	COC

GUESTS:

Kathie NOTORO	USDA
Gary OLSON	USDA
Janet EDWARDS	Musco Family Olives

*Denotes voting members for the Committee.

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

- **MOVED by RICCHIUTI, duly seconded by HENRRIXSON and carried THAT the minutes of July 20, 2021, Full Committee meeting be approved as presented. (MOTION 11-10-21 #1)**

II. EXECUTIVE SUBCOMMITTEE

ACTION

- a. Approval of 2022 Administrative Budget

The following is the General Administration Budget for the California Olive Committee. Exports are separated.

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

FISCAL YEAR	2022 Proposed	2021	2020	2019	2018
ADMIN	\$340,700	\$357,800	\$457,800	\$390,400	\$401,200
\$ Change	\$(17,100)	\$(100,000)	\$(67,400)	\$(10,800)	\$9,100
Exports	\$148,000	\$173,500	\$173,500	\$173,500	\$186,000
\$ Change	\$(25,500)	-	-	\$(12,500)	\$70,000



MAP/EMP/ATP	\$638,000**	\$220,578	\$256,264	\$211,000	\$250,000
\$ Change	TBD	\$(35,686)	\$45,264	\$(39,000)	\$14,000

**This total reflects the amount of MAP funds applied for the 2022 fiscal year through USDA-FAS. The actual allocations will be announced in January 2022.

FISCAL IMPACT: \$488,700 for FY 2022

- **MOVED by HENDRIXSON, duly seconded by PFEIFFER, and carried THAT the Full Committee adopt the General Administration Budget of \$488,700 for the 2022 Fiscal Year. (MOTION 11-10-21 #2)**
- b. 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 HENDRIXSON, duly seconded by PFEIFFER, and carried THAT the Full Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Executive Budget. (MOTION 11-10-21 #3)**

III. RESEARCH SUBCOMMITTEE

ACTION

- a. Approval of 2022 Research Budget

Each year the Research Subcommittee approves various research projects funded by the Full Committee. The Subcommittee must determine which proposed projects to recommend to the Full Committee for funding. An estimated budget of **\$379,485.30** (with nocost extensions) is proposed based on the submitted projects.

2022 RESEARCH PROPOSAL FOR THE CALIFORNIA OLIVE COMMITTEE

TOPIC	LEADERS	AMOUNT
Management of Foliar Diseases of Olive-A. Olive Knot and B. Evaluation of new fungicides for control of olive leaf spot	J.E. Adaskaveg	\$9,000
Epidemiology and Management of Olive Knot Caused by Pseudomonas Savastanoi pv. Savastanoi	J.E. Adaskaveg	\$21,250
Managing Alternate Bearing in Olive with PGRs and Pruning	Carol Lovatt Elizabeth Fichtner	\$29,217
Characterization of Olive Fruit Abscission Zone in Response to Timed Ethylene Applications and as a Function of Accumulated Heat Unit and Fruit Removal Force	Georgia Drakakaki Louise Ferguson	\$115,151
Precise Water Management Strategies for Table Olive Orchards in California	Giulia Marino Ken Shackel	\$46,610.10
Combining Limb Shaking and Canopy Shaking for Harvesting Mature Olive Trees	Reza Ehsani Louise Ferguson	\$34,902
Southern San Joaquin Valley Olive Fruit Fly Monitoring	Jim Stewart	\$11,000
Sacramento Valley Olive Fruit Monitory Project	Ernie Simpson	\$9,250



2021 NCE Managing Alternate Bearing in Olives with PGRs and Pruning	Carol Lovatt Elizabeth Fichtner	\$10,892
2021 NCE Characterization of Olive Fruit Abscission Zone in Response to Ethylene Applications and as a Function of Developmental Stage	Georgia Drakakaki	\$25,704
2021 NCE Precise Water Management Strategies for Table Olive Orchards in California	Giulia Marino Louise Ferguson	\$21,721.20
2021 NCE Timing Ethylene Applications as a Function of Heat Unit Accumulation	Louise Ferguson Giulia Marino	\$9,788
Contingency Fund		\$35,000
Total * budget estimate; actual budget pending on results		\$379,485.30- With NCEs

- **MOVED by C. BURRESON, duly seconded by ZAVOLTA, and carried THAT the Full Committee approve the presented research projects for 2022. (MOTION 11-10-21 #4)**
- b. **Delegation of authority from the committee to the subcommittee chairman and executive director to approve the contingency fund.**
- **MOVED by ZAVOLTA duly seconded by PFEIFFER, and carried THAT the Full Committee approve and delegate authority to the Subcommittee Chairman and Executive Director to approve projects for contingency fund. (MOTION 11-10-21 #5)**
- c. **Inter-item transfers of the Research Budget**
- **MOVED by RICCHIUTI, duly seconded by ZOVOLTA, and carried THAT the Full Committee approve and grant authority to the Executive Director and Chairman for inter-item transfers of the Research Budget. (MOTION 11-10-21 #6)**

IV. MARKETING SUBCOMMITTEE

ACTION

Each year, the Marketing Subcommittee approves a marketing plan. The Committee needs to approve Internal Marketing Programs totaled at \$84,000.

- a. Approval of 2022 Plan & Budget
 - 1. Internal Marketing Programs - \$84,000
 - a. CA Grown
 - b. Partnerships
 - c. Travel
 - d. Olive Day
 - e. Trade Show PMA



- f. Crisis Communication
- g. Social Media Promotions
- h. Website Maintenance

Additionally, the Committee can decide to approve External Marketing Programs based on the received proposals to conduct marketing and promotional activities in 2022 from the following organizations:

1. Fresh Smart Solutions
2. IHeart Media

	Budget-Option 1
Fresh Smart Solutions	\$150,000
IHeart Media	\$ 50,000
Contingency	TBD
Total:	\$200,000

FISCAL YEAR	2022 (Proposed)	2021	2020	2019	2018
MARKETING	\$284,000	\$238,000	\$123,500	\$513,500	\$973,500
Differ	\$46,000	\$114,500	(\$390,000)	(\$460,000)	(\$150,000)

FISCAL IMPACT: \$284,000 for the 2022 FY.

- **MOVED by MUSCO, duly seconded by DELEONARDIS, and carried THAT the Full Committee approve the Internal Marketing Programs at \$84,000 and approve the External Marketing Programs to conduct marketing and promotional activities in 2022 at \$200,000 for a total of \$284,000 for the 2022 Fiscal Year. (MOTION 11-10-21 #7)**
- b. Delegation of Authority from the committee to the subcommittee to approve the contingency fund.
 - The Committee skipped item b., so that this portion was recommended to the Full Committee overall Budget
- c. 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 PIERETTI, duly seconded by RICCHIUTI, and carried THAT the Full Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget. (MOTION 11-10-21 #8)**

V. INSPECTION SUBCOMMITTEE

ACTION



a. Approval of 2022 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 2022 FY, the following items are expenditures for the Inspection program.

1. Travel - \$3,000
2. OERS Maintenance - \$23,000
3. Optical Sizer (Misc. as needed) - \$15,000
4. 2022 Weekly Receipts - \$1,900

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

FISCAL YEAR	2022 Proposed	2021	2020	2019	2018
Inspect	\$42,900	\$48,000	\$55,000	\$58,000	\$77,000
Differ	\$(5,100)	\$(7,000)	\$(8,000)	\$(19,000)	\$(21,000)

The Subcommittee must decide:

- 1) Approval of the 2022 Inspection Budget

FISCAL IMPACT: \$42,900 for FY 2022

- **MOVED by D. BURRESON, duly seconded by TINSLEY, and carried THAT the Full Committee approve the Inspection Budget for \$42,900 for the 2022 Fical Year. (MOTION 11-10-21 #9)**

b. Inspection Changes

INFORMATION

On March 10, 2021, the COC Inspection Subcommittee appointed an Inspection Working Group consisting of John Pieretti, Julia Tinsley and COC staff to work on modifying the Marketing Order pertaining to the below topics:

1. Sevillano Defect Levels
2. Changing the current Salt Range
3. New test method for Salt Content



- 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 TINSLEY, duly seconded by PIERETTI, and carried THAT the Full Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Inspection Budget. (MOTION 11-10-21 #10)**

VI. REVIEW OF FISCAL 2022 BUDGET

ACTION

- a. Approval of 2022 Fiscal Budget

The following is the proposed total 2022 FY Budget.

TOTAL 2022 BUDGET

BUDGETS	MARKETING	RESEARCH	INSPECTION	EXECUTIVE	TOTAL
2021	\$284,000*	\$379,485.30	\$42,900	\$488,700	\$1,195,085.30*

FISCAL IMPACT: \$1,195,085.30*

*Total budget amount pending Full Committee approval of contingency fund designated for additional marketing activities as discussed during the 11/10/2021 Marketing Subcommittee meeting.

- **MOVED by SILVEIRA, duly seconded by RICCHIUTI, and carried THAT the Full Committee approve to add the Contingency Fund of \$50,000 to be added to the total budget. (MOTION 7-20-21 #11)**
- **MOVED by SILVEIRA, duly seconded by HENDRIXSON, and carried THAT the Full Committee approve the proposed Budget with the Contingency Fund for a total of \$1,245,085.30 for the 2022 Budget. (MOTION 11-20-21 #12)**

The Full Committee went back to IV. b.-Delegation of Authority from the Committee to the Subcommittee Chairman and Executive Director to approve the contingency fund.

- **MOVED by HENDRIXSON, duly seconded by McFARLAND, and carried THAT the Full Committee grant authority to the Subcommittee Chairman and Executive Director to approve projects for contingency fund. (MOTION 11-10-21 #13)**



b. Approval of 2022 Assessment Rate

The following is the proposed 2022 Assessment Rate.

HISTORIC BUDGET, TONNAGE & ASSESSMENT COMPARISON

FISCAL YEAR	2022 (Proposed)	2021	2020	2019	2018
Budget	\$1,195,085.30*	\$1,151,831.62	\$1,035,406	\$1,628,923	\$1,795,477
\$ Change	\$43,253.68	\$116,425.62	\$(593,517)	\$(166,554)	\$43,111
Tonnage	46,359.40	23,192.73	81,689	17,953	90,188
Assessment Rate	TBD	\$30	\$15	\$44	\$24

FISCAL IMPACT: TBD per ton for FY 2021

2022 (Proposed)	
Budget	\$1,195,085.30*
\$ Change	\$43,253.68
Tonnage	46,359.40
Assessment Rate	TBD

*Total budget amount pending Full Committee approval of contingency fund designated for additional marketing activities as discussed during the 11/10/2021 Marketing Subcommittee meeting.

- **MOVED by RICCHIUTI, duly seconded by SILVEIRA, and carried THAT the Full Committee accept and approve the Assessment Rate of \$16.00 per ton for the 2022 Fiscal Year. (MOTION 11-10-21 #14)**

VII. OTHER BUSINESS

Felix Musco of Musco Family Olives gave a presentation regarding a document that he sent out titled “Industry Modernization Initiative” for the Federal Marketing Order. This initiative proposes several changes to the minimum quality requirements in the Federal Marketing Order.



Janet Edwards of Musco asked the Full Committee to help facilitate this discussion and send this to USDA for approval. The Full committee discussed all the changes to make recommendations to staff.

The Full Committee then voted on the Industry Modernization Initiative, a roll call vote took place and the results were, Eleven in favor and four opposed. With the 11-4 approval in favor, COC staff will work on a proposal to modernize the minimum quality requirements and send to USDA for approval.

Listed are those who voted in support and those that were opposed:

In Support

- Edward Garcia
- Andy Weinrich
- Michael Silveira
- Pat Ricchiuti
- Galen Pfeiffer
- Rick Benson
- Giulio Zavolta
- Felix Musco
- Dennis Burreson
- John Pieretti
- Tomas Masanes Autard

Opposed

- Scott McCoy
- Jacob Peters
- Tim Carter
- Julia Tinsley

- **MOVED by SILVEIRA, duly seconded by ZAVOLTA, and carried THAT the Full Committee motion passed with 11-4 in favor of, with COC staff to work on a proposal to modernize the minimum quality requirements and send to USDA for approval. COC staff will then come back to the Full Committee with USDA comments and feedback. (MOTION 11-10-21 #15)**

VIII. ADJOURNMENT

Chairman Mike SILVEIRA adjourned the Full Committee meeting at 3:21p.m.

Todd W. Sanders
Executive Director
California Olive Committee



SUMMARY FOR MOTIONS FOR NOVEMBER 10, 2021

MOTION 11-10-2021 #1

APPROVED

MOVED by RICCHIUTI, duly seconded by HENRRIXSON and carried THAT the minutes of July 20, 2021, Full Committee meeting be approved as presented.

MOTION 11-10-2021 #2

APPROVED

MOVED by HENDRIXSON, duly seconded by PFEIFFER, and carried THAT the Full Committee adopt the General Administration Budget of \$488,700 for the 2022 Fiscal Year.

MOTION 11-10-2021 #3

APPROVED

MOVED by HENDRIXSON, duly seconded by PFEIFFER, and carried THAT the Full Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Executive Budget.

MOTION 11-10-2021 #4

APPROVED

MOVED by C. BURRESON, duly seconded by ZAVOLTA, and carried THAT the Full Committee approve the presented research projects for 2022.

MOTION 11-10-2021 #5

APPROVED

MOVED by ZAVOLTA duly seconded by PFEIFFER, and carried THAT the Full Committee approve and delegate authority to the Subcommittee Chairman and Executive Director to approve projects for contingency fund.

MOTION 11-10-2021 #6

APPROVED

MOVED by RICCHIUTI, duly seconded by ZOVOLTA, and carried THAT the Full Committee approve and grant authority to the Executive Director and Chairman for inter-item transfers of the Research Budget.

MOTION 11-10-2021 #7

APPROVED

MOVED by MUSCO, duly seconded by DELEONARDIS, and carried THAT the Full Committee approve the Internal Marketing Programs at \$84,000 and approve the External Marketing Programs to conduct marketing and promotional activities in 2022 at \$200,000 for a total of \$284,000 for the 2022 Fiscal Year.



MOTION 11-10-2021 #8

APPROVED

MOVED by PIERETTI, duly seconded by RICCHIUTI, and carried THAT the Full Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget.

MOTION 11-10-2021 #9

APPROVED

MOVED by D. BURRESON, duly seconded by TINSLEY, and carried THAT the Full Committee approve the Inspection Budget for \$42,900 for the 2022 Fical Year.

MOTION 11-10-2021 #10

APPROVED

MOVED by TINSLEY, duly seconded by PIERETTI, and carried THAT the Full Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Inspection Budget.

MOTION 11-10-2021 #11

APPROVED

MOVED by SILVEIRA, duly seconded by RICCHIUTI, and carried THAT the Full Committee approve to add the Contingency Fund of \$50,000 to be added to the total budget.

MOTION 11-10-2021 #12

APPROVED

MOVED by SILVEIRA, duly seconded by HENDRIXSON, and carried THAT the Full Committee approve the proposed Budget with the Contingency Fund for a total of \$1,245,085.30 for the 2022 Budget.

MOTION 11-10-2021 #13

APPROVED

MOVED by HENDRIXSON, duly seconded by McFARLAND, and carried THAT the Full Committee grant authority to the Subcommittee Chairman and Executive Director to approve projects for contingency fund.

MOTION 11-10-2021 #14

APPROVED

MOVED by RICCHIUTI, duly seconded by SILVEIRA, and carried THAT the Full Committee accept and approve the Assessment Rate of \$16.00 per ton for the 2022 Fiscal Year.

MOTION 11-10-2021 #15

APPROVED

- MOVED by SILVEIRA, duly seconded by ZAVOLTA, and carried THAT the Full Committee motion passed with 11-4 in favor of, with COC staff to work on a proposal to modernize the minimum quality requirements and send to USDA for review. COC staff will then come back to the Full Committee with USDA comments and feedback.

*****ACTION REQUIRED*****

FROM: EXECUTIVE COMMITTEE

SUBJECT: SAMPSON & SAMPSON 2021 AUDIT REVIEW

RECOMMENDATION: THAT the Committee approve the 2021 FY audit. .

BACKGROUND: A representative from Sampson & Sampson has completed the California Olive Committee's 2021 FY audit. The representative will present any findings to the Committee.

*****ACTION REQUIRED*****

FROM: EXECUTIVE COMMITTEE

SUBJECT: APPROVAL OF SAMPSON & SAMPSON FOR 2022 COC
AUDIT

RECOMMENDATION: THAT the Committee approves the use of Sampson &
Sampson for the 2022 FY audit.

*****ACTION REQUIRED*****

FROM: EXECUTIVE COMMITTEE

SUBJECT: 2021- 2022 CROP YEAR MARKETING POLICY STATEMENT

RECOMMENDATION: THAT the Committee approve the 2021-2022 Crop Year Marketing Policy Statement as presented in the following pages.

CALIFORNIA OLIVE COMMITTEE
MARKETING POLICY STATEMENT
2021-2022 CROP YEAR

The Committee is required to annually consider specific areas that directly affect the successful operation of the Marketing Order. This annual analysis of the industry is also used by the U.S. Department of Agriculture to determine the effectiveness of the Order in relationship to the requirement established by the Agricultural Marketing Agreement Act.

PROGRAM INVOLVED: Marketing Order No. 932 established in 1965 and amended in 1968, 1971, 1982, 1984, 1989, 1997, 2000 and 2005 regulating handlers of olives grown in California.

PROGRAM PURPOSES: Pursuant to the Act and continuing regulations, the purposes of the Order are: Orderly marketing between producers and handlers; assurance of product quality; improvement of grower returns and expansion of the market for California olives.

NEED FOR ACTION: The California Olive Committee (COC) continues to conduct research, marketing, inspection and compliance programs. The industry is facing many challenges from labor and water shortages, cost increases to acreage reduction, low growers returns, highly competitive imports and market changes. To meet these challenges, the Committee has joined with the other Ripe Olive industry organizations to find solutions and create a workable plan to expand the viability of the California Ripe Olive industry. The industry is bannng together more than ever before exploring new technologies, enhancing capabilities, leveraging marketing efforts and research to enhance quality.

JUSTIFICATION: Justification for such programming is contained in the Agricultural Marketing Agreement Act of 1937 as amended (7 U.S. C. 601-674) and through Marketing Order No. 932 as amended - Olives Grown in California.

AGENCY: U.S. Department of Agriculture, Fruit and Vegetable Programs, Agricultural Marketing Service.

CONTACT: Andrew Hatch, Director, Marketing Order and Agreements Division, Agricultural Marketing Service, Specialty Crops Program. Telephone: 202-720-5697.

ANALYSIS OF ECONOMIC IMPACT

ACREAGE AND PRODUCTION TRENDS: California produces approximately 95% of the olives grown in the United States. Olive growing areas are scattered throughout California with most of the commercial production coming from Tulare, Tehama, Glenn, Madera, and Fresno counties. For the first time the industry has plantings in Imperial Valley.

Olive production has fluctuated from an unprecedented low of 16,968 tons in the 2006-07 crop year to a high of 164,984 tons in the 2010-11 crop year. The yield per bearing acre has varied from 0.59 tons in 2006 to a high of 5.83 tons in 2010-11. A total of 13,000 bearing acres will be used for this analysis. Actual production since 1997 is listed in Table A.

Factors to consider in evaluating the potential 2021-22 crop year tonnage are:

2021-2022 Marketing Policy Statement

1. Alternate bearing crop.
2. Bloom is looking normal.

USES FOR OLIVES GROWN IN CALIFORNIA: The primary use of California olives is for canned ripe olives which are eaten out-of-hand as a snack, in hors d'oeuvres, or as an ingredient in various entrees, side dishes and cocktails. They add texture, color and flavoring to any dish. A new growing trend is foodie crafts with olives being a natural fit.

RECEIPTS BY REGULATED HANDLERS: Historically 85-95% of the reported California olive crop has been delivered to regulated handlers. A portion of the total tonnage delivered to regulated handlers will be diverted to non-regulated uses in addition to the tonnage delivered to non-regulated handlers and oil processors.

EXPORTS: The canned olive market is historically a domestic market with only approximately 3 to 5% exported, primarily to Canada, Mexico, and Japan. Industry is exploring further exports to China, Southeast Asia, and South Korea.

PORTION OF COMMODITY AFFECTED: The portion of the California olive crop that is affected by the proposed actions those olives used in the production of canned ripe olives canning and limited sizes, which will be approximately 90% of total production.

IMPACT ON SUPPLY/DEMAND UTILIZATION: The Committee continues to utilize three areas marketing, research, and inspection programs to create a positive impact for the industry concerning supply and demand. Marketing efforts include an extensive database of industry assets, including recipes, photographs, grower videos and much more, that have been used to promote California olives through retail trade advertisements, digital and social media, and influencers. The story of our grower families has been a driving force in our marketing efforts. Research efforts have focused on cultural practices, pest and disease, and utilization of the latest technology to develop low cost solutions for producing olives in California. Lastly, inspection capabilities have been enhanced through an electronic reporting system to decrease waste, provide efficiency, reduce burden on canner staff and provide growers with more resources. The reporting system has been well received by growers. Growers are now able to make better management decisions in the field due to the real time data, as a result has provided back hire returns. The Committee has been making major strides over the past few years with efforts to assist growers in lowering production cost, while increasing the quality, supply, and demand of the product.

IMPACT ON SMALL BUSINESS: The Committee is required to assess the impact of its proposed regulations on small business units. The definition of a small grower unit is \$750,000 in gross income. With approximately 900 growers producing less than 1,000 tons, and approximately 2% of growers producing more than 1,000 tons, a majority of all growers would be considered small olive producers.

A grower would have to produce approximately 1,000 tons of olives to be above the \$750,000 gross income, required to meet the small grower definition.

The Committee's record keeping and reporting regulations do not affect growers directly since all regulations are enforced on the handlers.

2021-2022 Marketing Policy Statement

The Committee's regulation on the use of limited fruit affects all growers equally. By permitting handlers to use "Limited Size" olives, a higher price is paid to growers for that fruit than if the handlers could not use it.

The definition of a small handler unit is "those having annual receipts of less than \$6.5 million". Both handlers have olive sales above that level.

OTHER ECONOMIC EFFECTS:

Growers are benefited by the marketing order through all the core programs such as: research, marketing, inspection, and compliance. The research programs provide the grower with new ways to enhance the production of quality fruit, combat disease, monitor pests, and reduce production costs. Marketing programs provide an outlet to build awareness and educate consumers on the availability and quality of California Ripe Olives. Inspection programs continue to provide growers with third party inspection of fruit, less subjective technologies for sizing fruit, and an electronic reporting system. The electronic reporting system provides growers with real time data, which has provided tremendous value to the grower. Growers are making better management decisions, and due to the real time data feedback are resulting in higher returns. Compliance programs provide growers with grades and standards for domestic and foreign product.

The consumer benefits from the federal marketing order because of the quality regulations in place and an ongoing supply.

Table A

The estimated bearing and non-bearing acreage of California ripe olives, the production, and yield per acre of California olive trees is shown in the table below from 1997 through 2021.

TABLE A					
ACREAGE AND YIELD - CALIFORNIA OLIVES					
1997-2020					
Year	Bearing Acres	Non-Bearing Acres	Total Acreage	Tons Produced	Tons Per Acre
1997	35,311	1,000	36,311	99,663	2.82
1998	35,311	1,000	36,311	85,375	2.42
1999	35,311	1,000	36,311	135,827	3.84
2000	35,311	1,000	36,311	49,331	1.40
2001	36,000	Unknown	36,000	129,977	3.61
2002	36,000	Unknown	36,000	94,446	2.61
2003	36,000	Unknown	36,000	107,997	2.99
2004	31,887	Unknown	31,887	92,245	2.89
2005	31,580	Unknown	31,580	123,589	3.92
2006	28,926	Unknown	28,926	16,968	.59
2007	27,599	Unknown	27,599	114,883	4.17
2008	27,599	Unknown	27,599	51,543	1.87
2009	28,615	Unknown	28,615	23,034	.80
2010	28,322	Unknown	28,322	164,984	5.83
2011	27,000	Unknown	27,000	26,945	.99

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2012	25,090	Unknown	25,090	78,179	3.12
2013	22,956	Unknown	22,956	90,792	3.92
2014	19,271	Unknown	19,271	31,120	1.93
2015	19,299	Unknown	19,299	77,594	4.02
2016	18,409	Unknown	18,409	66,575	3.62
2017	17,040	Unknown	17,040	90,237	5.30
2018	11,339	Unknown	11,339	17,952	1.58
2019	12,500	Unknown	12,500	90,187	7.21
2020	13,000	Unknown	13,000	23,192	1.78

Source: CALIFORNIA OLIVE COMMITTEE

PRICES: Field prices are determined by a number of factors: the estimate of the oncoming crop, the individual handler inventory and sales projections, and negotiations with growers. Grower returns are affected by the olive size-grade, quality of fruit delivered, and cultural and harvest costs. **The average parity price (as computed by the USDA) for olives in 2020 was \$3,417 per ton.** The price received by growers for the 2020 crop was approximately 36% of average parity.

Parity is a computed value based on government statistics and has no relationship to current prices or wholesale values. It is however, used by the USDA to determine if grower prices have reached a level at which regulations on handlers would not be permitted.

Table B reports the total Canning and Limited tons, average canning and limited prices paid to producers, average crop year parity price, and canning size price as a percent of parity.

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TABLE B						
CALIFORNIA OLIVES - GROWER PRICES						
Year	Canning Size		Limited Size		Average Parity Price	Canning Size
	Tons	Avg Price	Tons	Avg Price		Price-% of Parity
		\$		\$	\$	%
1999	85,639	580	36,475	218	1,443	40
2000	41,260	781	6,571	277	1,468	50
2001	108,143	754	15,296	331	1,583	48
2002	79,113	672	9,893	297	1,603	42
2003	92,239	478	10,467	306	1,650	29
2004	69,737	720	16,126	254	1,692	43
2005	89,958	715	23,794	276	1,799	40
2006	14,667	961	2,176	261	1,864	52
2007	88,072	1,008	19,905	249	2,053	49
2008	43,360	1,109	5,891	387	2,195	51
2009	20,043	1,197	1,068	381	2,060	58
2010	114,930	1,040	36,754	375	2,333	45
2011	23,147	1,165	2,082	378	2,410	48
2012	68,044	1,150	6,062	370	2,578	45
2013	75,305	1,150	10,363	334	2,596	44
2014	29,078	1,207	5,648	385	2,840	43
2015	56,478	1,320	14,395	419	2,810	47
2016	50,675	1,354	10,920	640	2,673	51
2017	66,244	1,345	17,184	751	2,790	48
2018	14,844	1,332	2,024	784	2,604	51
2019	55,227	1,150	26,464	437	3,038	38
2020	19,965	1,231	3,227	388	3,417	36

Average Price - Independent canner price not including standard bonus, extra bonus or hauling allowance.

Prices based on data compiled by Olive Growers Council.

TRADE DEMANDS: The market for California produced ripe olives in the United States is concentrated in retail and food service areas. Some ripe olives are used as ingredients in manufactured frozen or canned foods, but these usually come from fruit exempt from the Marketing Order requirements. Please note Table D represents olives processed and sold in the United States.

IMPORTS: Beginning in the 1981-82 crop year, supplies of California grown ripe olives were insufficient to consistently meet the demands of the market place. Processors in Spain & Morocco export canned California-style ripe olives into the U.S. Most of the imported product is sold to pizza chains and large foodservice distributors. Lower priced imports have replaced California olives for those customers whom are most sensitive to price. Unprocessed olives have been brought into California from Mexico, Spain, and Argentina for processing as canned ripe olives.

The effect of imports on California sales has resulted in a reduction in wholesale prices of specific items, lower grower returns and handler profits as canners lower selected prices to maintain volume. The threat of imports is in their lower cost, lower quality, governmental support, and an almost unlimited supply. If they continue to displace California product, growers' returns will continue to decline.

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Effective with the start of the 2000-01 crop year, to date, the Committee has received monthly reports of imported sales by foreign countries, as well as imported bulk olives, which are mostly processed as California black ripe style. The report of canned ripe olives imports from foreign countries is obtained from the U.S. Customs Service. Table C shows imports expressed in U.S. tons for 2008-09 to date.

TABLE C
U.S. CUSTOMS IMPORT DATA
IN ***GROWER TONS***

CROP YEAR	WHOLE/PITTED FS & RETAIL	SLICED	WEDGED/ CHOPPED	TOTAL CANNED	BULK Aug 1-July 31	TOTAL IMPORTS
2008-09	7,625	50,259	2,093	59,977	15,742	75,719
2009-10	9,775	56,696	4,341	70,812	27,494	98,306
2010-11	8,928	57,458	3,945	70,331	29,212	99,543
2011-12	8,439	60,209	4,475	73,123	4,641	77,764
2012-13	8,898	58,345	3,757	71,000	15,629	86,629
2013-14	10,277	63,923	3,961	78,161	12,878	91,039
2014-15	10,262	58,157	2,608	71,027	21,033	92,060
2015-16	11,142	64,611	2,958	78,711	8,185	86,896
2016-17	11,384	52,074	2,163	65,621	13,813	79,434
2017-18	13,257	48,188	2,336	63,781	3,750	67,531
2018-19	11,457	47,779	979	60,215	11,459	71,674
2019-20	8,159	40,531	606	49,295	24,943	74,238
2020-21	8,092	41,579	246	49,918	18,574	68,492

CURRENT SUPPLIES: Table D shows the canned inventory as of September 30, 2019 of consumer and food service size containers of whole, pitted, sliced, chopped, wedged and broken pitted style olives, and certain key style and pack combinations. This is the latest data report that was released by the COC in the 2018-19 Annual Report before making significant changes to reporting procedures in an effort to protect handler data confidentiality. In 2021-22, the COC continued to compile data related to harvest reports and tonnage received by California Ripe Olive handlers, however, the COC and the National Agricultural Statistics Service (NASS) did not release this information in order to protect proprietary information of our handlers. The data presented in the chart below is the most up to date information available for distribution at this point in time.

**Table D
Processed Ripe Olives in Cans (Converted into 24/300 Case Basis)**

	Shipments			Pack			Ending Inventory		
	2018-19	2017-18	% Change	2018-19	2017-18	% Change	2018-19	2017-18	% Change
TOTAL	11,974,925	11,617,820	3.1	10,459,313	11,519,432	-9.2	5,135,016	6,645,085	-22.7
MARKETS									
CONSUMER	8,983,866	8,743,664	2.7	8,020,919	8,758,984	31.9	4,111,706	5,130,422	-19.9
FOOD SERVICE	2,991,060	2,874,156	4.1	2,438,395	2,760,448	-12.0	1,023,310	1,514,663	-32.4
STYLES									
WHOLE	6,239	7,464	-16.4	91,164	2,769	31.9	13,608	15,694	-13.3
PITTED	7,128,979	7,061,181	1.0	6,226,356	7,076,125	-12.0	3,523,735	4,664,827	-24.5
WEDGED	33,959	33,757	0.6	14,413	40,806	-64.7	22,810	35,366	-35.5
SLICED	4,560,547	4,259,197	7.1	3,839,295	4,187,386	-8.3	1,375,533	1,818,280	-24.3
CHOPPED	224,720	231,397	-2.9	279,084	208,577	33.8	178,615	99,060	80.3
BROKEN PITT	20,481	24,824	-17.5	9,000	3,769	138.8	20,716	11,859	74.7
KEY ITEMS									
24/300 Pitted	6,785,078	6,714,324	1.1	5,933,604	6,824,349	-13.1	3,289,864	4,322,586	-23.9
6/10 Pitted	326,791	329,786	-0.9	278,377	244,166	14.0	223,813	326,861	-31.5
6/10 Sliced	2,606,230	2,463,559	5.8	2,014,125	2,443,837	-17.6	727,474	1,107,049	-34.3
24/300 Whole	4,717	5,718	-17.5	2,960	2,769	6.9	10,223	12,296	-16.9
6/10 Whole	1,522	1,746	-12.8	88,204	0	0.0	3,385	3,398	-0.4
6/10 Wedged	31,876	32,182	-1.0	13,55	40,806	-66.8	22,251	33,601	-33.8
2.25 Sliced	695,357	665,368	4.5	663,803	578,312	14.8	265,041	255,438	3.8
4.5 Chopped	189,239	179,561	5.4	261,946	165,487	58.3	128,253	44,708	186.9

PRODUCTION, ESTIMATED CROP SIZE AND QUALITY: Crop estimate questionnaires will be mailed to olive producers in accordance with procedures established by the National Agricultural Statistic Service and the California Olive Committee. Growers will be contacted by phone for their estimate. Since the computation of this survey will not be available when the Committee meets on August 10, 2022, the results of the grower survey will be submitted as an amendment to this Marketing Policy Statement when that survey is available. There are only two large regulated handlers for the industry, and confidentiality can still be breached by taking a handler survey at this time.

<u>VARIETY</u>	<u>California Olive Committee SURVEY</u> Tons	<u>GROWER SURVEY (NASS)</u> Tons
Sevillano Manzanillo Other	TBD August 10, 2022 (all varieties combined)	TBD August 2022
TOTAL		

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SUMMARY: The marketing order specifies the minimum grade and size requirements for olives that may be used in the production of canned ripe olives. The use of limited size olives will be allowed for "limited use" styles of canned ripe olives because the Committee voted unanimously on June 13, 1996 to recommend that canning smaller olives of the "limited use" size be permitted on a continuing basis. This regulation is the same that has been recommended in all but two years (1971-72 and 1980-81) since the establishment of the Marketing Order. This will permit the maximum utilization of the California olive supply for retail and food service use based on historic practices. The fresh olive Limited size mid-points will be same as those used for the 2020-2021 crop.

*****ACTION REQUIRED*****

FROM: EXECUTIVE COMMITTEE

SUBJECT: E-COMPLIANCE PLAN AND ANNUAL COMPLIANCE PLAN

RECOMMENDATION: THAT the Committee approve the 2022-2023 E-Compliance Plan and Annual Compliance Plan as presented in the following pages.

**ANNUAL COMPLIANCE PLAN
FOR THE
CALIFORNIA OLIVE COMMITTEE**

(Marketing Order 932 - Olives Grown in California)

I. THE PURPOSE OF THE ANNUAL PLAN

This compliance action plan describes compliance strategies, resources, and activities for the current year. It is formulated to assist the California Olive Committee (COC) and its staff, as well as the Agricultural Marketing Service, in assuring that all olive handlers are complying with the marketing order (order) and regulations. It is also designed to assure that the COC and its employees are following prescribed procedures, an essential prerequisite when violations are brought forward for criminal and civil prosecution. Following these procedures assures that all handlers are treated equitably.

II. BACKGROUND OF MARKETING ORDER 932 (REGULATING OLIVES GROWN IN CALIFORNIA)

The COC was established in 1965 and is composed of 8 handler members and 8 producer members. The order, as contained in the Code of Federal Regulations, 7 CFR Part 932, regulates the handling of olives grown in California. The order authorizes the establishment of minimum grade and size regulations with mandatory incoming and outgoing inspections. The order authorizes production and marketing research, and paid promotion activities. The order also permits fruit of certain sizes too small to be of good value as whole or pitted olives to be utilized in chopped, segmented (wedged), and sliced form. Finally, the order authorizes the collection of assessments to fund the approved program activities. No regulations or restrictions are imposed upon producers by the order. All provisions apply to the handling of olives, and only handlers are assessed and billed for the COC's expenses.

III. INDUSTRY BACKGROUND

Agricultural industries differ considerably. The production and handling of the many various specialty crops provide a unique perspective of California agriculture. Consider the following features of this state's and the nation's olive industry:

1. Virtually every olive grown commercially in the United States is grown in California.
2. Olive trees have an alternate-bearing characteristic, yielding large crops one year and smaller crops the next year. A record crop was harvested in the 2010 season with 164,984 tons delivered. The smallest crop harvested in recent years was in the 2006 season, with 16,968 tons delivered. Handlers try to hold higher inventories in years with larger crops to provide fruit for sales in years with smaller crops. Similarly, the COC plans program activities, budgets expenses, and recommends assessment rates based upon this crop characteristic.
3. The COC has established both a crop year and a fiscal year. The crop year begins August 1 while the fiscal year begins January 1. Actual crop harvest begins in September and usually continues through mid-November.
4. Several styles of olives are exempt from regulations: Greek, Sicilian, fresh shipments to market, and olive oil. Exemptions may be obtained from the COC for fruit that is used in new product market tests.

5. Assessments are based upon handler receipts of canning and limited size fruit. The budget and assessment rate are recommended after the fruit is received so that the total assessable receipts are known.
6. Delinquent assessments are subject to an interest charge and a 5% penalty late charge. The interest rate is calculated at 2% above the current commercial prime rate.
7. Handlers are required to report all olive receipts, sales, use, packout, and inventory of olives grown in California to the COC.
8. Records of olives acquired, held, and disposed of shall be retained by each handler for two years beyond the crop year in which the transaction occurred.
9. Olives are covered under the Agricultural Marketing Agreement Act of 1937, Section 608e; therefore, regulation of imported fruit is mandatory. Any grade and size regulation pertaining to the domestic crop also applies to imports of similar styles of olives.
10. Olives are subject to both incoming (when delivered by the grower to the handler) and outgoing (after processing) inspection. The incoming inspection is to establish weights, size-grades, and quality of olives received in natural condition. Outgoing inspection is for processed grade and size regulations. All inspections are based upon the U.S. Standards for Grades of Canned Ripe Olives (7 CFR part 52) and additional size tables adopted by the COC.
11. Receipts of "tree-ripened" fruit require that the handler notify the COC and the inspection service. Such fruit must be kept separate from other fruit received and in storage.
12. At the beginning of the current crop year and fiscal year there are two major handlers in the industry.

IV. REPORTS

The order requires that each handler report receipts of fruit, sales, utilization, packaged and bulk inventory, and packouts. The following forms are used by handlers to comply with this requirement.

A. The *Weight and Grade Report* (Form COC-3A/3C) is required as part of the incoming regulations. The report should contain at least the following information:

- i. lot number
- ii. date received/time received
- iii. variety
- iv. number and type of containers
- v. name of handler
- vi. name of producer
- vii. county of production
- viii. weight certificate number
- ix. net weight
- x. method of size-grade determination (lot or sample)
- xi. weight of sample if size graded by sample, and
- xii. the quantity of olives of each size designation.

The information from this report provides the basis for determination of canning, limited, undersize and cull olives; and also provides the basis for the handler payment to the producer. The inspection service shall certify this form.

B. The *Report of Olives Received* (Form COC-19) is a weekly report showing by size designation and culls:

- i. the respective quantity of each variety received
- ii. seasonal total receipts of each variety to date.

C. The *Report of Limited, Undersize and Cull Olives* (Form COC- 5) is a report filed with the COC upon disposition of limited, undersize and cull olives. The report should contain the following information:

- i. name of handler
- ii. name of consignee
- iii. number of containers
- iv. type of containers
- v. variety
- vi. net weight of limited, undersize and culls disposed of
- vii. style (whole or pitted)
- viii. outlet
- ix. handler or inspection service comments

This permits the COC to verify that the cull and undersize fruit has not been used in the production of canned ripe olives. The disposition of such fruit is done under the inspection of Shipping Point Inspection (SPI). All required disposition of non-canning olives shall be completed not later than September 30 of the crop year following the one in which the obligation is incurred or such later date that a handler may specify in a notice filed with the COC at least 15 days prior to September 15 of such subsequent crop year. Such notice shall show that a handler has sufficient quantity of olives held in storage to meet his obligation.

D. The *Pack and Certification Report* (Form COC-4) is a report from the handler of daily pack, certified by the inspection service, which contains the following information:

- i. name and address of handler
- ii. date
- iii. place of inspection
- iv. variety
- v. style of pack
- vi. fruit size
- vii. number of cans per case
- viii. can size
- ix. can code
- x. total number of cases of packaged olives
- xi. remarks (inspection grade/failed lots)

E. Reports are required monthly that show the quantity of packaged olives of the ripe and green ripe types *sold* during the month. Such reports include the following information, as applicable:

- i. With respect to the whole, pitted, and broken pitted styles: each style is reported separately in terms of the quantity of each size of olives. Such quantity is reported in terms of the total amount packaged in each of the container sizes listed on the form. The Form COC-29a is used for this type of report. Monthly sales of green ripe olives are listed on the form.
- ii. Limited use styles - halved, sliced, segmented (wedged) and chopped - are reported in terms of the quantity of each style packaged in each of the container sizes listed on the form. The Form COC-29b is used for this report.

- F. *Packaged Olive Inventory Reports* are monthly reports showing the total quantity of packaged olives of the ripe and green ripe types held in *inventory* storage at all locations on the last day of the preceding month. Such reports shall contain the following information:
- i. With respect to whole, pitted, and broken pitted styles of packaged olives, each style is reported separately in terms of the packaged quantity of each size designated on the form. Such quantity shall be reported in terms of the total amount packaged in each of the container sizes listed on the form. Green ripe olive inventories are listed on the form. The Form COC-27a is utilized for this report.
 - ii. Halved, sliced, segmented (wedged), and chopped styles of packaged olives of the ripe and green ripe type are reported in terms of the quantity of each style packaged in each of the container sizes listed. The Form COC-27b is utilized for this report.
- G. *Natural Condition Olive Bulk Inventory Reports* are monthly reports showing the total quantity of natural condition olives held in *bulk storage* at all locations on the last day of the preceding month. Such reports shall contain the following information if applicable:
- i. The total tonnage of natural condition olives held in storage which are of any size that may be used in the production of packaged olives of the whole or pitted styles shall be reported in terms of the total quantity of each size designated. This report is filed on Form COC-27c.
 - ii. The total tonnage of natural condition olives held in storage by the handler which are of sizes that may be used in the production of packaged olives of the halved, sliced, segmented (wedged), or chopped style shall also be reported on Form COC-27c.
- H. *Packout Reports* are monthly reports showing the total production of packaged olives of the ripe and green ripe types. Such reports shall include the following information, as applicable:
- i. With respect to the whole, pitted, and broken pitted styles of packaged olives, each style shall be reported separately in terms of the total quantity of each size designated on the form. Such quantities shall be reported in terms of the total amount packaged in each of the container sizes listed on the form. Green ripe olives shall be listed on the form. This report is filed on Form COC-28a.
 - ii. Halved, sliced, segmented (wedged), and chopped styles of packaged olive shall be reported in terms of the quantity of each style packaged in each of the container sizes listed on the form. This report is filed on Form COC-28b.
 - iii. Monthly reports come to the COC office via email (scanned/signed pdf.), fax and mail from the handlers. They are date stamped, logged in Monthly Report Register, for record. The reports are then added into the computer for a continuing report the COC office keeps, and works in conjunction with CASS to make available through the CASS website for public review (as our industry currently has 2 handlers). Once the CASS report is up on site and “live” then the COC office blast emails the CASS reports to the entire industry.
- I. The *Report of Interhandler Transfers* (Form COC-6) is filed within ten days of such transfer. The transferring handler reports natural condition shipments to the COC with at least the following information:
- i. name and address of the transferring and receiving handlers
 - ii. date of the transfer
 - iii. condition of fruit, either natural condition or processed

- iv. weight, number, and size of each type of container
- v. variety
- vi. transfer of obligation of Limited, Undersize or Culls.

Packaged olives cannot be transferred via an interhandler transfer. Such transfers are considered sales and are reported on Form COC-30.

J. The *Interhandler Sale or Purchase of Canned Ripe Olives* (Form COC-30) is used to report sales or purchases of processed canned ripe olives between regulated handlers. The form contains the following information:

- i. name and address of originating handler (seller)
- ii. name and address of receiving handler (buyer)
- iii. details of the transaction: type, size, style, can size, number of cases
- iv. signatures of originating and receiving handlers

K. The *Report of Assessable Tonnage* (Form COC-13) is an annual report of assessable tonnage received by variety and an estimate of tonnage expected to be diverted to exempt use.

L. The *Report of Final Assessment Payment* (Form COC-17) is an annual form verifying the amount of assessable tonnage of fruit handled and the actual and/or estimated exemptions. It also indicates previous payments to satisfy assessments levied.

M. The *Authorization of Grower to Combine Lots* (Form COC-23) is used by the handler to indicate when lots have been combined by the permission of the grower. This is a seldom-used form. The report contains the following information:

- i. name and address of handler
- ii. date of authorization
- iii. variety (separate form required for each variety)
- iv. weight & grade certificate numbers included in combination
- v. signature of producer or agent
- vi. county
- vii. number of containers
- viii. net weight

N. The *Report of Special Shipments* (Form COC-155) is used by handlers to request permission to package and market experimental shipments of olives in order to conduct marketing research and development projects. Each application must provide at least the following information:

- i. quantity of olives to be utilized (no more than 5% of crop year acquisitions)
- ii. specific market outlet
- iii. flavorings or other added ingredients
- iv. style
- v. type of olives (black or green)
- vi. container size
- vii. variety
- viii. sizes
- ix. date when product to be packaged
- x. name and address of handler
- xi. place of inspection
- xii. certification that all marketing order requirements met

- xiii. certification that product will be kept separate
- xiv. purpose and nature of request
- xv. estimate of time needed to complete the test.

The reporting requirements as they currently exist provide cross-checks and safeguards against violations within the industry. The fact that the growers and the handlers, as an industry, support the order assists in that regard.

V. RESOURCES

Both incoming and outgoing inspection are required under the order. Because incoming inspection is provided by SPI, and outgoing inspection by USDA Processed Products Branch (PPB), a high level of integrity in total receipts and output per handler is maintained. Cross-checks by COC’s staff utilizing incoming and outgoing inspection certificates, pack, storage, disposition, exempt, inventory, and sales reports can account for virtually all fruit handled by each of the two regulated handlers in the industry.

Inspectors representing the PPB remain at the processing plant while handling and processing are underway. Inspectors with SPI remain on the premises while fruit is received, weighed, and size-graded. Receiving may be at the processing plant itself or may be at one or more of the handler’s receiving stations. Each station may have more than one SPI inspector, depending on the amount of fruit received. SPI oversees the lot sampling, with the assistance of handler employees. Inspectors for the PPB are authorized to act in the stead of the SPI inspectors, if necessary. It should be noted that industry has begun moving forward.

The COC staff is represented by the Executive Director, Director of Trade, Director of Operations and Research, and Office Manager. A portion of each staff members’ time is compliance related. Estimated time:

Executive Director	20%
Director of Trade	30%
Director of Operations and Research	50%
Office Manager	30%

VI. COMPLIANCE ACTIVITIES

Compliance activities that specifically address potential violations of these provisions are as follows:

1. Provide information to handlers annually to remind them of their regulatory responsibilities;
2. Identify and visit handlers to discuss regulatory requirements (i.e., record keeping, reporting, assessments, grade, size, pack and container);
3. Receive, investigate, document, and report to AMS complaints of violations of order provisions;
4. Check handler reports as to completeness, accuracy, and timeliness;
5. Monitor handler payments of assessments and late payments;
6. Reconcile handler reports with incoming inspection certificates;
7. Monitor disposition of obligation fruit using handler reports and verify, on a spot-check basis, with third-party records obtained from end users;
8. Periodically visit handlers, announced and unannounced, during the season to observe handling operations and monitor compliance with order provisions.

PART II

DETAILS OF THE COMPLIANCE ACTIVITIES

1. Provide information to handlers annually to remind them of their regulatory responsibilities.

ACTIONS:	FREQUENCY:
1.1 Send out Annual Compliance Plan, Annual Marketing Order Policy Statement to all handlers, Committee members, and to other interested parties via Email, Fax, or Postal Mail. Packet should contain information relating to reporting, regulatory requirements, etc.	In late June or early July, in preparation for the Annual Crop Meeting.
1.2 Send out via Email or Fax to Handlers and Receiving Stations the upcoming crop-year's receiving guidelines.	In August at the start of the crop year.
1.3 A copy of the meeting packet that is mailed out to the committee members in preparation of upcoming annual crop meeting- containing the Annual Compliance Plan, Annual Marketing Order Policy	Whenever a rule change occurs, or a new member or alternate member is appointed to the Committee.
1.4 A copy of the meeting packet that is mailed out to the committee members in preparation of upcoming annual crop meeting- containing the Annual Compliance Plan, Annual Marketing Order Policy Statement, Antitrust Guidelines, COC Bylaws, updated Incoming and Outgoing Inspection Charts, and other pertinent current information is added to the Chronological Monthly Files, to be kept as permanent record.	As needed

2. Identify and visit handlers to discuss regulatory requirements (i.e. record keeping, reporting, assessments, grade, size, pack and container.)

ACTIONS:	FREQUENCY:
2.1 Discuss the regulatory and reporting requirements with handlers.	As necessary during the season, such as when a report is not received, or is not properly completed. As necessary during season, such as when a handler is not meeting grade, size, pack, or other requirements.

2.2 Visit handlers to clarify questions on grade, size, pack, etc. COC staff should document contact with handlers and record observations from each visit, phone call, or email.

2.3 The Committee identifies new handlers via the Olive Growers Council. The California Olive Committee then sets up a meeting with the new handler, the inspection service, and MOAB to inform them of their responsibilities as a handler under Marketing Order 932. All correspondence with the new handler, including faxes, emails, call reports, etc., is documented and placed in their handler file.

3. Receive, investigate, document, and report to AMS complaints of violations of Marketing Order provisions. (Rules 932.139, 932.149, 150, 151 & 152)

ACTIONS:

FREQUENCY:

- | | | |
|-----|--|---|
| 3.1 | When a complaint is received (e.g., complaint from industry grower or handler, notice from Inspection Service, etc.) assess the merit of the complaint and action, if any, needed to be taken. | Immediately upon receipt of the complaint. |
| 3.2 | Investigate the complaint by visiting the handler, reviewing handler documents, contacting third parties, etc., as needed to resolve the complaint. | After assessing the merit of complaint, above. |
| 3.3 | Document all complaints of Marketing Order alleged violations, including Committee follow-up actions, if any, and report to the Department. | Immediately after following up and investigating the complaint. |

4. Check handler reports as to completeness, accuracy and timeliness. (Rule 932.161)

ACTIONS:

FREQUENCY:

- | | | |
|-----|--|----------------------------------|
| 4.1 | <u>Report of Olives Received (Form COC-19)</u> | |
| | a. Record receipt of, review form for completeness, check accuracy of figures. | Weekly, during receiving season. |

	b. Verify handler totals compiled at COC with final report from handler. Cross-check against total receipts recorded from Forms COC-3A/3C.	Annually.
4.2	<u>Disposition and Obligation (Form COC-5)</u>	
	a. Obligation for Limited, Undersize and Culls established when final receipts recorded from each handler.	Annually.
	b. Disposition recorded from each COC-5 in each category for each variety.	Monthly or As necessary.
	c. Remaining Obligation calculated and Form COC-8 sent to handler for verification.	Monthly or As necessary.
	d. Any discrepancies discussed with handler.	As necessary.
	e. Compare remaining obligation with handler's storage tons to ensure sufficient fruit available to meet obligation.	At end of crop year.
	f. When obligation fulfilled for each crop year, handlers notified in writing.	As necessary.
4.3	<u>Pack and Certification Report (COC-4)</u>	
	a. Reports scanned for any failed lots. Recorded in ledger.	Upon receipt.
	b. Disposal of failed lots recorded as they occur.	Upon receipt.
	c. Handler records checked or physical inventory taken of outstanding failed lots.	As necessary.
4.4	<u>Sales, Inventory, Pack Reports (COC-27a, 27b, 28a, 28b, 29a, 29b)</u>	
	a. Record receipt of, review forms for completeness, check accuracy of figures. Contact handler if form is incomplete or late.	Monthly.

	b. Audit handler's sales invoices, inventory controls, etc.	Periodically or as needed following a complaint.
4.5	<u>Natural Condition Olive Bulk Inventory Reports (COC-27c)</u>	Monthly.
	a. Record receipt of, review forms for completeness, check accuracy of figures.	
	b. Audit handler storage facilities at cannery.	Periodically or as needed following complaint.
4.6	<u>Interhandler Transfers (COC-6)</u>	
	a. Record any obligation transfers from transferring handler to receiving handler. Report on COC-8 to handler.	As reported.
4.7	<u>Interhandler Sale or Purchase (COC-30)</u>	
	a. Verify both originating and receiving handler signatures.	As reported.
	b. Investigate how this sale has been reported by each handler on their monthly sales reports to eliminate any double reporting.	
4.8	<u>Combination of Lots (COC-23)</u>	
	a. Verify weight & grade certificate numbers and net weights. (Note: This form is seldom used)	As necessary.
4.9	<u>Report of Special Purpose Shipments (COC-155)</u>	
	a. Communicate to handlers that a request for experimental shipments must be received by COC at least 10 days prior to shipments.	Annually.
	b. Notify the inspection service that COC has approved a special purpose shipment.	At time of approval.
	c. Verify that it will be kept separate by a means satisfactory to inspection service.	At time of pack.

d. Follow up disposition of experimental shipment with handler.

According to time frame reported on COC-155.

4.10 Upon receipt, each report is date-stamped and initialed to show timeliness of report. The weekly and monthly reports are recorded on a register and kept in folder. The Register includes the date received, who reviewed report and the accuracy of the report. Should there be a discrepancy, the handler is notified, documented, handler employee signed, and date stamped with the corrected/revised corresponding report and updated/included in file. Files are set up for each type of report and all records are continually updated, kept for permanent record in secured file cabinets.

5. Monitor handler payments of assessments and late payments. (Rule 932.139 & 221)

ACTIONS:

FREQUENCY:

- | | | |
|-----|---|---|
| 5.1 | Compare handler receipts as reported on Form COC-19 to receipts reported on Form COC-13 "Statement of Assessable Tonnage." | Annually after crop completely harvested. |
| 5.2 | Calculate handler's assessment due. Notify handler of amount due and payment schedule via Postal mail, Email, or Fax. Send handler copy of Federal Register notice of budget and assessment approval upon receipt from CAMFO. | Annually.
(January) |
| 5.3 | Send assessment bills to each handler via Postal Mail, Email or Fax, followed by phone call to confirm it was received. | Monthly
Payments |
| 5.4 | Calculate, and apply, on a consistent basis, late payment and interest charges to all delinquent accounts. Mail assessment penalty notices (Form COC-16) via Registered Mail. | If payment not received by postmarked due date. |
| 5.5 | Notify AMS when delinquent notifications are sent. | As necessary. |
| 5.6 | Report status of all delinquent accounts to AMS per Compliance Manual instructions. | As necessary. |

- | | | |
|-----|---|---------------|
| 5.7 | Delinquent assessments will be collected in accordance with procedures detailed in the AMS Compliance Manual (Page 20) | As necessary. |
| 5.8 | Both handlers are notified via email and fax, followed up fax journal copy attached for record to each handler, files are set up with each handler's schedule and invoice amounts. Upon receipt each check is date-stamped, Master Assessment Register is updated, recorded, and then check is deposited. | As necessary. |

6. Reconcile handler reports (COC-19) with incoming inspection certificates (COC-3A/3C).

ACTIONS: FREQUENCY:

- | | | |
|-----|--|---------------|
| 6.1 | Compare handler receipts as reported on Form COC-19 with receipts as recorded from the COC-3A/3C Weight & Grade Certificates. | Annually. |
| 6.2 | Weight & Grade Certificates include trash (leaves, stems, etc.) weight. COC-19 reports do not. A discrepancy of 1-5% is acceptable depending on crop size and conditions. Discrepancies above 5% will be investigated. | As necessary. |
| 6.3 | Work with handler to resolve any discrepancies, by verifying certificate I.D. numbers, identifying revised, replaced, duplicate or voided certificates, checking individual batch or certificate totals by variety and net weight, if necessary. | As necessary. |
| 6.4 | Each receiving station sends the COC-3s in bulk, where COC staff puts them into batches, adding the total weight, using the calculator tape (twice) to verify the figures. A second person enters all pertinent data into a producing county report to verify and compare against the cumulative report (of first of each handler's CO-19 report,-and to later determine assessments) then, the harvest of the crop year, against the cumulative report of the COC-19. All hard copies are stored in files/boxes for permanent record. | As necessary. |

7. Reconcile handler reports to outgoing inspection certificates.

ACTIONS: FREQUENCY:

- | | | |
|-----|---|------------|
| 7.1 | Reconcile COC-4 (Pack & Certification Report) with monthly forms COC-28(a) and COC-28(b). | Quarterly. |
|-----|---|------------|

- | | | |
|-----|---|---|
| 7.2 | Track disposition of failed lots as recorded on COC-4. | On-going. Failed lots are opened and repacked or disposed of according to handlers' own schedule. |
| 7.3 | Investigate those lots which cannot be accounted for in conjunction with PPB and the handler. | As necessary. |
| 7.4 | The COC-4's get date stamped and reviewed to ensure that all reports have passed, and if so, then collected monthly, by date and number sequence, and boxed for permanent record up to completing each crop year (August 1 st through July 31 next year), especially for such cases as in the event of periodic auditing that is required. If any COC-4's have "failed lots" then the COC office is required to contact the handler to investigate what was the outcome of that "accounted for" fruit. The documentation is kept in a log binder for permanent record. | As necessary. |

8. Monitor disposition of obligation fruit using handler reports and verify, on a spot-check basis, to third party records obtained from end users.

- | ACTIONS: | FREQUENCY: |
|--|-------------------|
| 8.1 See 4.2 | See 4.2 |
| 8.2 Conduct spot check audits to verify COC-8 balances of remaining obligation with handlers' actual inventory. | Periodically. |
| 8.3 Spot check audit reports are completed and kept in secured file cabinets, along with all contact documentations, which are periodically updated. | As necessary. |

9. Periodically visit handlers, announced and unannounced, during the season to observe handling operations and monitor compliance with Marketing Order provisions.

- | ACTIONS: | FREQUENCY: |
|-----------------|-------------------|
|-----------------|-------------------|

- | | | |
|-----|--|--|
| 9.1 | Visit canneries (announced and unannounced) during regular working hours, and verify handlers are having their products inspected. Observe handling of incoming fruit, size certification, disposition of obligation fruit, inventory controls, etc. | Visit all handlers' main plant and receiving stations at least once during receiving season and at least once during remainder of crop year. |
| 9.2 | Verify handler sales records for a randomly selected period (e.g. month) for randomly selected items, with sales invoices, printouts and other handler records. | Annually or as necessary. |
| 9.3 | Contact handler on any discrepancies observed during the visit, or when verifying handler records as described above. | Immediately. |
| 9.4 | Document and log all visits. | As necessary. |

2022-2023

e-Compliance Plan

Full name of Marketing Order Program

Marketing Order No.

1. Sending information to handlers annually reminding them of their regulatory, reporting, and record keeping responsibilities.

a. List the types of documents that will be sent to handlers reminding them of their regulatory and reporting requirements during the crop year.

(e.g., marketing order, current regulations, specific handler reports, bulletins)

b. Regulatory requirements will be sent on or around: _____
(e.g., September 1, August 1, etc)

c. Describe what methods will be used to send regulatory requirements and amendments to handlers and what form of documentation will be used to confirm whether the requirements have been sent to all handlers.

(e.g., methods: regular mail, e-mail, facsimile, hand-delivered; and confirmation: a mailing log, certified return receipts, e-mail return receipts, facsimile transmission logs)

d. Amendments will be sent to handlers: _____
(e.g., as implemented, in the beginning of the crop/calendar year)

2. Identify and visit handlers to discuss regulatory requirements (e.g., record keeping, reporting, assessments, volume and disposition), observe handling operations, and monitor compliance with marketing order provisions.

a. How does the Marketing Order Program (program) learn of new or potential handlers? When will regulatory and reporting requirements be discussed with new or potential handlers? How will the discussion be documented?

(e.g., a new handler typically calls to say he/she intends to begin operating as a handler, regulatory requirements are discussed with the new handler as soon as the program learns of the handler's intent to operate, and these discussions are documented in the form of a memorandum of discussion)

b. When will regulatory and reporting requirements be discussed with existing handlers? How will these discussions be documented? (Activity 2.f. specifically refers to handler audits.)

(e.g., as needed during the season, such as when a report is not received or is not properly completed, and the discussions are documented in the form of memorandum of discussion.)

c. How often will a representative of the program visit handlers to observe their operations? What type of activities will be observed during the handler visits and how will it be documented? (Note: This question is specific to handler visits and is separate from handler audits. Activity 2.f. will cover handler audits.)

(e.g., observes where failing products are going; observes how failing product are disposed; visits handlers weekly; keeps a memorandum of visit)

(e.g., Committee Manager, Compliance Officer) will visit _____% of handlers this crop year.

d. If less than 1/3 of all handlers will be visited, what percentage of the total volume of production will those handlers that will be visited represent? _____%

e. Will the program conduct handler audits?

Yes No

f. If yes, how will the audits be documented?

(e.g., handler audit files are filed by year and then by handler, all handlers will be audited within an audit cycle of four years, if applicable)

g. _____ % of handlers will be audited this crop year.

Note: If done, the program should ensure all handlers will be audited within a four year audit cycle.

3. Receive, investigate, document and report to the Marketing Field Office (MFO), complaints of violations of program provisions.

a. Describe how the program receives complaints of marketing order violations. Additionally, explain how the program will investigate, substantiate, and document such allegations and related compliance action. Where will the documentation be maintained?

(e.g., complaints are usually received from other handlers; program investigates complaints by visiting the handler, reviewing handler documents, and contacting third parties; all documentation is kept in complaint files by handler including any communications between the program and the handler)

b. Describe the process of sending a complete case referral report to the MFO after a complaint has been substantiated.

(e.g., follow up action will be sent to the MFO as a case referral report immediately after substantiating the violation)

4. Check handler reports for completeness, accuracy and timeliness.

a. List all the reports the program anticipates receiving from handlers and third parties, including from inspection stations/service, this coming crop year. Also, provide when each report is due or typically received.

(e.g., special purpose shipment reports- 9/1, note sheets, - daily)

b. Describe how the program will verify reports are received when due and the process for reviewing and documenting the accuracy of these reports. In addition, what actions will the program take with handlers that have missing/late reports?

(e.g., date-stamping reports upon receipt, data entry the same day received, electronic dates; after three unsuccessful attempts by phone, visit and letter to obtain a handler report, the program will document the attempts and report the violation to the MFO in the form of a case referral report)

c. Explain how the program will check reports that are received from handlers for accuracy.

(e.g., handler reports are reconciled with incoming and outgoing inspection certificates)

d. If changes or corrections will be necessary to a report, explain how authorization by the handler to make the necessary changes or corrections will be obtained and documented. Where will the documentation be maintained? If handlers are required to resubmit their handler reports, explain how the handlers will be contacted.

(e.g., authorization is obtained by a confirmation letter, facsimile, e-mail or phone call from the handler with name and date.)

5. Monitor handler payments of assessments.

a. Explain how handler assessments are determined.

(e.g., Assessments were billed by inspection certificates, invoices; assessments were self-reported by handlers sending in handler reports)

b. Will the program have internal controls in place over processing deposits (accounts receivables)?

Yes No

c. Handler assessments will be collected on a _____ basis.
(e.g., weekly, monthly, quarterly, yearly.)

d. Copies of invoices, reports and past due notices will be retained in files by: _____.
(e.g., handler, month, quarter)

e. The first past due notice will be sent to handlers _____ days after the invoice date.
(e.g., 30, 60)

f. The second past due notice will be sent to handlers _____ days after the invoice date.
(e.g., 30, 60)

g. Will the program charge a late payment fee and/or interest rate on delinquent accounts?

Yes No

h. If yes, describe the late payment fee and/or interest rate on delinquent accounts below. You must include the citation in the marketing order as a description.

Note: Please check the marketing order to see if imposition of interest rate and/or late payment fees or penalties are authorized/mandatory.

i. Will the program take any further actions in attempting to collect past due assessments from handlers (e.g., phone call or visit) before referring the action to the MFO?

Yes No If yes, explain below.

j. At _____ days, delinquent accounts will be referred to the MFO for appropriate action.
(e.g., 65, 90)

6. Monitor compliance through inspection services, disposition of exempt, special purpose shipments, restricted, substandard, off grade, other failing, and/or residual commodities using handler reports.

a. Will the program monitor some form of an exemption of inspections for handlers?

Yes No N/A If not explain below.

(e.g., reviewing the waiver application for a handler and ensuring that the handler is in compliance)

b. Will the program monitor an export program under the marketing order?

Yes No N/A If applicable, explain below.

(e.g., determining whether there are discrepancies between the amounts reported by the handler, USDA inspectors, and/or shipping reports)

c. Will the program monitor handlers that conduct special purpose shipments?

Yes No N/A If applicable, explain below.

(e.g., reconciling handler's reports to the receiver's copies of the special purpose shipment reports submitted to the program)

d. Will the program monitor the disposition of off-grade and/or other failing products?

Yes No N/A If applicable, explain below.

(e.g., using surveillance to ensure failed product is used in only approved outlets)

e. Will the program contact third parties, which includes inspection services, on a spot-check basis to monitor compliance with marketing order and/or inspection requirements?

Yes No N/A If applicable, explain below.

(e.g., contacting buyers, consignees, brokers, retailers, terminal markets, and road guard stations)

7. Other Compliance Activities

a. List any additional compliance activities that will be monitored by the program which have not been discussed previously. Also, discuss how these activities will be documented.

(e.g., reserves, inventories, diversion programs, controlled buys, etc)

b. List any sections or provisions of the program's marketing order, due to formal suspension of rulemaking, that will not be in effect for the upcoming crop year. Additionally, list any new marketing order activities that are anticipated to take effect.

(e.g., diversion program will not be in effect for this crop year, export program may be in effect sometime during this crop year)

8. Financial Audit Policies

a. Name of Certified Public Accountant (CPA) or firm that will conduct audit: _____
_____ If not known, put TBD.

b. How many years has the CPA conducted the audit for the program? _____

c. Describe how the CPA presents the audit findings to the program.

(e.g., CPA will provide a written report and present audit findings in person at the December program meeting; CPA will participate in a video conference at their April meeting; or CPA will provide report to the audit subcommittee who will report to the program at the May meeting)

d. Will the program have its audits conducted in accordance with Generally Accepted Government Auditing Standards (GAGAS a.k.a. The Yellow Book) and maintain its books in accordance with Generally Accepted Accounting Principles (GAAP)? You may visit: <http://www.gao.gov/govaud/ybk01.htm> for further information.

Yes No If no, explain below.

e. Did the program have any audit deficiencies from the prior year audit?

Yes No If yes, describe how the program resolved the deficiencies below; if deficiencies have not been resolved, explain how the program intends to do so.

f. Does the program receive any federal grant funds that do not require a bank deposit?

Yes No If yes, describe the funds below:

(e.g., MAP, TASC, FSMIP. Please do not include specialty crop block grants from state departments of agriculture)

9. Internal Control Policies

Please note that the term “staff members” used throughout this plan means employees, as well as individuals, who are employed by an organization that provides administrative services to the program on a contract/agreement basis. Refer to questions 9.a.

a. Will the program separate duties among its staff members (e.g., will one staff member handle the accounts receivable and another handle accounts payable, will the person retrieving the mail be different from the person preparing the deposit)?

Yes No How many staff members do you have? _____

b. Will the program use an independent contractor or some other type of organization to perform its management and/or administrative services?

Yes No If yes, attach a copy of the current contract/agreement

If yes, what is the name of the independent contractor or organization that the program will be using?

c. What are the names and e-mail addresses of the program officers?

Chairperson(s)

Other officers

Other Officer Positions (If applicable)

(Name(s) and e-mail address(es))

d. Are any of the above officers a manager or staff member of the program?

Yes No If yes, identify officer(s) below.

e. Who is the Chairperson of the Audit Subcommittee? If not applicable, state N/A below.

(e.g., name or N/A)

f. Is the Audit Subcommittee Chairperson a member or alternate on the program?

Yes No N/A (if there is no Audit Subcommittee)

g. Will the program commingle federal funds with any other funds? If a clearing account is used to separate dual payments of assessments, the program may mark "No."

Yes No

h. Will the program comply with Agricultural Marketing Service (AMS) Directive 2210.2 Investment of Public funds? Upon request, you may receive a copy of the policies from MOAD Compliance and Enforcement Branch.

Yes No

i. Are all investments of a maturity period of one year or less, risk free, and interest bearing?

Yes No If no, explain below.

j. Are all accounts held at financial institutions, insured by the Federal Deposit Insurance Corporation (FDIC)?

Yes No If no, explain below.

k. Are all funds in individual accounts which are covered by the FDIC limit for each bank (standard coverage up to \$250,000) or collateralized for any funds in excess of the FDIC limit? Yes No (If collateralized, and the program has a letter, please attach)

l. Has the program changed financial institutions in the past year?

Yes No If yes, provide complete information, name(s) of the new institution(s) and dates(s) of change, phone, fax, email, point(s) of contact.

m. Will the program inform the MFO if there is a change in financial institutions in the future?

Yes No

n. The program maintains fidelity bond/employee dishonesty insurance in the amount of \$ _____ (coverage should be at least 1/3 highest liquid assets handled annually)

o. If applicable, is the program listed as an additional insured, on the independent contractor's/organization's fidelity bond/employee dishonesty insurance?

Yes No N/A

p. What is the highest amount of liquid assets that the program will receive this year?

\$ _____
(e.g., assessments, savings, etc)

q. Will a duplicate copy of the monthly bank statement be sent directly to an officer of the program or will they have electronic viewing access?

(If the program's annual revenue exceeds \$500,000, this activity is *mandatory*)

Yes No If no, provide explanation below.

r. Will the program replace a manager's signature with a facsimile signature or rubber stamp on checks?

Yes No

s. Describe the policy for credit card use and approval of expenditure(s)?

t. Will the program have appropriate written policies, which have been approved by the program, for incurring and approving expenses?

Yes No N/A

u. When was the program's internal control policy last reviewed and approved: _____
(Note: Please attach a copy of most recently approved internal control policy.) (e.g., dd/mm/yyyy)

v. Does the program's by-laws or internal control policy include a hiring policy? If a policy exist, please state that policy below. If no policy exist, state "no policy" below.

10. Operational controls

Please note “appropriate management” should be the next higher level of management. For example, if a manager of a program is the same person who is preparing the vendors invoices for payment or is doing the bank reconciliations, then the manager would need to get the executive director or an officer of the program to approve those transactions. In other instances, appropriate management can be the Manager or the President of the program. Refer to question 10.c., 10.f. and 10.g.

a. Will checks received for payment of assessments be restrictively endorsed “For Deposit Only”?

Yes No

b. Do all deposit slips omit handler identifiable information?

Yes No

c. Will vendor invoices be reviewed and approved by appropriate management prior to being paid?

Yes No

d. Will original bank statements be attached to bank reconciliations before being approved by a program officer? (e.g., program Treasurer)

Yes No

e. Provide the names of those individuals who are authorized users of credit cards. Also, provide the type, number of credit cards and credit limits that have been issued to each of the individuals.

If not applicable, state N/A below.

(e.g., John Smith- 1 Visa \$5000, 1 Exxon \$200; Mary Jones- 1 Visa \$500, etc.)

f. Will appropriate management review and approve credit card statement(s) before statements are paid?

Yes No N/A

g. Will travel expenditures be approved by appropriate management?

Yes No N/A

h. All program checks must be signed by two individuals. Who are the two primary signers of the program's checks? Provide their names and titles, and indicate whether they are an employee, officer, or contractor of the program below:

_____ Employee Officer Contractor/Organization
(e.g., John Smith, Treasurer, etc.)

_____ Employee Officer Contractor/Organization
(e.g., Jane Doe, Manager, etc.)

i. If primary check signers listed above are unavailable, provide the names and titles of other authorized check signers, and indicate whether they are an employee with an "(E)," an officer with an "(O)," or a contractor with an "(C)." If not applicable, please state N/A below:

(e.g., Doug Jones, Secretary (O) etc.)

j. Does the program use petty cash and/or postage? Yes No If no, skip 10.k.-l.

k. Describe how petty cash and/or postage is reconciled and how the reconciliation is documented below.

l. Describe how petty cash and/or postage is handled and secured below.

11. Confidential Information and Record Keeping

a. Under Section 608d(2) of the Agricultural Marketing Agreement Act of 1937, all information furnished to or acquired by the USDA for marketing order program categorized as trade secrets and financial or commercial information shall be kept confidential by all USDA officers and employees. These individuals may disclose such information only in a suit or administrative hearing brought at the direction, or upon the request, of the USDA. Because marketing order programs are quasi-governmental entities, this regulation applies to marketing order program management. Will the marketing order program staff protect personal, commercial, financial, and employment information from an unauthorized disclosure? Will the program have appropriate computer controls in place that are adequate for the size of the program (e.g., password protection to log onto network, automatic logging off after 10 minutes, use of password protected files, etc.)?

Yes No

b. Explain the program's security protocol to protect confidential information below.

c. Personally Identifiable Information (PII) can be used to distinguish or trace an individual's identity. It includes, among other things, the use of names, social security numbers, or financial information associated with an individual. PII is subject to the Privacy Act, and should be held, processed or stored only where facilities and conditions are adequate to prevent unauthorized access. Will the program protect PII from an unauthorized disclosure?

Yes No

d. Is the program following the retention schedule in the MOAD Operations Manual?

Yes No

e. Where are the records stored?

(e.g., stored off-site in filing cabinets which are locked when not in use)

f. How does the staff dispose of records past retention?

(e.g., Shredded after 4 years, etc)

Additional Comments

If you wish to explain or clarify your answer to **any** of the previous questions, use the text box below. Begin by identifying the question or item number, for example: Item 2.c. Item 10.k, etc.

Marketing Order Program Representative Certification

Instructions for Marketing Order Program: Please complete this certification page. Once completed, please e-mail this file as an attachment to your Marketing Field Office Specialist for approval.

I, _____, of the
Name and Title

_____, certify that
Full Name of Marketing Order Program

the foregoing compliance plan was approved by program members on: _____
Date

Required: By checking this box, I certify that the foregoing compliance plan reflects, to the best of my knowledge, the program's compliance strategies, resources, and activities for the upcoming season.

Name Date

My e-mail address is: _____

Only complete below this line if *resubmitting* the e-Compliance Plan.

Resubmitted for approval on: _____ by _____
Date Name

Resubmitted for approval on: _____ by _____
Date Name

Resubmitted for approval on: _____ by _____
Date Name

If this e-Compliance Plan has been pre-approved and received final approval during the program meeting, please list any modifications that were made during the meeting:

Marketing Specialist Certification

Marketing Field Office

Instructions for Marketing Field Office Specialist: Please complete this certification page. If the e-Compliance Plan is not approved, please e-mail it back to the program for revisions. If the e-Compliance plan is recommended for pre-approval/approval, please e-mail it to the Compliance and Enforcement Branch Chief. The e-Compliance Plan will then be assigned to a Compliance and Enforcement Specialist for review.

I, _____, Marketing Specialist at the
Name
_____, certify that
Field Office Location

I have reviewed the foregoing program's compliance plan on this day: _____
Date

Recommend for pre-approval The program will approve on: _____
Date

Recommend for approval

Returned for revisions

See Comments Below:

Received On: _____
Date

Recommend for approval

Returned for revisions

See Comments Below:

Compliance and Enforcement Specialist Certification

USDA Headquarters

Instructions for Compliance and Enforcement Specialist: Please complete the following certification. Once completed, please e-mail this file either to the Field Marketing Specialist if returned for revisions (the Field Office will forward to the program for revision) or to the Compliance and Enforcement Branch Chief for final approval.

I, _____, Compliance and Enforcement
Name

Specialist, certify that I have reviewed the foregoing program's compliance plan on this day:

Date

Recommend for pre-approval

Recommend for approval

Returned for revisions

See Comments Below:

Recommend for approval

Returned for revisions

See Comments Below:

Compliance and Enforcement Branch Chief

Headquarters

FINAL APPROVAL

I, _____, Compliance and Enforcement
Name

Branch Chief, certify that I have reviewed the foregoing program's compliance plan on
this day: _____
Date

Approved

Rejected for Revision

See Comments Below:

Approved

Rejected for Revisions

See Comments Below:



EXPORT OVERVIEW REPORT

August 10, 2022

2022 JAPAN UPDATE – RETAIL PROMOTIONS

COC also sought to reach consumers with information on the health benefits and dietary versatility of California ripe olives. Historically this was done through direct retail interactions, but in 2021 the Japanese retail landscape continued to be severely altered, with continued regulations on movement and social distancing, which made in-store promotions difficult to carry out. Still, COC was able to carry out two series of in-person promotions during a short reopening window in December 2021. COC also instituted a suite of online promotions in lieu of in-person promotions in an effort to expand consumer outreach.

Following the receding of the fifth wave of COVID-19 in October, COC approached Japanese retailers for in-store promotions. Ultimately, COC was successful in securing promotional opportunities with two retailers who have partnered with COC in the past. Two Tokyo based retailers, Nissin World Delicatessen and National Azabu, who focus on high-end imported foods, to hand out samples during December 2021. The stores were in upscale neighborhoods of Tokyo frequented by upper income consumers. Across seven total promotional days, over 300 customers sampled California ripe olives.

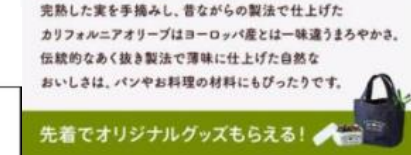


2022 JAPAN UPDATE – DIGITAL PROMOTIONS

Tote bags for online National Azabu giveaway promotion

COC also worked with National Azabu to utilize their online store to conduct promotions for California olives, giving away mini tote bags with every purchase of California olive cans in July. This limited tote bag promotion helped generate nearly 50% of the average monthly sales of California olives on the National Azabu e-commerce site in only three days.

Additionally, COC worked with Cotta, a Japanese web portal dedicated to meeting the baking needs of Japanese consumers. Cotta combines web-media and e-commerce, allowing consumers to read stories and recipes before subsequently buying relevant products and ingredients directly on the site. COC put out a web article on the Cotta website, emphasizing California olives' exceptional taste and culinary versatility. This article was accompanied by four recipes developed by Japanese food influencers. The article and recipe pages all had shopping sections embedded for readers to quickly access the ingredients used in each recipe. The article and recipes were also featured on Cotta's official social media accounts and the collaborating influencers' Instagram accounts, including on Instagram, Facebook, LINE, and Twitter. These efforts, across 32 promotional days, had a social media reach of 1.05 million impressions.

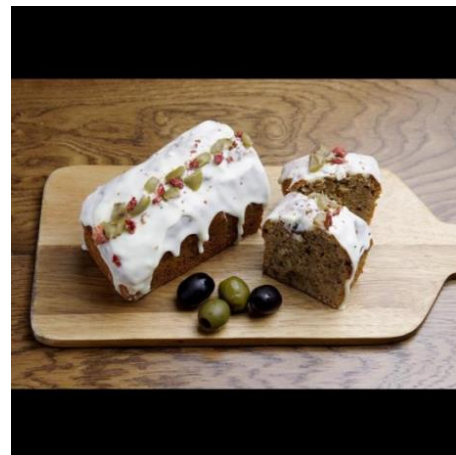
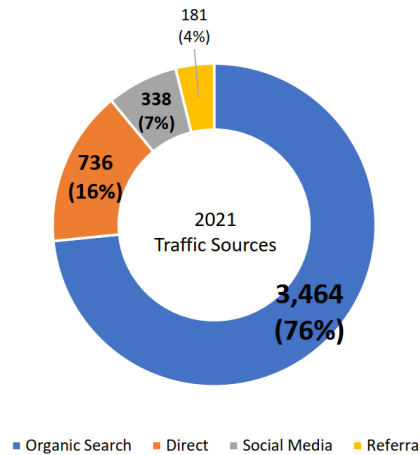


2022 JAPAN UPDATE – WEBSITE & SOCIAL MEDIA

The California olive Japanese language website was also an important aspect of COC’s online presence. The website has steadily gained visitors over the last four years thanks to continuous digital marketing efforts in Japan. In 2021, the website reached 4,703 users in total which is roughly thirteen unique visitors per day. While this represents growth over the prior year, there is clearly room for improvement. In the future, COC plans to refresh the Japanese language California olives website to ensure that more Japanese consumers are exposed to information surrounding these nutritious, versatile products.

The COC also continues to maintain an active social media presence on Facebook and Instagram. The Instagram account was created in 2020, and saw increased presence in 2021. At the end of the 2021 program year, the COC’s Japanese Facebook and Instagram accounts had a combined following of over 1,300 people.

COC Japanese Website Traffic Drivers



Screenshots from COC’s Instagram



2022 JAPAN UPDATE – FOODSERVICE PROMOTIONS

COC partnered with 36 privately owned foodservice businesses across Japan as part of its trade-targeted programming, surpassing the goal set for 2021 of having California ripe olives incorporated as an ingredient in ten restaurants. Each location created their own unique menu items using California ripe olives and promoted them to their consumers from November to December 2021. Many of these restaurants were based in Yokohama, just south of Tokyo, and featured a vast array of cuisines including American, French, Japanese, Mexican, Indian, and Italian. Through these menu-feature promotions, the restaurants in total generated over \$24,540 in sales. Six restaurants served their menu items as part of a larger lunch or dinner course, and thus their sales values are not included in this total. These partnerships displayed the versatility to Japanese foodservice trade members and consumers alike, as they were able to be used in a wide variety of dishes, from pizzas and burgers to croquettes and duck confit salads, and even cakes and tarts.

COC also collaborated with DD-Plus, a company which specializes in food ingredient purchasing for the Diamond Dining foodservice operator. Diamond Dining manages 437 foodservice locations from 137 brands throughout Japan, and DD-Plus works to provide restaurants within the group—particularly small- and medium-sized foodservice businesses—with competitive prices. COC worked with DD-Plus to have California olives placed in its product catalog to allow foodservice outlets in the greater Tokyo area to learn about California ripe olives as an ingredient and purchase them for use in their restaurants. This also involved having a special flyer insert included in each catalog from November to December, ensuring that California olives would receive special attention among the many ingredients featured in the DD-Plus catalog. Thanks to this partnership, 2,500 cans of California olives were sold to member foodservice businesses.

2022 JAPAN UPDATE – FOODSERVICE PROMOTIONS



カリフォルニアオリーブはグルテンフリーで、トランス脂肪酸やコレステロール、
また主要なアレルギーも含まれていません。



アメリカ カリフォルニア産

米国・カリフォルニアスタイルのライブオリーブ。用途に合わせてお選びいただける豊富なラインナップでお届けします。

- S-O ビリヤットライブオリーブ 4号缶 ¥330 (415g / #3698)
- S-O スライスライブオリーブ 4号缶 ¥361 (400g)
- S-O ライブオリーブホール 4号缶 ¥330 (415g / #3698)
- S-O ガイスライブオリーブ 4号缶 ¥711 (383g)

オリーブの栄養美

カリフォルニアオリーブは美味しいだけでなく、ビタミンA、ビタミンE、鉄分、そして食物繊維を豊富に含んでいます。栄養素が最も高くなる旬の時期に加工、保存されるため、一年を通してその美味しさを楽しむ事が出来ます。

— カリフォルニアライブオリーブについて —

- カリフォルニア州で生産されているオリーブはアメリカ全土の95%を占めています。
- カリフォルニアで栽培されているオリーブの主な品種はマンザニラとセビラノです。
- カリフォルニアでは熟す前、緑色のオリーブの状態に収穫、洗拭き、酸化をさせることによってブラックオリーブが作られます。
- 他産地のオリーブの多くは、種あり・オイル漬けや塩分が高いものが多いの比べ、カリフォルニア産は薄い塩水のみ、オリーブ本来の美味しさがあり、サクサクとした食感が特徴。
- 味が濃すぎない為、様々なお料理との相性も良い。



カリフォルニアライブオリーブ

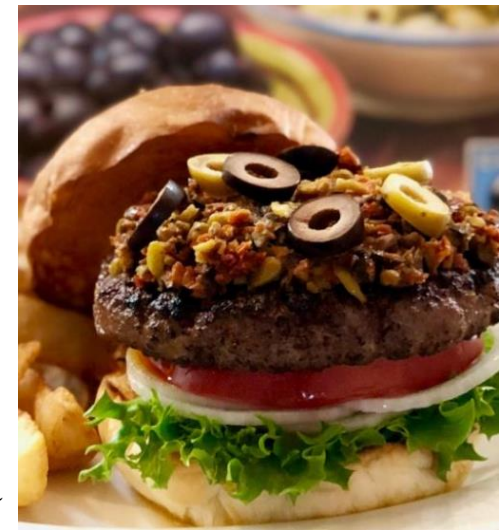
DD Plus Promotion Flyer



CA Olive & Cheese Shortbread
Coffee Stand 36 Degrees in Tokyo



CA Olive Pizza Twirls
Byrd's Pizza & Ribs in Yokohama



CA Ripe Olive Burger
Burgers + Café HASAMU in Yokohama

2022 SOUTHEAST ASIA UPDATE – WORLD GOURMET AWARDS

In 2021, COC’s activities in Southeast Asia continued to be hampered by the COVID-19 pandemic which limited COC’s representative’s ability to travel throughout the region. While COC’s in-market representative still maintained digital communications with many importers and retailers, it was not as impactful as regular in-person meetings. COC chose to sponsor the “New Restaurant of the Year” and the “Gourmet Retailer of the Year” award categories at the World Gourmet Awards, which were held in Singapore. As part of this sponsorship, the World Gourmet Awards worked with the award finalists in each category to create a recipe highlighting California ripe olives and to promote their use as an ingredient. California olives were also used as an ingredient at the World Gourmet Summit 25th anniversary dinner. Finally, COC placed a full-page advertorial in the World Gourmet Magazine and the awards ceremony program. The promotion reached COC’s targeted trade, namely upscale restaurants and retailers, that cater to consumers with high disposable incomes.



ADVERTORIAL

OLIVE CALIFORNIA

California Ripe Olives are everywhere, and are components of great dishes made every day. But what about their history?

It's definitely a fascinating one: while it thrived in Spain, Tunisia, Morocco, and other Mediterranean countries and featured in many of the regions' culinary specialties, the Spaniards were the first to realize that this fabulous fruit could have international appeal and took the first cuttings to Peru in the mid-sixteenth century. From there, Franciscan Monks took olives to Central America and moved North through the missions of Mexico. In 1769, the first olive cuttings were planted in California at the San Diego Mission where the olives thrived in California's climate.

Surrounded by a cooperative climate, Californians started planting acres of olive trees in response to the high demand for olive oil in the 1800s. When the market became saturated (ironically, with monounsaturated oil), prices dropped, and farmers were tasked with finding an alternative use for their olive trees.

Much of the way we see California Ripe Olives today is thanks to a woman named Freda Etmann, who, with her son, Edwin, came up with a resourceful solution to the industry's problem. With consultation from a UC Berkeley professor on processing methods, Freda began experimenting with 200 gallons of olives in barrels on her back porch to create great ways to preserve these olives for processing. To this day, California Ripe Olives are cured in one of two California state-of-the-art curing facilities using the exact same process that Freda invented. This is what gives California Ripe Olives a unique and distinctly American flavor: Mild, versatile and meaty, they continue to add great flavor to everything from American country cooking to a melting pot of ethnic cuisines.



2022 SOUTHEAST ASIA UPDATE – RESTAURANT PROMOTION

In 2021, COC also conducted a series of restaurant foodservice promotions. During these activities, California ripe olives were featured on the menus in four different restaurants located in Singapore (13% Wine Bistro, Marcy's, Florian Italian Restaurant & Bar, and Frenchie Restaurant & Wine Bar). In addition to the menu features, CA ripe olives were featured on the restaurants' social media accounts. Overall, we heard that restaurants were happy to incorporate and promote California ripe olives on their a la carte menus. Frenchie Restaurant & Wine Bar even extended the promotion for an additional 2 weeks to introduce California ripe olives for a corporate event. The restaurants highlighted also expressed that they would like to use California ripe olives in their menus again.

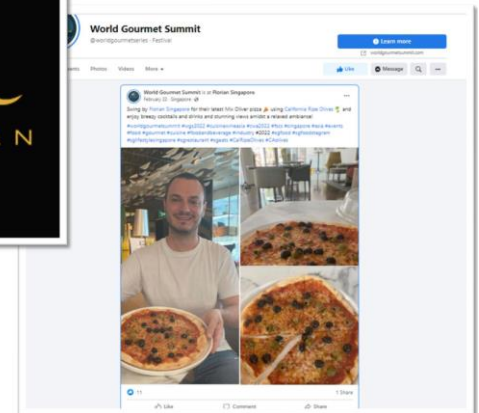
Restaurant Promotion



13% Wine Bistro - 24 January to 31 January 2022



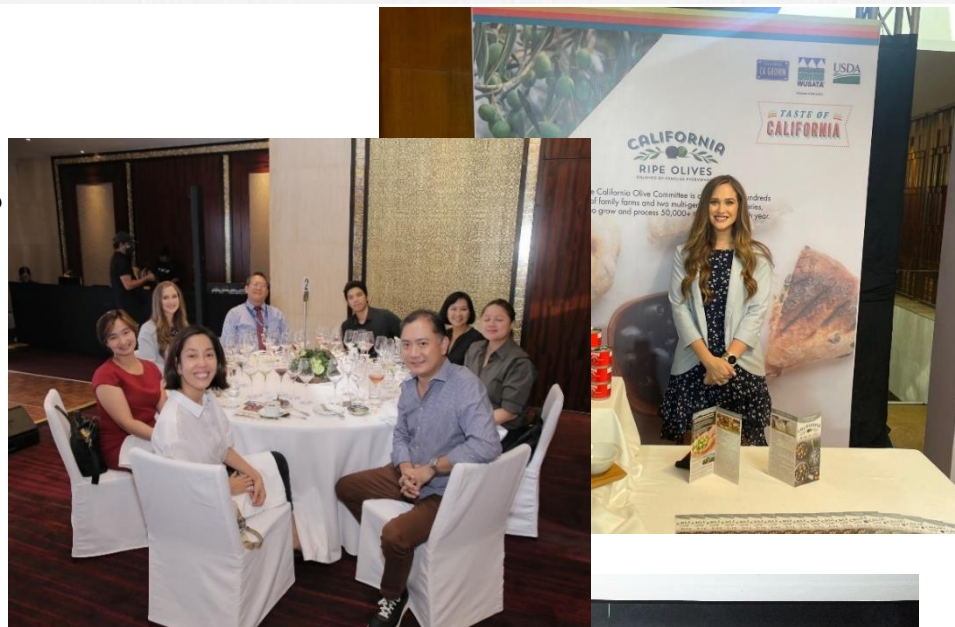
Florian Italian Restaurant & Bar
– 21 February – 28 February 2022



2022 SOUTHEAST ASIA UPDATE – TASTE OF CALIFORNIA EVENT

Manila “Taste of California Event” & NTUC Causeway Point Retail Site Visit in Singapore

The COC traveled to Manila, Philippines and Singapore from July 16-23, 2022, to attend the USDA Agribusiness Trade Mission and the Taste of California Media Trade events organized by CDFA. The USDA trade mission was designed to provide U.S. growers, producers, and exporters the opportunity to explore the Philippine market as it emerges from the coronavirus pandemic with one of the strongest growth forecasts in Asia. During the trade mission, the COC participated in business-to-business meetings with potential importers, received in-depth market briefings from FAS and industry trade experts, and participated in site visits and other networking opportunities. In addition to the trade mission, the COC also participated in a series of two media trade events titled, “A Taste of California.” These trade events were organized by CDFA with the intention of promoting California agricultural products, including California Olives, in the Philippines and Singapore. During these events, the COC presented a brief overview of the California olive industry and had the opportunity to network with various importers and distributors in each of the two markets. The trip was funded by the USDA Agricultural Trade Promotion Program, with the objective of expanding California olive exports to the Philippines and Singapore, and other markets throughout the Southeast Asia region.



2022 CANADA UPDATE

COC aimed to expand consumer knowledge of California ripe olives by working with Canadian social media influencers to promote the use and versatility of California ripe olives in everyday cuisine. In 2021, COC had a relatively small program in Canada with no in-market representation and thus chose to leverage the reach of influencers to magnify its social media presence. To this end, through a Canadian public relations agency, COC selected five influencer partners with a combined following of over 750,000 on Instagram alone. Each influencer was provided with pre-created recipes to promote on their social media channels, primarily Instagram. These posts were then boosted by COC to expand the reach of the promotions. Additionally, COC worked with the Daily Hive, to run recipe advertorials across three major metro areas (Vancouver, Toronto, and Montreal) twice during the promotion. The advertorials walked consumers through three California ripe olive recipes: an olive tapenade, olive and sundried tomato cream cheese spread, and a ripe olive martini. In the end, COC garnered 9,357,639 impressions as a result of the campaign, an increase of 92% from the 2020 campaign. While COC's footprint in Canada is still small, the significant growth in social media impressions is a strong signal there is interest and demand for California ripe olives from consumers in the market.



CA Ripe Olive Influencer Post Stories

2022 CANADA UPDATE

For the 2022 program year, the COC received a significant increase in MAP funds for the Canadian market. This increase in funds has allowed the COC to hire Toronto-based agency, Maren Marcoux Marketing as the official in-country representative for the COC in Canada.

MM Marketing will work to support export growth for California ripe olives to Canada by educating trade and consumers about the quality of California ripe olives, as well as proper storage and display techniques; foster relationships between the CA ripe olive industry and Canadian distributors and retailers; generate trade and consumer exposure for COC and CA ripe olive industry; organize and implement consumer and trade promotions highlighting the quality and versatility of CA ripe olives.

The main focus of the Canadian activities this year will be in the foodservice sector. COC plans to partner with 1-2 Canadian chefs and/or restaurant brands; partner with Canada's premier culinary arts and hospitality college, George Brown College in Toronto; participate in the Thistleton Garden Party charity event; and explore additional opportunities with Canadian based restaurants.



2022 FUNDING ALLOCATIONS MAP & ATP

- **Canada**

- Trade Representation
- Tradeshow
- Social and Digital Media Promotions
- MAP allocation: \$145,526

- **Japan**

- Trade Representation
- Supermarket Tradeshow and Seminar
- Foodservice & Retail promotions
- Trade mission
- Advertising and Digital Media
- MAP allocation: \$151,845

- **Southeast Asia**

- Trade Representation
- Market Research
- Trade mission
- Retail Promotions
- Total ATP allocation: \$230,135

**TOTAL MAP Allocation:
\$284,526**

**TOTAL Remaining ATP
Funding: \$146,802***

**estimated due to pending invoices*

**Carryover from 2020:
\$11,845**

TOTAL for 2022: \$443,173

2023 UNIFIED EXPORT STRATEGY

- **Canada**

- Trade Representation
- Tradeshow
- Retail Promotions
- MAP funds: \$90,000 requested

- **Japan**

- Trade Representation
- Supermarket Tradeshow and Seminar
- Foodservice & Retail promotions
- Trade mission
- Advertising and Digital Media
- MAP funds: \$255,000 requested

- **Mexico**

- Trade Representation
- Tradeshow
- Public Relations
- Retail Promotions
- MAP funds: \$120,000 requested

- **Southeast Asia**

- Trade Representation
- Market Research
- Trade mission
- Retail Promotions
- MAP funds: \$110,000 requested

**TOTAL MAP FUNDS
REQUESTED FOR 2023:
\$575,000**

A circular logo with a white background and a thin white border. The word "CALIFORNIA" is written in a bold, blue, sans-serif font at the top. Below it is a stylized olive branch with two olives, one dark purple and one light green. Underneath the branch, the words "RIPE OLIVES" are written in a bold, black, sans-serif font. At the bottom of the logo, the phrase "ENJOYED BY FAMILIES EVERYWHERE" is written in a smaller, black, sans-serif font. The logo is centered over a background of olive trees with green leaves and small olives.

CALIFORNIA

RIPE OLIVES
ENJOYED BY FAMILIES EVERYWHERE

A faint, light green line drawing of an olive branch with several olives and leaves, positioned on the left side of the page.

THANK YOU!

*****INFORMATION ONLY*****

FROM: CALIFORNIA OLIVE COMMITTEE

SUBJECT: BERRY AMENDMENT

BACKGROUND:

In the Berry Amendment (Buy American), olives and olive oil are both listed as a “non-available article” (Section 25.104). At the time the Berry Amendment was written, the domestic olive industry was in its infancy. Currently, our industry believes that they do have the necessary supply and should be removed from this list. We have submitted a request on behalf of table olives, however, the DOD claims that we still not have sufficient supply to meet the military’s demands. We made an initial application to the DOD requesting the waiver, however this request was denied on the basis that the CA olive industry does not produce enough to meet 50% of the domestic consumption. We applied for a rebuttal, but this was unfortunately denied as well.

The California Olive Committee’s stance is that as long as we can demonstrate that we have enough production to meet the DOD demands, this should suffice to justify our waiver request. For table olives, domestic production is 43,000 tons while the total domestic consumption is 120,500 tons. This equates to 36% of domestic production yet DOD only accounts for only 0.2% of domestic production.

In an effort to continue to pursue the waiver removal, the COC recently hosted a booth at the American Logistics Association (ALA) trade show in Petersburg, VA where representatives from the Olive Growers Council of California (OGCC) were also present to discuss the Berry Amendment waiver request with members of the Defense Logistics Association, US Army, among others.

The OGCC has been working closely with Members of Congress to explore additional solutions. The ALA suggested that the OGCC pursue an Amendment to the National Defense Authorization Act (NDAA) for Fiscal Year 2023. Congressman Garamendi submitted the Amendment which was co-sponsored by Congressman Carbajal. The NDAA Amendment was successfully adopted by the House Armed Services Committee and does not require any further voting action moving forward to be adopted. A copy of the Amendment is included in the following pages for your review.

Amendment to H.R. 7900
National Defense Authorization Act for Fiscal Year 2023

Offered by: Mr. Garamendi

In the appropriate place in the report to accompany H.R. 7900, insert the following new Directive Report Language:

Department of Defense Review of Olives as Nonavailable Article

The committee has heard concerns about the ability of domestic olive producers to compete against foreign-based competitors due to their classification as an “unavailable article”. The committee directs the Under Secretary of Defense for Acquisition and Sustainment to conduct a review of the inclusion of green olives and related olive-based products on lists of “nonavailable articles” under parts of the Federal Acquisition Regulation (FAR) and the Defense FAR Supplement.

After completing the review, the committee directs the Under Secretary to provide a briefing to the House Armed Services Committee by February 1, 2023, on the results of the review. The briefing shall include the results of the review, the process by which nonavailability determinations were made, sources used to conduct market research, the identification of total U.S. Government and nongovernmental demand, and any public comments received in connection with the most recent determinations related to olive products.

*****ACTION REQUIRED*****

FROM: EXECUTIVE COMMITTEE

SUBJECT: CONSUMER STUDY PROPOSAL

BACKGROUND:

UC Davis Olive Center Executive Director, Javier Fernandez Salvador, is here to discuss the Committee's interest in performing a Consumer Study. If the Committee is interested in having a consumer study performed, Javier will provide a proposal to be reviewed by the Committee in November.

*****ACTION REQUIRED*****

FROM: INSPECTION SUBCOMMITTEE

SUBJECT: INCOMING AND OUTGOING 2022-2023 INSPECTION CHARTS

BACKGROUND:

On March 20, 2021, the Full Committee accepted recommendations made by the Inspection Subcommittee to modify the Incoming and Outgoing Charts to be effective for the 2021 crop.

Changes made to Incoming Inspection Requirements include changing the average count per pound range for size small designation to 128-150 and changing the average count per pound range for size petite designation to 151-180. Changes made to Outgoing Inspection Requirements including changing the tolerance by count 35% under to 1/150 and changing the tolerance for all canning sizes to 1/150 lbs.

These changes were motivated by the current oversupply of small fruit.

These changes remain in effect until the Full Committee decides to initiate a change. The following pages contains 2022-2023 Inspection Charts that have been changed back to the original average count per pound ranges.

CALIFORNIA OLIVE COMMITTEE
 OUTGOING INSPECTION REQUIREMENTS
 2022-2023

SIZE REQUIREMENTS AND PERCENTAGE TOLERANCES							
Size Designation	SEVILLANO		ASCOLANO*		OBLIZA		MISSION/ MANZANILLO**
Undersize	Undersize		Undersize		Undersize		Undersize
Sub-Petite	Undersize		Undersize		Undersize		L 35% less than 1/205
Petite	Undersize		L 35% less than 1/ 180		L 35% less than 1/ 180 lb.		L 35% less than 1/205
Small	Undersize		Undersize		Undersize		C 128-140
Medium	Undersize		Undersize		C 106-127		C 106-127
Large	LL 35% less than 1/ 105		C 91-105		91-105		91-105
Extra Large	Undersize		65-90		65-90		65-90
Extra Large	C 65-75		65-90		65-90		65-90
Jumbo	47-60		47-60		47-60		47-60
Colossal	33-46		33-46		33-46		33-46
Super Colossal	32 or less		32 or less		32 or less		32 or less
	C		C		C		C
	Tolerance (by count) 35% under 1/ 75 but not more than 10% under 1/ 86		Tolerance (by count) 35% under 1/ 105 but not more than 10% under 1/ 113		Tolerance (by count) 35% under 1/ 127 but not more than 7% under 1/ 138		Tolerance (by count) 35% under 1/ 140 but not more than 7% under 1/ 166

* Ascolano includes St. Agostino and Barouni

** Includes Haas variety

L

LIMITED USE SIZE and **PERCENTAGE TOLERANCES**

C

 Tolerances apply to MINIMUM WHOLE OR PITTED CANNING SIZE:
 Sevillano- Extra Large "C"; Ascolano- Large; Obliza- Medium; Mission/Manzanillo- Small

CALIFORNIA OLIVE COMMITTEE
INCOMING INSPECTION REQUIREMENTS
2022-2023

U.S. Standards & Marketing Order Sizes		Acceptable Count Ranges and Mid-Points											
		(Per Pound)											
Size Designation	Avg Count Range Per Pound	Variety Group 1				Variety Group 2							
		Sevillano		Ascolano**		Obliza		Mission/Manzanillo*					
		Acceptable Count Range	Mid Point	Acceptable Count Range	Mid Point	Acceptable Count Range	Mid Point	Acceptable Count Range	Mid Point				
Undersize	226-up	Undersize 106 - UP		Undersize 181- Up		Undersize 181- Up		Undersize 206 - Up					
Sub-Petite	181-225							181-205	193				
Petite	141-180							158-174	166	158-174	Ltd 166	158-174	166
Small	128-140							132-138	Ltd 135	136-140	Ltd 138	132-138	135
Medium	106-127							110-122	116	110-122	116	110-122	116
Large	91-105	91-105	98	91-105	98	95-101	98	91-105	98				
Extra-Large Sev "L"	76-90	82-90	Ltd 86	--	--	--	--	--	--				
Extra-Large	65-90	--	--	67-85	72-80	65-88	72-80	65-88	72-80				
Extra-Large Sev "C"	65-75	67-73	70	--	--	--	--	--	--				
Jumbo	47-60	47-60	47-60	47-60	47-60	47-60	47-60	47-60	47-60				
Colossal	33-46	33-46	33-46	33-46	33-46	33-46	33-46	33-46	33-46				
Super Colossal	32 or less	32 or less	32 or less	32 or less	32 or less	32 or less	32 or less	32 or less	32 or less				

* Manzanillo includes Haas

** Ascolano includes St. Agostino and Barouni

Undersize

Limited Sizes

*****INFORMATION ONLY*****

FROM: INSPECTION SUBCOMMITTEE

SUBJECT: 2022 IMPORT INSPECTION REPORT & INSPECTION FEES UPDATE

BACKGROUND:

Michael Harutinian from USDA is here to present on the following documents:

1. Import Olives Entry Count by Country, Port & Office Report
2. Imported Olives Meeting & Failing Lots Report
3. Imported Olives Failing Defect Count by Country-Cumulative Report

Imported Olive Meeting & Failing Lots Report

Report Date: 7/1/2021 to 6/30/2022

Report Data Source: USDA Specialty Crops Inspection Imports Database

Month	Year	Meeting Lot Count	Meeting Pounds	Failing Lot Count	Failing Pounds
1	2022	109	2478460		
2	2022	124	2736778		
3	2022	111	2334288	1	32886
4	2022	111	2607623		
5	2022	102	2486890		
6	2022	144	2868657	4	19736
7	2021	269	5586609	4	25129
8	2021	262	5505243	1	25905
9	2021	275	6118199		
10	2021	247	5056991	3	38990
11	2021	214	4890515	1	25988
12	2021	159	3523898		
		2,127	46,194,151		

Total Lot Count:	2,127
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Total Weight (lbs):	46,194,151
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Percentage Failing (lbs):	0.00%
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Imported Olives Failing Defect Count by Country - Cumulative

Report dates: 1/01/2004 to Present

Report Data Source: USDA Specialty Crops Inspection Imports Database

Country	Defect	Defect Count
Argentina	Color	1
Argentina	Defects	2
Argentina	Flavor	3
Argentina	Foreign Material	2
Argentina	Insect	1
Argentina	Other	5
Brazil	Flavor	1
Chile	Mold	3
Chile	Stems	3
China	Stems	1
Egypt	Broken	1
Egypt	Color	2
Egypt	Flavor	8
Egypt	High Salometer	2
Egypt	Other	5
Egypt	Pits	2
Greece	Flavor	3
Greece	High Salometer	10
Iceland	Flavor	1
Israel	Insect	1
Israel	Mold	1
Italy	Character	3
Italy	Color	2
Italy	Defects	1
Italy	Flavor	11
Italy	High Salometer	8
Italy	Other	3

Italy	Size	1
Italy	Stems	5
Jordan	Flavor	1
Jordan	High Salometer	1
Lebanon	High Salometer	1
Morocco	Broken	4
Morocco	Defects	2
Morocco	Flavor	40
Morocco	Foreign Material	7
Morocco	High Salometer	12
Morocco	Mold	1
Morocco	Other	5
Pakistan	Character	4
Pakistan	Size	4
Portugal	Broken	2
Portugal	Character	2
Portugal	Color	2
Portugal	Defects	1
Portugal	Flavor	1
Portugal	High Salometer	4
Portugal	Other	1
Portugal	Size	2
South Africa	Flavor	1
Spain	Broken	27
Spain	Character	1
Spain	Defects	12
Spain	Flavor	80
Spain	Foreign Material	21
Spain	High Salometer	27
Spain	Insect	1
Spain	Low Salometer	3
Spain	Mold	1
Spain	Other	25

Spain	Pits	2
Spain	Size	1
Tunisia	Character	1
Tunisia	Size	1
Turkey	Broken	1
Turkey	Character	3
Turkey	Defects	4
Turkey	Flavor	14
Turkey	High Salometer	7
Turkey	Low Salometer	1
Turkey	Mold	1
Turkey	Other	4
Turkey	Size	1

Mr. Todd Sanders
Executive Director
California Olive Committee
770 East Shaw Avenue
Fresno, California 93710-7708

Dear Mr. Sanders:

The U.S. Department of Agriculture (USDA), Agricultural Marketing Service, Specialty Crops Program (SCP) thanks you and the California olive industry for your continued support of USDA's inspection program. We are committed to providing the highest quality inspection service at a fair and equitable cost.

We have completed a review of our revenue and expenses for the 2021-2022 crop year. As you are aware, SCP is required to cover all our expenses through user fees. Based on current data, we expect to sustain a \$42,000 loss in the olive inspection program in fiscal year 2022 and increased losses in years to come. Accordingly, SCP has determined that the inspection fee for the 2022-2023 season will increase to \$84.00 per hour, with an additional 10 percent night differential, time and one-half for overtime, and double time for holidays. This fee will be in effect from August 1, 2022, through July 31, 2023.

If you have any questions, please contact me at 202-720-4722.

Thank you for your support during the past year, and we look forward to our continued productive relationship with you.

Sincerely,



Heather M. Pichelman
Acting Deputy Administrator
Specialty Crops Program



Supporting California Olives in Retail

a program update for

Elise Oliver

California Olive Committee

August 1, 2022



Retail Program Overview

- The California Olive Committee is funding a program to promote the sale of packaged California ripe olives during the second half of 2022. The retail program is specific to food stores operating in California.
- Since program initiation, FreshSmartSolutions has approached the retailers below to propose support from the California Olive Committee:
 - Safeway-NorCal
 - Albertsons/Vons/Pavilion
 - Stater Bros
 - Raley's
 - Smart & Final
 - Sprouts
 - WinCo Foods
 - Nugget Markets
 - Mollie Stone's
- Retailers I met with had their plans mostly firmed up but were open to considering additional activities given the opportunity for our support.
- Thanks to introductions by Elise Oliver, I have been working with sales and marketing teams at both Musco Family Olive Co. and Bell-Carter Foods to coordinate the support being offered to their retail customers.

Planned Retailer Activities



242 stores in Northern California

Planned support:

- Half-page ad in Big Book of Savings (800K+ circulation)
- Vestcom shelf tags during November-December
- 30-second in-store audio ads during November-December
- Digital ads on Safeway.com
- Incremental merchandising on meat cases and shadowboxes



340 stores in Southern California

Planned support:

- Half-page ad in Big Book of Savings (1MM+ circulation)
- Vestcom shelf tags during November-December
- 30-second in-store audio ads during November-December
- Digital ads on Safeway.com

Planned Retailer Activities



191 stores in Northern California

Planned support:

- Aisle rack displays with custom side panels during November-December
- Shelf signs during November-December
- 30-second in-store audio ads during November-December
- Feature ad in *Steals & Deals* monthly flyer for November



171 stores in Southern California

Potential support:

- Social media activations during November-December

Planned Retailer Activities



15 stores in Northern California

Potential support:

- Feature ad in *The Field Guide* magazine (60K circulation)
- Stanchion signs in store during November-December
- Digital ads on NuggetMarket.com
- Inclusion in Fresh to Market weekly email newsletter
- Social media activations



129 stores in Northern California

Potential support:

- Social media activations
- Digital ads on Raleys.com



THANK YOU

Don Ladhoff

President

FreshSmartSolutions, Inc.

don@freshsmartsolutions.com

*****INFORMATION ONLY*****

FROM: MARKETING SUBCOMMITTEE

SUBJECT: CA GROWN

BACKGROUND:

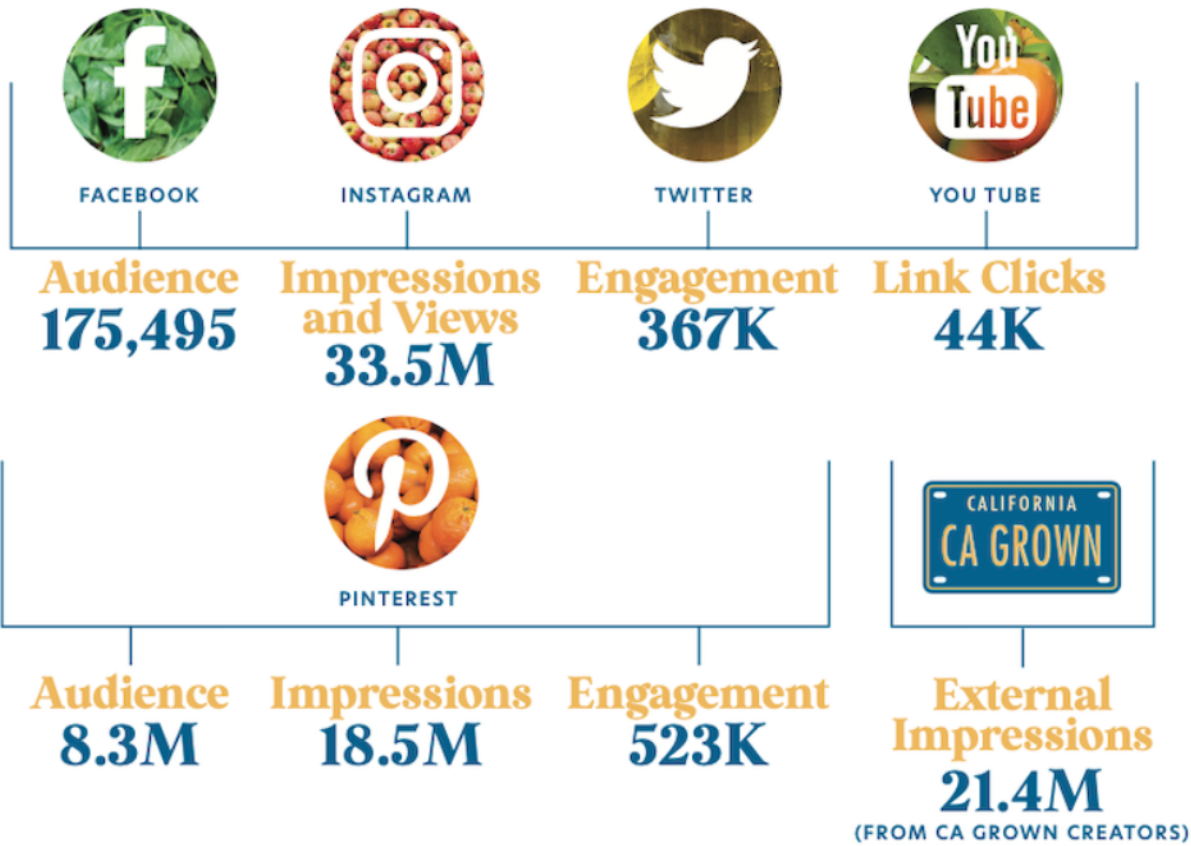
The following pages contain the end of year report provided to the COC from CA Grown.



2021

Year at a Glance

Performance Metrics: @cagrownofficial



Paid Campaign: “Grown to be Great”

FOCUSED ON WESTERN REGION (CALIFORNIA, ARIZONA, NEVADA, WASHINGTON, OREGON)



2021 California Grown Sponsored Retail Promotions



EXECUTED
13 Retail Promotions
with **9** CA Retail Partners

PROMOTED
60 California Grown commodities over
264 promotion days

Top Influencer Content



Grilled Asparagus with
Chunky Olive Dressing from
Hola Jalapeno



Steak Salad with Creamy Garlic
Olive Dressing from No Crumbs Left



Burrata Bruschetta from
Salt and Wind

Other Content Featuring Your Crop



Spinach and Artichoke
Pasta Bake



Italian Chicken Meatballs



Homemade Bloody Mary Mix

Retail Partnerships

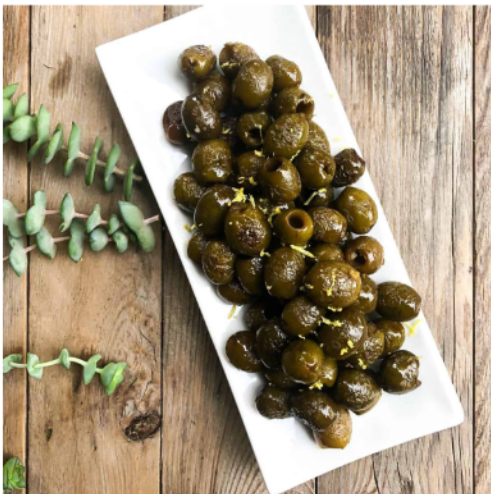


Happy Hour
at Home

CALIFORNIA CA GROWN CALIFORNIA WINE

California Ripe Olives were featured in our Happy Hour at Home Campaign. An E-book was created and promoted on social by CA GROWN, California Wines, Real California Milk and Raley's. Recipes were posted on Raley's website and shared on social by all partners.

Other Notable Activities



Recipes and wine pairings from Happy Hour at Home were promoted at California Grocers' Association. Olives were featured in our Game Day Eats E-book in partnership with CA GROWN + Visit CA. Recipes and E-Book were promoted on social by various partners and additional commodity boards.

California Ripe Olives participated in an Opt-In. New recipe content was created and shared by five influencers + promoted by CA GROWN.

One of our most popular olive recipes, Blistered Olives, was updated with a searchable recipe card and SEO.

Looking Forward



California Ripe Olives were featured in our 2021 paid ad campaign! All campaign materials developed in 2021 will also be running in paid programming in 2022.

Contact Us!



CALIFORNIAGROWN.ORG

INFO@CALIFORNIAGROWN.ORG

   @CAGROWNOFFICIAL

*****ACTION REQUIRED*****

FROM: FULL COMMITTEE

SUBJECT: INDUSTRY MODERNIZATION INITIATIVE

RECOMMENDATION: THAT the Committee form a working group, from members of the Full Committee, to evaluate USDA's feedback and implement necessary changes to finalize the Industry Modernization Initiative document.

A circular logo with a white background and a thin gold border. The word "CALIFORNIA" is written in a blue, serif font at the top. Below it is a stylized olive branch with two olives, one dark purple and one light green. The words "RIPE OLIVES" are written in a dark blue, serif font below the branch. At the bottom, the phrase "ENJOYED BY FAMILIES EVERYWHERE" is written in a smaller, dark blue, sans-serif font.

CALIFORNIA

RIPE OLIVES

ENJOYED BY FAMILIES EVERYWHERE

A faint, light-colored illustration of an olive branch with several olives, positioned on the left side of the white banner.

CALIFORNIA OLIVE
MODERNIZATION INITIATIVE

A faint, light-colored illustration of an olive branch with several olives, positioned on the right side of the white banner.

AUGUST 10, 2022

SINCE OUR LAST MEETING...

- COC has been working closely with with Gary and Barry from USDA to discuss our changes and industry feedback to the Minimum Quality Requirements.
- They made initial outreach with Robin Chilton from SCI and the COC/OGCC has the green light to work directly with SCI as opposed to going through AMS. We have connected with SCI to have initial discussions, but wanted to come back to the Full Committee to receive additional guidance on how to proceed.
- The following chart details the existing Minimum Quality Requirements, Proposed modifications that were voted on and approved at the November COC Full Committee Meeting, and the feedback provided to the COC by USDA along with some guidance on how we should proceed.
- For reference, please see below for the motion that was made and passed in November 2021.

MOTION 11-10-2021 #15

APPROVED

MOVED by SILVEIRA, duly seconded by ZAVOLTA, and carried THAT the Full Committee motion passed with 11-4 in favor of, with COC staff to work on a proposal to modernize the minimum quality requirements and send to USDA for review. COC staff will then come back to the Full Committee with USDA comments and feedback.

MINIMUM QUALITY REQUIREMENTS DOCUMENT # 1

- Color
- Character (simultaneous with changing the Grading Manual)
- Salometer (if you leave acceptable range 0.5 to 14.0 rather than 10.0)

MINIMUM QUALITY REQUIREMENTS DOCUMENT # 2

- Uniformity of Size
- Variety
- Overall Quality
- Drained Weight
- Broken Pieces & End Caps

INSPECTION GRADING MANUAL DOCUMENT

- Flavor
- Mutilated Damage
- Mechanical Damage
- Character (simultaneous with MO changes)

Characteristic	Current Standard	Original Proposed & Approved by COC Full Committee	Proposed as of 5.2.2022
Flavor (Black Ripe Type)	Reasonably good; no “off” flavor	Good flavor, free from objectionable flavors of any kind, including rancid, bitter, medicinal/metallic taste, musty.	Pursuing through Inspection Grading Manual by adding to the definitions of good and reasonably good flavor.
Flavor (Green Ripe Type)	Free from objectionable flavors of any kind.	Good flavor, free from objectionable flavors of any kind, including rancid, bitter, medicinal/metallic taste, musty.	Pursuing through Inspection Grading Manual by adding to the definitions of good and reasonably good flavor.
Salometer	Acceptable range in degrees 3.0 to 14.0	Acceptable range in degrees: 0.00 to 10.0. Exception: Brineless products acceptable range in degrees 0.00 to 14.0	Acceptable range in degrees: 0.5 to 10.0. Exception: Brineless products acceptable range in degrees 0.5 to 14.0.
Color	Reasonably uniform with not less than 60% having a color equal or darker than the USDA Composite Color Standard for Ripe Type.	Less than 20% having color darker than the USDA Composite Color Standard for Ripe Type for both interior and exterior color. Maximum 0.05 g/kg as total Fe expressed as m/m weight of flesh.	No change. It was suggested that perhaps we instead make an exception for certain products instead if this was the intention, rather than applying to all and requiring they be out of grade in order to be MO compliant.
Character	Not more than 5 soft units or 2 excessively soft units (current U. S. Grade B requirement).	Limited abnormal texture such as olives which are excessively or abnormally soft or flabby, or overly tough, chewy, or rubbery. No more than 7 combined abnormal units.	No more than 7 combined abnormal units. <i>Now pursuing simultaneous effort via Minimum Quality Requirements and adding to character definitions in the Inspection Grading Manual.</i>
Uniformity of Size	60% by visual inspection, of the most uniform in size. The diameter of the largest does not exceed the smallest by more than 4 mm.	Variation in diameter does not exceed 8 mm and of the 80% by count of the most uniform in size, the diameter of the largest does not exceed the diameter of the smallest by more than 4 mm.	No change.

Characteristic	Current Standard	Original Proposed & Approved by COC Full Committee	Proposed as of 5.2.2022
Variety (New Requirement)	None.	Must be Manzanillo or Sevillano variety from Variety Group 1 and Variety Group 2	No change. But COC suggests perhaps we could instead establish specific requirements for specific varieties? USDA does not think it will go through as written currently.
Mutilated	Not more than 3	Not more than 3. Not more than 10 units combined mutilated and/or mechanical damage for Sevillano variety only.	Pursuing through Inspection Grading Manual by adding the exception language for Sevillano.
Mechanical	Not more than 5	Not more than 5. Not more than 10 units combined mutilated and/or mechanical damage for Sevillano variety only.	Pursuing through Inspection Grading Manual by adding the exception language for Sevillano.
Overall Quality	None.	Minimum U.S. Grade B, <u>provided the sample is good flavor, with no off flavors</u> [U.S. Grade B requires good flavor – free from objectionable flavors of any kind – extra language in requirement would be redundant] [Requirement would be inserted in § 932.149(a), not in Tables 1-4]	No change.
Drained Weight	None.	Meets drained weight stated on the container on the average and meets the requirements of U.S. Standards for Grades of Canned Ripe Olives Section 52.3755.	USDA feels this is redundant since it is already required in US Standards Document. They also mentioned there is no way we can regulate the language be on packaging as this is not in the authority of the MO.
Packaging	None.	The variety must be designated on front of the container.	No change. USDA mentioned there is no way we can regulate this as we do not have the current authority to mandate packaging requirements in the MO.

Characteristic	Current Standard	Original Proposed & Approved by COC Full Committee	Proposed as of 5.2.2022
Color (Table 2)	Reasonably uniform with no units lighter than the USDA Composite Color Standard for Ripe Type.	Less than 20% having color darker than the USDA Composite Color Standard for Ripe Type for both interior and exterior color. Maximum 0.05 g/kg as total Fe expressed as m/m weight of flesh.	No change. It was suggested that perhaps we instead make an exception for certain products instead if this was the intention, rather than applying to all and requiring they be out of grade in order to be MO compliant.
Character (Table 2)	Not more than 13 grams excessively soft.	Limited abnormal texture such as olives which are excessively or abnormally soft or flabby, or overly tough, chewy, or rubbery. No more than 13 grams combined abnormal units.	No more than 13 grams combined abnormal units. <i>Pursuing through Inspection Grading Manual by adding to definition of character defects.</i>
Size (Table 2)	None.	The number of rings for sliced product cannot exceed the number that can be produced from the smallest authorized size fruit for the variety.	USDA suggests we add more quantifiable verbiage. For example, do we know the number of rings that can be produced from the smallest size? We need something more quantifiable.
Broken Pieces & End Caps	Not more than 125 grams by weight.	Not more than 51 grams by weight for sliced product.	No change.
Color (Table 4)	Reasonably uniform with no units lighter than the USDA Composite Color Standard for Ripe Type.	The general color impression of the olives as a mass is normal and may be variable, but typical of the style prepared from olives of good, reasonably good, or fairly good color.	No Change.

*****INFORMATION ONLY*****

FROM: FULL COMMITTEE

SUBJECT: NASS 2022 ESTIMATE FORECAST

BACKGROUND:

The USDA National Agricultural Statistics Service (NASS) provided the COC with the COC with the 2021 Crop Report in preparation of the 2022 Crop Forecast that will be released on August 12, 2022.

Due to the meeting being in August, COC staff surveyed the Committee in preparation for this meeting to help NASS begin compiling their report. Below are tonnage averages:

Average from All Respondents: **27,263.16 tons**

Average from Grower Respondents: **28,166.67 tons**

Average from Handler Respondents: **26,187.50 tons**

NASS will provide an update on the status of the current 2022 Report.

*****INFORMATION ONLY*****

FROM: RESEARCH SUBCOMMITTEE

SUBJECT: 2021 RESEARCH FINAL REPORTS

BACKGROUND:

2021 RESEARCH PROJECTS FOR THE CALIFORNIA OLIVE COMMITTEE

- Projects in red had No Cost Extensions and are now complete. Final Reports can be found in the following pages of the packet and also on the COC website under the ‘Industry’ tab.

Researcher	Project	Amount
Giulia Marino Louise Ferguson	Timing Ethylene Applications as a Function of Heat Unit Accumulation	\$24,470
Carol Lovatt Elizabeth Fichtner	Managing Alternate Bearing in Olive with PGRs and Pruning	\$27,230
Giulia Marino Louise Ferguson	Precise Water Management Strategies for Table Olive Orchards in California	\$54,303
Reza Ehsani Louise Ferguson	Combining trunk shaking and canopy shaking for a highly efficient, low cost olive harvester-Mature Trees	\$69,997
J. E. Adaskaveg	Epidemiology and management of olive knot caused by <i>Pseudomonas savastanoi pv. savastanoi</i>	\$16,650
J. E. Adaskaveg	Management of foliar diseases of olive (peacock spot)	\$10,000
Georgia Drakakaki	Characterization of Olive Fruit Abscission Zone in Response to Ethylene Applications and as a Function of Developmental Stage	\$64,260
Jim Stewart	Southern San Joaquin Valley Olive Fruit Fly Monitoring Project	\$9,950
Ernie Simpson	Sacramento Valley Olive Fruit Fly Monitoring Project	\$6,500
	Contingency Fund	\$20,000
	Total	\$303,360

*****ACTION REQUIRED*****

FROM: RESEARCH SUBCOMMITTEE

SUBJECT: UPDATE ON 2022 RESEARCH PROJECTS/ APPROVAL OF 2023 RESEARCH PRIORITIES

BACKGROUND:

- Each year the Research Subcommittee sets priorities of research they would like executed on their behalf for the following year. These efforts are to fund more specific and calculated research to enhance the benefits to the industry. Once the priorities are set they are provided to the University of California liaisons to request proposals from researchers. Additionally, priorities are distributed to land grant universities across the nation and to private research facilities. Proposals will be reviewed for funding in November by the subcommittee.
- Below are Research Projects funded for 2022. COC staff will read 2023 Research priorities as set by the Research Subcommittee.

2022 RESEARCH PROJECTS FOR THE CALIFORNIA OLIVE COMMITTEE

Researcher	Project	Amount
Carol Lovatt Elizabeth Fichtner	Managing Alternate Bearing in Olive with PGRs and Pruning	\$29,217
Giulia Marino Louise Ferguson	Precise Water Management Strategies for Table Olive Orchards in California	\$46,610
Reza Ehsani Louise Ferguson	Combining Limb Shaking and Canopy Shaking for Harvesting Mature Olive Trees	\$34,902
J. E. Adaskaveg	Epidemiology and management of olive knot caused by <i>Pseudomonas savastanoi pv. savastanoi</i>	\$11,150
J. E. Adaskaveg	Management of foliar diseases of olive (peacock spot)	\$4,500
Georgia Drakakaki	Characterization of Olive Fruit Abscission Zone in Response to Timed Ethylene Applications and as a Function of Accumulated Heat Unit and Fruit Removal Force	\$115,151
Jim Stewart	Southern San Joaquin Valley Olive Fruit Fly Monitoring Project	\$11,000
Ernie Simpson	Sacramento Valley Olive Fruit Fly Monitoring Project	\$9,250
	Contingency Fund	\$ 35,000
	Total	\$296,780

*****ACTION REQUIRED*****

FROM: FULL COMMITTEE

SUBJECT: PRESENTATION FROM THE UC DAVIS OLIVE CENTER

BACKGROUND:

UC Davis Olive Center Executive Director, Javier Fernandez Salvador, is here to present the Olive Center's current mission pertaining to table olives as well as a proposal requesting financial assistance for the Olive Center.

UC Davis Olive Center at The Robert Mondavi Institute for Wine and Food Science

Vision

The California table olive industry will modernize and find opportunities to be sustainable for growers, processors, and their communities, and will grow to meet future consumer demand for table olive products in the US.

Mission

The Olive Center at UC Davis has been instrumental to the growth of the US olive oil industry and is seeking to provide the same assistance to table olives, to stop the decline and maintain their existing acreage and modernize production techniques and increase field productivity for growers. This can be achieved by assessing and assisting with their research needs and upskill the industry's personnel with educational programming to ensure a sustainable and growing industry into the future. The Center will also focus on supporting the efforts to increase the appreciation of the benefits of table olive consumption as we have done for olive oil.

Specific Goals

The UC Davis Olive Center is a self-supporting university/industry coalition that is seeking to build California's crop of the future. The focus of the center has been in olive oil and we are now seeking to support the table olive industry with their multiple challenges. In order to assist and meet industry needs, funding for our operations and programming is essential to address and achieve the following goals:

1. Conduct industry led applied research to address productivity challenges in the industry.
2. Offer classes and/or workshops on the research developments in the industry
3. Expand collaboration with table olive focused universities in Europe and bring/disseminate their research and technological improvements.
4. Offer classes and workshops on improving the efficiency of olive orchards
5. Offer students internships that include orchard management, processing, and table olive business administration
6. Present seminars on recent developments in olive cultivation and processing including modern acreage
7. Expand table olive consumer education and promotion with initiatives in coordination with industry.