



AGENDA
California Ripe Olive
Full Committee Meeting
ZOOM/Conference Call
November 10, 2021
2:00 PM

Join ZOOM Meeting:

<https://us02web.zoom.us/j/81906765518>

Meeting ID: 819 0676 5518

Dial-In:

Conference Call Line: 1-669-900-6833

Meeting ID: 819 0676 5518#

I. Call To Order

- a. Roll Call – Confirmation of Quorum & Members who can vote page 3
- b. Approval of 7-20-21 Full Committee Minutes (action item) page 4
- c. Chairman's Comments

II. EXECUTIVE SUBCOMMITTEE

- a. Approval of 2022 Administrative Budget (action item) page 14
- b. Delegation of Authority from the Committee to the Executive Director with oversight by the Chairman for inter-item transfers of the administrative budget (action item) page 17

III. RESEARCH SUBCOMMITTEE

- a. Approval of 2022 Research Budget (action item) page 18
- b. Delegation of Authority from the Committee to the Subcommittee Chairman and Executive Director to approve the contingency fund (action item) page 19
- c. Delegation of Authority from the Committee to the Executive Director with the oversight by the Chairman for inter-item transfers of the research budget (action item) page 20



IV. MARKETING SUBCOMMITTEE

- a. Approval of 2022 Plan & Budget (action item) page 21
- b. Delegation of Authority from the Committee to the Subcommittee Chairman and Executive Director to approve the contingency fund (action item) page 22
- c. Delegation of Authority from the Committee to the Executive Director with oversight by the Chairman for inter-item transfers of the marketing budget (action item) page 23

V. INSPECTION SUBCOMMITTEE

- a. Approval of 2022 Inspection Budget (action item) page 24
- b. Inspection Changes page 25
- c. Delegation of Authority from the Committee to the Executive Director with oversight by the Chairman for inter-item transfers of the inspection budget (action item) page 27

VI. REVIEW OF FISCAL 2022 BUDGET

- a. Approval 2022 Fiscal Budget (action item) page 28
- b. Approval 2022 Assessment Rate (action item) page 29

VII. OTHER BUSINESS

- a. Modernizing Minimum Quality Standards

VIII. 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	Vacant
John Pieretti	Tracy Wood
Tomas Masanes Autard	Scott Hamilton
Scott McCoy	Vacant
Jacob Peters	Phil Quigley
Tim T. Carter	Vacant
Julia Tinsley	Paul Adcock



**California Olive Committee
Full Committee Meeting Minutes
ZOOM/Conference Call**

**TUESDAY
JULY 20, 2021
10:00 a.m.**

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*
Milo Gordon
Joan Wehlan-Vanderhorst
Mark Hendrixson*
Felix Musco*
Dennis Burreson*
John Pieretti*
Tomas Masanes Autard*
Scott McCoy*
Jacob Peters*
Tim T. Carter*
Bill McFarland
Tracy Wood
Scott Hamilton
Phil Quigley
Paul Adcock*

Affiliation:

PRODUCER
PRODUCER
PRODUCER
PRODUCER
PRODUCER
PRODUCER
PRODUCER
PRODUCER
PRODUCER
PRODUCER
PRODUCER
PRODUCER
PRODUCER
HANDLER
HANDLER
HANDLER
HANDLER
HANDLER
HANDLER
HANDLER
HANDLER
HANDLER
HANDLER
HANDLER



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

GUESTS:

Allison GREGG	Sampson & Sampson
Gary KEOUGH	NASS
Brenda HILL	NASS
Jennifer VAN COURT	USDA
Melissa BAYARD	USDA
Dan CASARES	USDA
Kathie NOTORO	USDA

*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 PFEIFFER, and carried THAT the minutes of March 10, 2021, Full Committee meeting be approved as presented. (MOTION 7-20-21 #1)**

II. INSTALLATION OF 2021-2023 COMMITTEE

a. Election of Officers

Every two years the Committee undergoes an election, and the Officers must be elected to govern the Committee.

i. Chairman

- **MOVED by HENDRIXSON, duly seconded by RICCHIUTI, and carried THAT the Mike Silveira be nominated as Chairman for the Full Committee. (MOTION 7-20-21 #2)**

ii. Vice-Chairman

- **MOVED by Mark Hendrixson, duly seconded by Pat Ricchiuti, and carried THAT Dennis Burreson be nominated as Vice-Chairman. (MOTION 7-20-21 #3)**



iii. Secretary/Treasurer

- **MOVED by Mark Hendrixson, duly seconded by Pat Ricchiuti, and carried THAT Tim Carter be nominated as Secretary/Treasurer. (MOTION 7-20-21 #4)**

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

- **MOVED by Pat Ricchiuti, duly seconded by Galen Pfeiffer, and carried THAT approval to empower the Chairman to appoint from its members and alternates to such subcommittees as deemed necessary. (MOTION 7-20-21 #5)**

III. EXECUTIVE SUBCOMMITTEE

A representative from Sampson & Sampson has completed the California Olive Committee's 2020 FY audit. Allison Gregg from Sampson & Sampson reviewed the audit to the Committee.

a. Sampson & Sampson 2020 Audit Review

- **MOVED by Rick Benson, duly seconded by Vito DeLeonardis, and carried THAT the Full Committee approve the 2020 FY Audit. (MOTION 7-20-21 #6)**

b. Approval of Sampson & Sampson for 2021 COC Audit

- **MOVED by Pat Ricchiuti, duly seconded by Rick Benson, and carried THAT the Full Committee approve the use of Sampson & Sampson to perform the 2021 COC FY Audit. (MOTION 7-20-21 #7)**

c. 2020-2021 Crop Year Marketing Policy Statement

Each year, the California Olive Committee (COC) must approve a Marketing Policy Statement. The Marketing Policy Statement (MPS) is used by the USDA to determine the effectiveness of the Federal Marketing Olive Order 932 and its relationship to the requirement established by the Agricultural Marketing Agreement Act.

- **MOVED by Mike Silveira, duly seconded by Rick Benson, and carried THAT the Full Committee approve the 2020-2021 Marketing Policy Statement. (MOTION 7-20-21 #8)**



d. E.-Compliance Plan and Annual Compliance Plan

Each year the California Olive Committee must approve the Annual Compliance Plan (ACP). The ACP describes compliance strategies, resources and activities for the current year. USDA requires that this program be established in order for the industry to comply with the Order and regulations.

- **MOVED by Pat Ricchiuti, duly seconded by John Pieretti, and carried THAT the Full Committee approve the E.-Compliance Plan and Annual Compliance Plan. (MOTION 7-20-21 #9)**

e. Export Program Update

Elizabeth Carranza provided an update on the COC's international programs in Japan, Southeast Asia, and Canada. Due to COVID-19, in-person program activities have been severely limited, however, the COC has shifted to increase its digital activities where possible. The COC is also consistently looking for opportunities to partner with other cooperator groups to share costs on international promotion activities. The COC has applied for MAP funding for 2022, and expects to receive a response from the Foreign Agricultural Service in December 2021.

f. COVID-19 Update

Elizabeth Carranza provided an update on COVID-19 impacts to the agricultural industry, including: port issues, transportation issues, pallet shortages, CAL-OSHA Requirements, and labor shortage issues. The COC is monitoring these issues and is working with other commodity groups to receive up-to-date information and provide comments on behalf of the CA olive industry when possible.

IV. INSPECTION SUBCOMMITTEE

a. Incoming and Outgoing 2021-2022 Inspection Charts

On March 10, 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.



b. 2021 Import Inspection Report & Inspection Fees Update

Elizabeth Carranza provided information to the Full Committee on the 2021 Import Inspection Report and Inspection Fees update.

V. MARKETING SUBCOMMITTEE

a. Update on 2021 Marketing Activities

Elise Oliver gave an update on the 2021 Marketing Activities and Social Media Influencers.

VI. REVIEW OF CROP ESTIMATES

a. NASS 2021 Estimate Forecast

Gary Keough from USDA National Agricultural Statistics Service (NASS) provided the COC with the 2020 Crop Report in preparation of the 2021 Crop Forecast.

b. 2021 Industry Crop Estimates

Each year, the industry creates an internal crop forecast for the California Olive industry. After each member presented their number to the Chairman, the average of those numbers was taken to determine a 2021 Crop Estimate. The Crop Estimate for 2021 was determined to be 67,000 tons.

- **MOVED by Dennis Burreson, duly seconded by Vito DeLeonardis, and carried THAT the COC approve the 2021 Crop Estimate of 67,000 tons. (MOTION 7-20-21 #10)**

VII. RESEARCH SUBCOMMITTEE

a. 2020 Final Research Reports

2020 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
Reza Ehsani Louise Ferguson	Combining trunk shaking and canopy shaking for a highly efficient, low cost olive harvester.	\$92,699
Debra Keenan	Evaluation of new chemistries to control Olive Fruit Fly	\$25,000
Carol Lovatt Elizabeth Fichtner	Managing Alternate Bearing in Olive with PGRs and Pruning	\$23,232
Frank Zalom Joanna Fisher	Control of overwintering olive fruit fly using insect pathogenic fungi	\$17,196
J. E. Adaskaveg	Epidemiology and management of olive knot caused by Pseudomonas savastanoi pv.savastanoi	\$16,650
J. E. Adaskaveg	Management of foliar diseases of olive (peacock spot)	\$10,000
Jim Stewart	Southern San Joaquin Valley Olive Fruit Fly Monitoring Project	\$6,400
Ernie Simpson	Sacramento Valley Olive Fruit Monitoring Project	\$6,500
	Total	\$197,677.00

b. Review and Update on 2021 projects

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. Proposals will be reviewed for funding in November by the subcommittee.

- Below are Research Projects funded for 2021. COC staff will read 2022 Research priorities as set by the Research Subcommittee.

2021 RESEARCH PROJECTS FOR THE CALIFORNIA OLIVE COMMITTEE

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 Pseudomonas savastanoi pv.savastanoi	\$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	\$20,000.00
	Total	\$303,360

c. Approval of 2022 Research Priorities

List of Priorities:

1. Olive fruit fly trapping for North and South
2. Olive knot (COC & OGCC)
3. Drone technology/satellite mapping (Ceres)
4. Deficit irrigation
5. Mechanical harvesting on existing and new high density orchards
6. Loosening Agents
7. Peacock Spot
8. Managing alternate bearing / Nutrient management/irrigation
9. Olive DNA evaluation
10. Canopy Management
11. Olive fruit fly alternative solutions

- **MOVED by Pat Ricchiuti, duly seconded by Giulio Zavolta, and carried THAT the COC approve and adopt the eleven (11), 2022 Research Priorities. (MOTION 7-20-21 #11)**

VIII. OTHER BUSINESS

- Elizabeth Carranza informed the Full Committee that The Olive Growers Council of California is seeking to apply for a waiver removal under the Berry Amendment (Buy American) which currently lists olives as a “non-available article” (Section 25.104), meaning that there is no requirement for the military to first purchase domestic olives before sourcing imported product. The OGCC has been working with the Department of Defense to remove this waiver, and plans to seek additional support from Congress moving forward.
- Elise Oliver stated that Bell-Carter Foods and Musco Family Olives need to submit to USDA Section 32. The Section 32 Program is a purchasing program governed by USDA to alleviate oversupply issues for various domestically produced commodities.



IX. CLOSED SESSION

NO ACTION TAKEN

X. ADJOURNMENT

Chairman Mike SILVEIRA adjourned the Full Committee meeting at 11 29 a.m.

A handwritten signature in blue ink, appearing to read "T. Sanders", is positioned above a horizontal line.

Todd W. Sanders
Executive Director
California Olive Committee



SUMMARY FOR MOTIONS FOR JULY 20, 2021

MOTION 7-20-2021 #1

APPROVED

MOVED by Pat Ricchiuti, duly seconded by Galen Pfeiffer, and carried THAT the minutes of March 10, 2021, Full Committee meeting be approved as presented.

MOTION 7-20-2021 #2

APPROVED

MOVED by Mark Hendrixson, duly seconded by Pat Ricchiuti, and carried THAT Mike Silveira be nominated as Chairman for the Full Committee.

MOTION 7-20-2021 #3

APPROVED

MOVED by Mark Hendrixson, duly seconded by Pat Ricchiuti, and carried THAT Dennis Burreson be nominated as Vice-Chairman.

MOTION 7-20-2021 #4

APPROVED

MOVED by Mark Hendrixson, duly seconded by Pat Ricchiuti, and carried THAT Tim Carter be nominated as Secretary/Treasurer.

MOTION 7-20-2021 #5

APPROVED

MOVED by Pat Ricchiuti, duly seconded by Galen Pfeiffer, and carried THAT approval to empower the Chairman to appoint from its members and alternates to such subcommittees as deemed necessary.

MOTION 7-20-2021 #6

APPROVED

MOVED by Rick Benson, duly seconded by Vito DeLeonardis, and carried THAT the Full Committee approve the 2020 FY Audit.

MOTION 7-20-2021 #7

APPROVED

MOVED by Pat Ricchiuti, duly seconded by Rick Benson, and carried THAT the Full Committee approve the use of Sampson & Sampson to perform the 2021 COC FY Audit.

MOTION 7-20-2021 #8

APPROVED

MOVED by Mike Silveira, duly seconded by Rick Benson, and carried THAT the Full Committee approve the 2020-2021 Marketing Policy Statement.



MOTION 7-20-2021 #9

APPROVED

MOVED by Pat Ricchiuti, duly seconded by John Pieretti, and carried THAT the Full Committee approve the E.-Compliance Plan and Annual Compliance Plan.

MOTION 7-20-2021 #10

APPROVED

MOVED by Dennis Burreson, duly seconded by Vito DeLeonardis, and carried THAT the COC approve the 2021 Crop Estimate of 67,000 tons.

MOTION 7-20-2021 #11

APPROVED

MOVED by Pat Ricchiuti, duly seconded by Giulio Zavolta, and carried THAT the COC approve and adopt the eleven (11), 2022 Research Priorities.

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

FROM: COC EXECUTIVE SUBCOMMITTEE

SUBJECT: APPROVAL OF 2022 ADMINISTRATIVE BUDGET

RECOMMENDATION: THAT the Committee adopt the General Administration 2022 FY Budget.

BACKGROUND: 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.

<i>FISCAL YEAR</i>	<i>2022 Proposed</i>	<i>2021</i>	<i>2020</i>	<i>2019</i>	<i>2018</i>
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.

The Sub-Committee must decide:

- 1) Approval of the 2022 Fiscal Budget

FISCAL IMPACT: \$488,700 for FY 2022

GENERAL ADMINISTRATION BUDGET	Budget 2019	Budget 2020	Budget 2021	Budget 2022	Diff.
Salaries	\$ 118,000.00	\$ -	\$ -	\$ -	\$ -
Attorney/crisis communication	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ -
Audit Fee	\$ 8,500.00	\$ 8,500.00	\$ 8,500.00	\$ 8,500.00	\$ -
Bookkeeper	\$ 9,500.00	\$ 10,800.00	\$ 10,800.00	\$ 10,800.00	\$ -
Accounting Service	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -
Vacation & Sick Leave Expense	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -
FICA & Medicare Expense	\$ 12,000.00	\$ -	\$ -	\$ -	\$ -
Health Insurance	\$ 25,000.00	\$ -	\$ -	\$ -	\$ -
Disability Insurance	\$ 2,500.00	\$ -	\$ -	\$ -	\$ -
Pension Plan Contribution	\$ 4,000.00	\$ -	\$ -	\$ -	\$ -
Storage	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ -
Telephone	\$ 5,500.00	\$ -	\$ -	\$ -	\$ -
Travel Committee	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 6,000.00	\$ (6,000)
Travel Office	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 8,000.00	\$ (7,000)
Travel Insurance	\$ 1,800.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ -
General Insurance	\$ 6,900.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ -
Insurance-members/management	\$ 11,000.00	\$ 11,000.00	\$ 11,000.00	\$ 11,000.00	\$ -
Postage	\$ 7,000.00	\$ 6,000.00	\$ 6,000.00	\$ 4,500.00	\$ (1,500)
Office supplies	\$ 4,700.00	\$ 3,500.00	\$ 3,500.00	\$ 2,500.00	\$ (1,000)
Maintenance	\$ 1,000.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ -
Printing - Admin	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 8,000.00	\$ (2,000)
Equipment, Software,Furniture	\$ 2,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,200.00	\$ (300)
Crop Estimate	\$ 6,500.00	\$ 6,500.00	\$ 6,500.00	\$ 7,200.00	\$ 700
Misc. Admin Expense	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ -
Education Training	\$ 3,000.00	\$ -	\$ -	\$ -	\$ -
Crisis Communication	\$ -	\$ -	\$ -	\$ -	\$ -
California Apple Commission	\$ 90,000.00	\$ 240,000.00	\$ 240,000.00	\$ 240,000.00	\$ -
Exports/Industry Studies	\$ -	\$ -	\$ -	\$ -	\$ -
Section 8e evaluation/Contingency Fund	\$ 150,000.00	\$ 100,000.00	\$ -	\$ -	\$ -
					\$ -
TOTAL	\$ 540,400.00	\$ 457,800.00	\$ 357,800.00	\$ 340,700.00	\$ (17,100)

TOTAL FOR G&A = \$340,700
 Total for Exports = \$148,000
TOTAL = \$488,700

EXPORTS:	Budget 2019	Budget 2020	Budget 2021	Budget 2022	DIFF
Asia Logistica	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 9,000.00	\$ (3,000)
Industry Relations	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 8,000.00	\$ (4,000)
BCI	\$ 45,000.00	\$ 45,000.00	\$ 45,000.00	\$ 45,000.00	\$ -
Misc.	\$ 2,500.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ -
FAS/USADEC	\$ 3,000.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ -
Japan	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 12,000.00	\$ (8,000)
SE Asia	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 10,000.00	\$ 2,500
China/S. Korea	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ -	\$ (10,000)
Canada	\$ 3,000.00	\$ 3,000.00	\$ 11,500.00	\$ 11,500.00	\$ -
Fruit Logistica	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ -
Mexico	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ -	\$ (3,000)
Management	\$ 35,000.00	\$ 35,000.00	\$ 35,000.00	\$ 35,000.00	\$ -
ATP	\$ 8,500.00	\$ 8,500.00	\$ -	\$ -	\$ -
					\$ -
TOTAL	\$ 173,500.00	\$ 173,500.00	\$ 173,500.00	\$ 148,000.00	\$ (25,500)

MAP DOLLARS

CANADA	\$ 15,000.00	\$ 37,264.00	\$ 37,202.00	\$ 115,000.00
MEXICO	\$ -		\$ -	\$ 120,000.00
JAPAN	\$ 100,000.00	\$ 100,000.00	\$ 113,376.00	\$ 255,000.00
SE ASIA	\$ -		\$ -	\$ 85,000.00
TOTAL	\$ 115,000.00	\$ 137,264.00	\$ 150,578.00	\$ 575,000.00

EMP

India	\$ -	\$ -	\$ -	\$ -
China	\$ -	\$ -	\$ -	\$ -
Mexico	\$ -	\$ -	\$ -	\$ -
Canada	\$ -	\$ -	\$ -	\$ -
TOTAL	\$ -	\$ -	\$ -	\$ -

ATP

UK	\$ 48,000.00	\$ -	\$ -	\$ -
SE ASIA	\$ 48,000.00	\$ 119,000.00	\$ 70,000.00	\$ 63,000.00
TOTAL	\$ 96,000.00	\$ 119,000.00	\$ 70,000.00	\$ 63,000.00
TOTAL MAP/EMP/ATP/TASC	\$ 211,000.00	\$ 256,264.00	\$ 220,578.00	\$ 638,000.00

MAP/EMP/ATP/TASC are all reimbursable dollars

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

FROM: COC EXECUTIVE SUBCOMMITTEE

SUBJECT: INTER-ITEM TRANSFERS OF THE EXECUTIVE BUDGET

RECOMMENDATION: THAT the Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Executive Budget.

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

FROM: COC RESEARCH SUBCOMMITTEE

SUBJECT: APPROVAL OF 2022 BUDGET

RECOMMENDATION: THAT the Subcommittee approve various research projects for 2022.

BACKGROUND: 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 no-cost 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

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

FROM: COC RESEARCH SUBCOMMITTEE

SUBJECT: DELEGATION OF AUTHORITY FROM THE COMMITTEE TO THE SUBCOMMITTEE TO APPROVE THE CONTINGENCY FUND.

BACKGROUND: THAT the Committee delegate authority to the Subcommittee Chairman and Executive Director to approve projects for contingency fund.

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

FROM: COC RESEARCH SUBCOMMITTEE

SUBJECT: INTER-ITEM TRANSFERS OF THE RESEARCH BUDGET

RECOMMENDATION: THAT the Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Research Budget.

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

FROM: COC MARKETING SUBCOMMITTEE

SUBJECT: APPROVAL OF 2022 MARKETING PLAN AND BUDGET

RECOMMENDATION: THAT the Committee adopt the Marketing Budget for the 2022 FY.

BACKGROUND: Each year, the Marketing Subcommittee approves a marketing plan.

The Committee needs to approve Internal Marketing Programs totaled at \$84,000.

- | | | | |
|----|-----------------------------|---|----------|
| 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.

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

FROM: COC MARKETING SUBCOMMITTEE

SUBJECT: DELEGATION OF AUTHORITY FROM THE COMMITTEE TO THE SUBCOMMITTEE TO APPROVE THE CONTINGENCY FUND.

BACKGROUND: THAT the Committee delegate authority to the Subcommittee Chairman and Executive Director to approve projects for contingency fund.

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

FROM: COC MARKETING SUBCOMMITTEE

SUBJECT: INTER-ITEM TRANSFERS OF THE MARKETING BUDGET

RECOMMENDATION: THAT the Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget.

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

FROM: COC INSPECTION SUBCOMMITTEE

SUBJECT: APPROVAL OF 2022 INSPECTION BUDGET

RECOMMENDATION: THAT the Committee adopt the Inspection Budget for the 2022 FY.

BACKGROUND: 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.

<i>FISCAL YEAR</i>	<i>2022 Proposed</i>	<i>2021</i>	<i>2020</i>	<i>2019</i>	<i>2018</i>
<i>Inspect</i>	\$42,900	\$48,000	\$55,000	\$58,000	\$77,000
<i>Differ</i>	\$(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

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

FROM: COC INSPECTION SUBCOMMITTEE

SUBJECT: APPROVAL OF INSPECTION CHANGES

BACKGROUND:

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

The information below contains recommended Marketing Order language from USDA accounting for changes recommended to USDA by the Inspection Working Group.

1. Sevillano Defect Levels:

- **Option 1:** Recommend to USDA to create ‘exception’ language stating: In the case of the Sevillano variety, Mutilated and Mechanical Damage are combined into a single category with a combined defect tolerance level of not more than 10, with either 10 Mutilated, 10 Mechanical Damage or a combination of the two defect types constituting a fail to the Marketing Order.
- **Option 2:** Recommend to USDA the below tolerance levels:

Mutilated	Not more than 3, except Sevillano varieties may have no more than 5
Mechanical Damage	Not more than 5, except Sevillano varieties may have no more than 10

Additionally, the COC can make a request through USDA-AMS to change the definition of Mutilated in the Grading Manual to align with the definition currently stated in the Standards. Inspection Working Group can work together on this definition.

2. Changing the Current Salt Range:

- **Option 1:** Recommend to USDA to expand the Salt Range to 0.0-14.0 in order to meet the needs of consumers who desire ‘No Salt Added’ table olives.
- **Option 2:** Recommend to USDA to expand the Salt Range to 0.5-14.0 to allow low-sodium table olives to both pass the Marketing Order and Standards document.

3. New test method for Salt Content:

- **Option 1:** Recommend to USDA that ONLY Refractometers be used to measure salt content among both the industry and USDA Inspections and convert

Refractometer measurement to Salometer degrees (% salt) using the already existing conversion table. MO would state [0.5 – 14 degrees Salometer (0.132 – 3.695 percent)]

- **Option 2:** Recommend to USDA that ONLY Refractometers be used to measure salt content among both the industry and USDA Inspections but display salt content in refractometer measurement.

Brine Concentration	Acceptable range in percent using a refractometer: 0.132 – 3.695
---------------------	--

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

FROM: COC INSPECTION SUBCOMMITTEE

SUBJECT: INTER-ITEM TRANSFERS OF THE INSPECTION BUDGET

RECOMMENDATION: THAT the Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Inspection Budget.

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

FROM: CALIFORNIA OLIVE COMMITTEE

SUBJECT: APPROVAL 2022 FISCAL BUDGET

RECOMMENDATION: THAT the Committee adopt the 2022 FY Budget.

BACKGROUND: 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.

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

FROM: CALIFORNIA OLIVE COMMITTEE

SUBJECT: APPROVAL OF 2022 ASSESSMENT RATE

RECOMMENDATION: THAT the Committee adopt the 2022 Assessment Rate.

BACKGROUND: The following is the proposed 2022 Assessment Rate.

HISTORIC BUDGET, TONNAGE & ASSESSMENT COMPARISON

<i>FISCAL YEAR</i>	<i>2022 (Proposed)</i>	<i>2021</i>	<i>2020</i>	<i>2019</i>	<i>2018</i>
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

<i>2022 (Proposed)</i>	
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.