



AGENDA

California Ripe Olive

Marketing Subcommittee Meeting ZOOM / Conference Call

**NOVEMBER 10, 2021
9:30 AM**

Zoom Meeting

<https://us02web.zoom.us/j/88041365820>

Telephone:

Conference Call: 1-669-900-6833

Passcode: 880 4136 5820 #

- I. Call To Order**
 - a. Roll Call - pg. 2
 - b. Marketing Subcommittee Chairman's Comments
 - c. Approval of November 5, 2020 Minutes (**action item**)- pg. 3

- II. 2021 Marketing Program Review - pg. 7**

- III. Marketing Plan Proposals - pg. 14**
 - a. Marketing Plan Proposal Presentations

- IV. Approval of 2022 Marketing Plan and Budget (**action item**) - pg. 34**

- V. Approval of Authority to the Executive Director and Chairman for Inter-Item Transfers of the Marketing Subcommittee Budget (**action item**) - pg. 35**

- VI. Other Business**

- VII. Adjournment**



2021-2023 Marketing Subcommittee

Producer Members:

Ed Curiel
Edward Garcia
Michael Silveira
Joan Whelan-Vanderhorst
Giulio Zavolta
Mark Hendrixson
Rick Benson
Vito DeLeonardis
Pat Ricchiuti

Handler Members:

Bill McFarland-Chairman
Tracy Wood
Scott Hamilton
Felix Musco
Tim Carter
Scott McCoy



Poppy Social Media on growing Cal Ripe Olive social media channels and CA Grown on opt-in programs. The 2020 year has been focused on social media/digital marketing programs.

III. 2021 Marketing Plan Proposal

Elise Oliver presented three different proposals for external marketing programs. The COC received proposals from Shopkick, iHeart Media, and a food influencer The Feast Kings. All three entities provided the COC with tiered proposals at the various funding levels below. Information about each specific program can found in the packet.

	Tier 1	Tier 2	Tier 3
Shopkick	\$50,000	\$75,000	\$100,000
iHeart Media	\$75,000	\$125,000	\$150,000
The Feast Kings	\$5,000	\$15,000	\$25,000
Total:	\$130,000	\$215,000	\$275,000

IV. Approval of 2021 Marketing Plan and Budget

The Marketing Subcommittee approved an internal marketing program that includes travel for staff, association fees, and partnerships and international program research. These items are totaled at \$88,000.

- 1) Internal Marketing Programs - \$88,000
 - a. Alliance for Food and Farming
 - b. CA Grown
 - c. Partnerships
 - d. Travel
 - e. Olive Day
 - f. Trade Show PMA
 - g. Crisis Communication
 - h. Social Media Promotions
 - i. Website Maintenance

MOVED by Mark Hendrixson, duly seconded by Giulio Zavolta, and unanimously carried THAT the Subcommittee recommend \$88,000 for the COC internal portion of the Marketing Budget. (Motion 11.5.20 #2)

Additionally, the Committee can decide to approve external marketing programs based on the received proposals to conduct marketing and promotional activities in 2021.

MOVED by Felix Musco, duly seconded by Giulio Zavolta, and unanimously carried THAT the Subcommittee recommend a \$125,000 marketing contingency fund in addition to funding an influencer program with The Feast Kings at \$25,000. (Motion 11.5.20 #3)



V. Approval of Authority to the Executive Director and Chairman for Inter-Item Transfers of the Marketing Subcommittee Budget

MOVED by Rick Benson, duly seconded by Vito DeLeonardis, and unanimously carried **THAT** the Subcommittee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget. (Motion 11.5.20 #4)

VI. Other Business

Nothing was discussed.

VII. Adjournment

Marketing Subcommittee Chairman Bill McFarland adjourned the Marketing Subcommittee meeting at 10:32 a.m.

I hereby certify that the above is a full, true and correct copy of the minutes of the meeting held on November 5, 2020 virtually via ZOOM/Conference Call, by the Marketing Subcommittee.

Elise Oliver

Date: November 5, 2020

Elise Oliver, California Olive Committee



Summary of Motions for November 5, 2020

Motion 11.5.20 #1

APPROVED

MOVED by Pat Ricchiuti, duly seconded by Vito DeLeonardis, and unanimously carried THAT the minutes of the May 20, 2020 Marketing Subcommittee meeting be approved.

Motion 11.5.20 #2

APPROVED

MOVED by Mark Hendrixson, duly seconded by Giulio Zavolta, and unanimously carried THAT the Subcommittee recommend \$88,000 for the COC internal portion of the Marketing Budget.

Motion 11.5.20 #3

APPROVED

MOVED by Felix Musco, duly seconded by Giulio Zavolta, and unanimously carried THAT the Subcommittee recommend a \$125,000 marketing contingency fund in addition to funding an influencer program with The Feast Kings at \$25,000.

Motion 11.5.20 #4

APPROVED

MOVED by Rick Benson, duly seconded by Vito DeLeonardis, and unanimously carried THAT the Subcommittee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget.



CALIFORNIA



RIPE OLIVES

ENJOYED BY FAMILIES EVERYWHERE



California Ripe Olives: 2021 Program Review

Ongoing Influencer Campaigns:

@plantbasedonabudget



Toni Okamoto



475k followers



Halloween Spider Bagel Bites

Insights:

- Impressions: 98,636
- Engagements: 3,732



Virgin Bloody Mary

Insights:

- Impressions: 42,750
- Engagements: 795
- Views: 406



Focaccia

Insights:

- Impressions: 163,000
- Engagements: 7,345



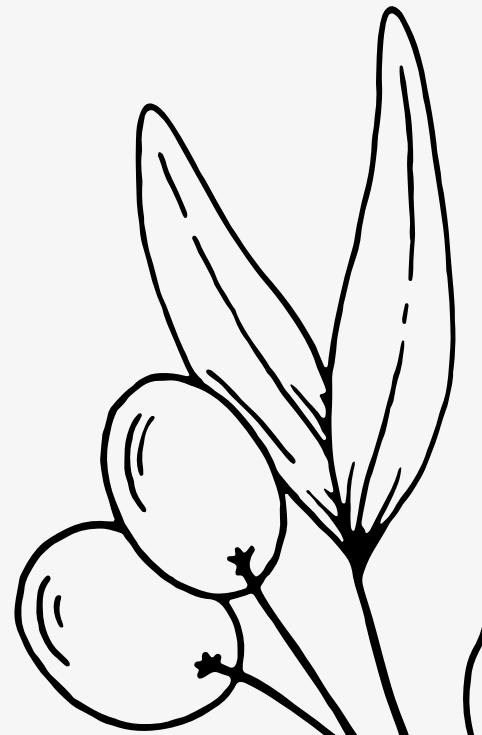
Ongoing Influencer Campaigns cont.:

@thefeastkings  160k followers



Insights:

- Impressions: 1 million impressions
- Engagements: 60,000
- Has showcased olives in 20 different recipes so far with 25 posts related to Cal Ripe Olives



Completed Influencer Campaigns:

@holajalapeno



Kate Ramos

Grilled Asparagus Salad with Olive-Chile Dressing



30.2k followers

Insights:

- Impressions: 21,103
- Views: 822
- Engagements: 943

@aidamollenkamp



Aida Mollenkamp

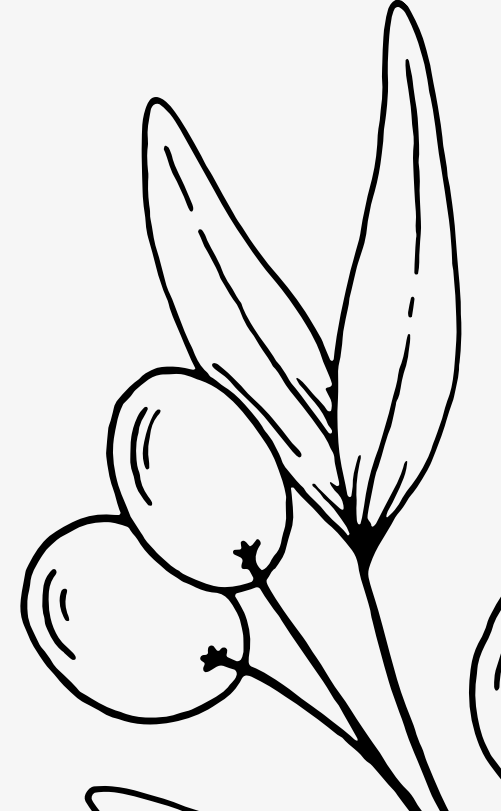
Smashed Green Olive And Pistachio Burrata Bruschetta Recipe



37.2k followers

Insights:

- Impressions: 7,140
- Views: 909
- Engagements: 404




@britneybrakesbread



Britney Brown-Chamberlain

Cheesy Olive Pizza with Mushrooms and Burrata

 23.6k followers

Insights:


- Impressions: 13,210
- Views: 2,402
- Engagements: 1,154

@nocrumbsleft



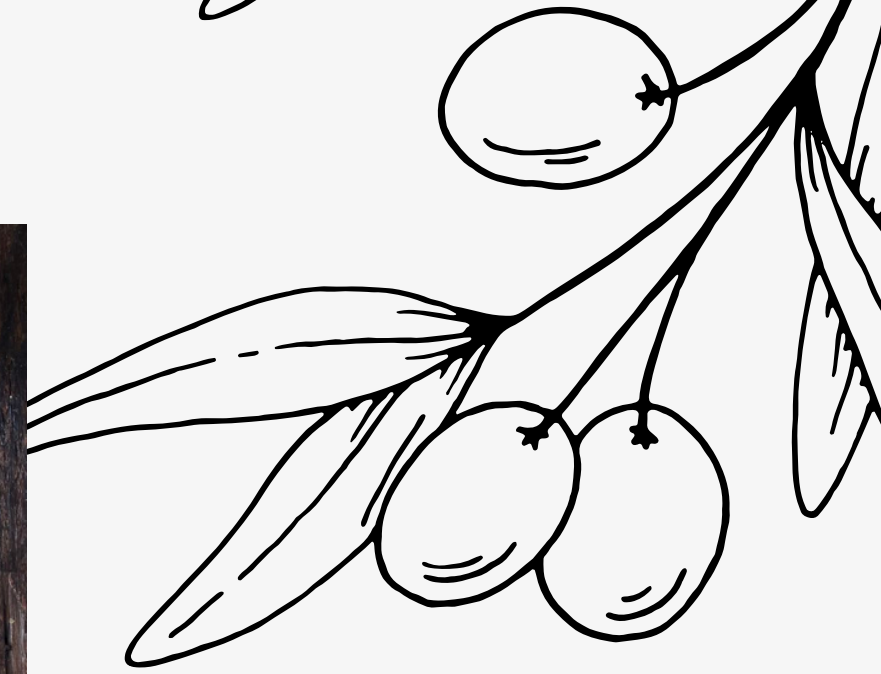
Teri Turner

Whole 30 Citrus Chopped Salad with California Ripe Olives

 368k followers

Insights:


- Impressions: 5,519,523
- Views: 478,286
- Engagements: 77,196



@cultivatewithkruti



Kruti Shah Green Olive Pesto

 48.1k followers

Insights:

- Impressions: 9,578
- Views: 83
- Engagements: 739

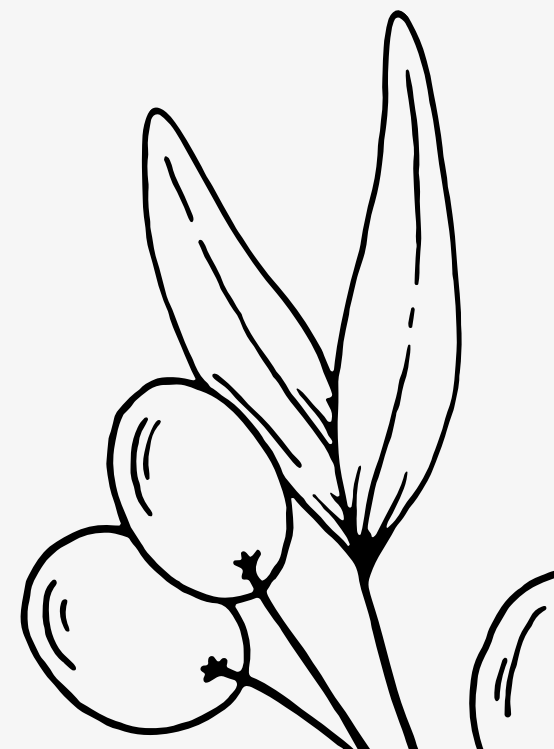
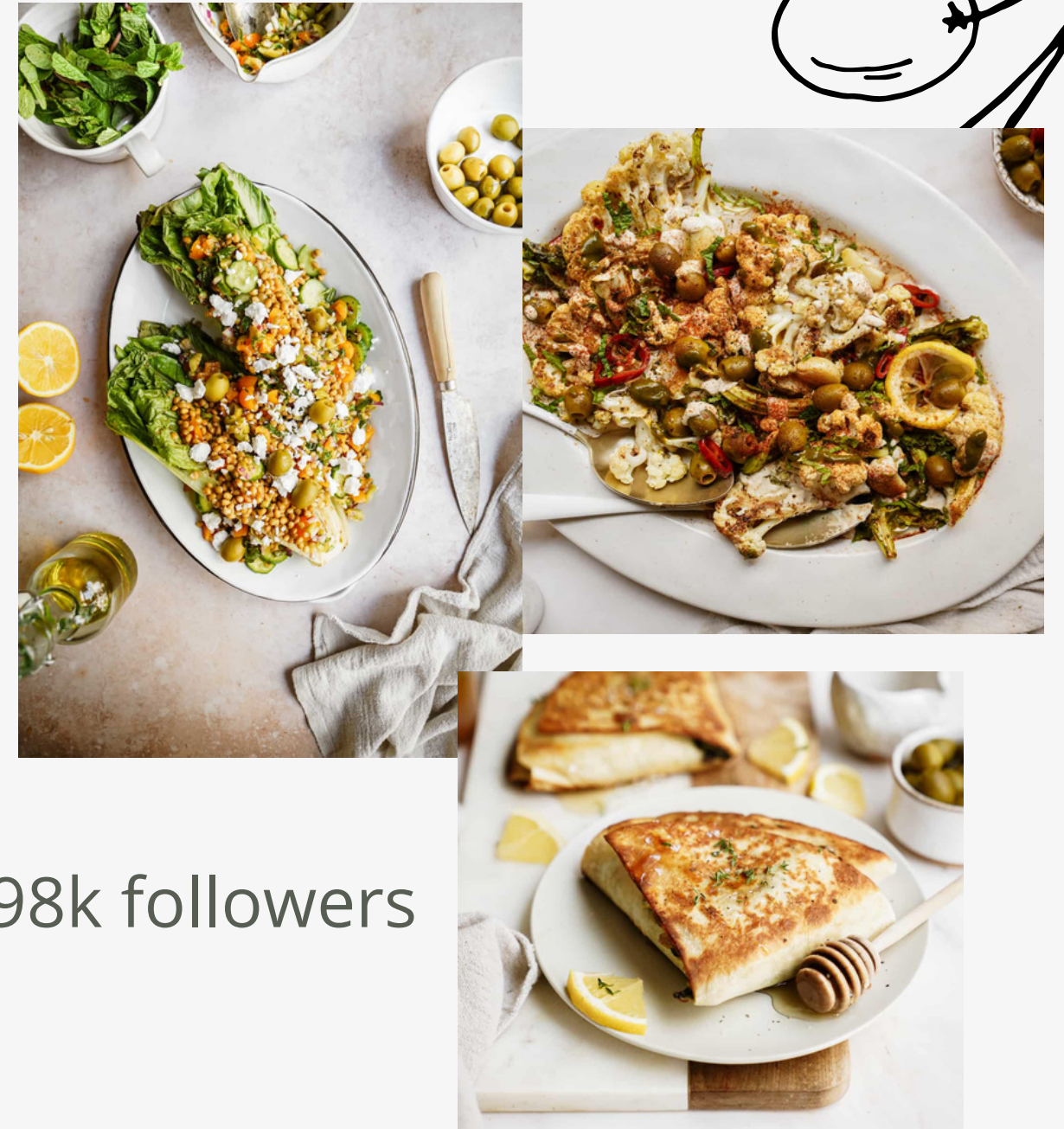
@foodbymaria




 198k followers

Insights:

- Impressions: 148,847
- Engagements: 11,399






 33.6k followers

Insights:

- Impressions: 102,049
- Engagements: 2,910
- Views: 12,307

@college_housewife

 174k followers



Insights:

- Impressions: 374,300
- Engagements: 27,234

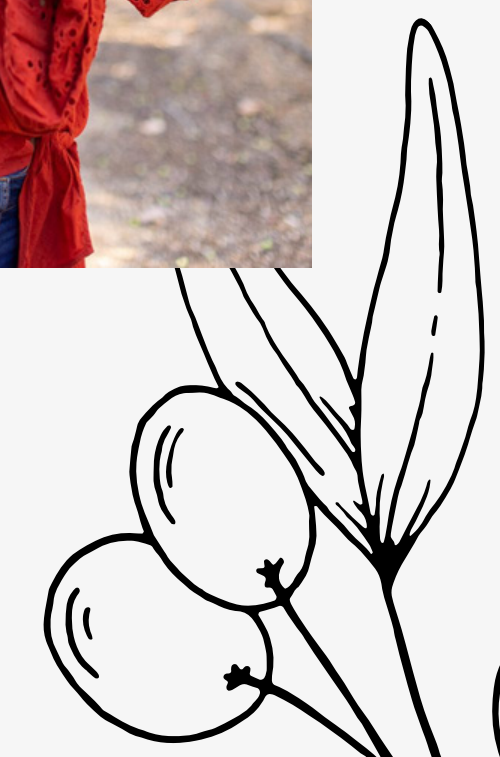
Influencer Campaign

Coming Up:

@camillestyles  163k followers

Deliverables:

- Interview Style Blog Post featuring a California Ripe Olive Grower!
- A Holiday Themed Recipe with Social Media Cross Promotion



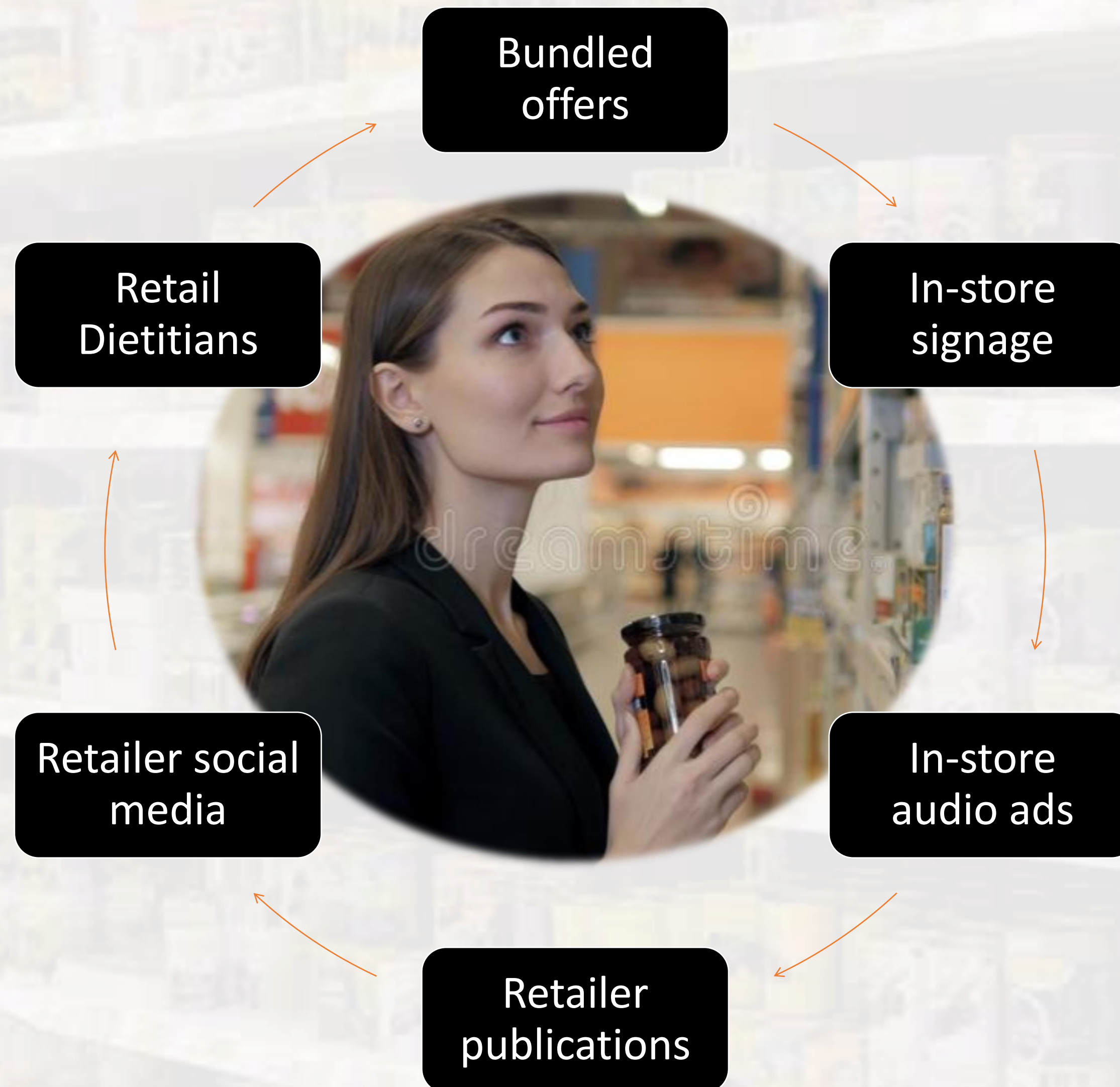


CA Olive Proposal - Driving added CA table olive sales in Retail

October 29, 2021

*fresh***smartsolutions**
bringing innovation to retail marketing

Integrated Retail Program for California Olives



Promotional Partnerships

Consumer offers

I've implemented hundreds of successful partnerships and see opportunities for California olives to co-promote with cheeses, deli meats, nuts and pastas. We'll drive added sales of olives with high-value bundled consumer offers delivered as IRCs on displays and shelves, as well as via loyalty card offers and digital coupons.




Cheddar with Honey, Walnuts & Pear Slices RECIPE ON BACK

Save \$3.00

when you Purchase One (1) Cabot Cheese Bar, One (1) Bag of USA Pears and One (1) Bag (6 oz. or larger) of CA Walnuts.

All items need to be purchased in order to receive the savings.



Cheddar with Honey, Walnuts & Pear Slices SERVES 6-8

6 oz. Cabot Seriously Sharp
2 Tbsp. chopped California Walnuts, toasted if desired
2 Tbsp. chopped dried cherries or other dried fruits such as figs, cranberries, dates, apricots, plums, currants or raisins
1-2 Tbsp. honey
Whole grain crackers
Fresh USA Pear slices, tossed with lemon juice to prevent browning

PLACE cheese on serving plate or board (let stand at room temperature for about 30 minutes if time allows).

TOP with nuts and dried fruits, then drizzle with honey. Serve with crackers and fresh pear slices.

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In-Store Communications

Shelf Blades

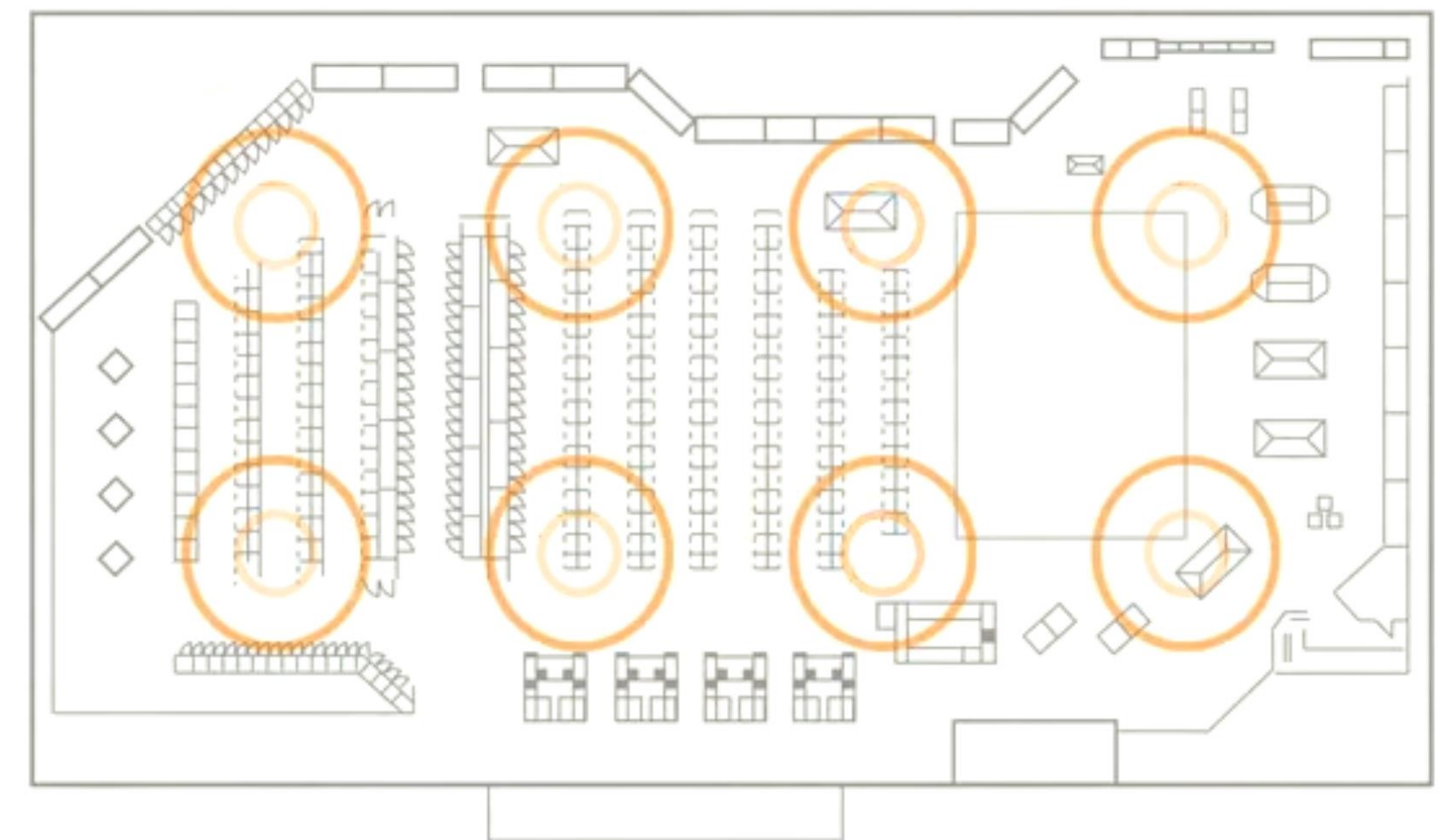
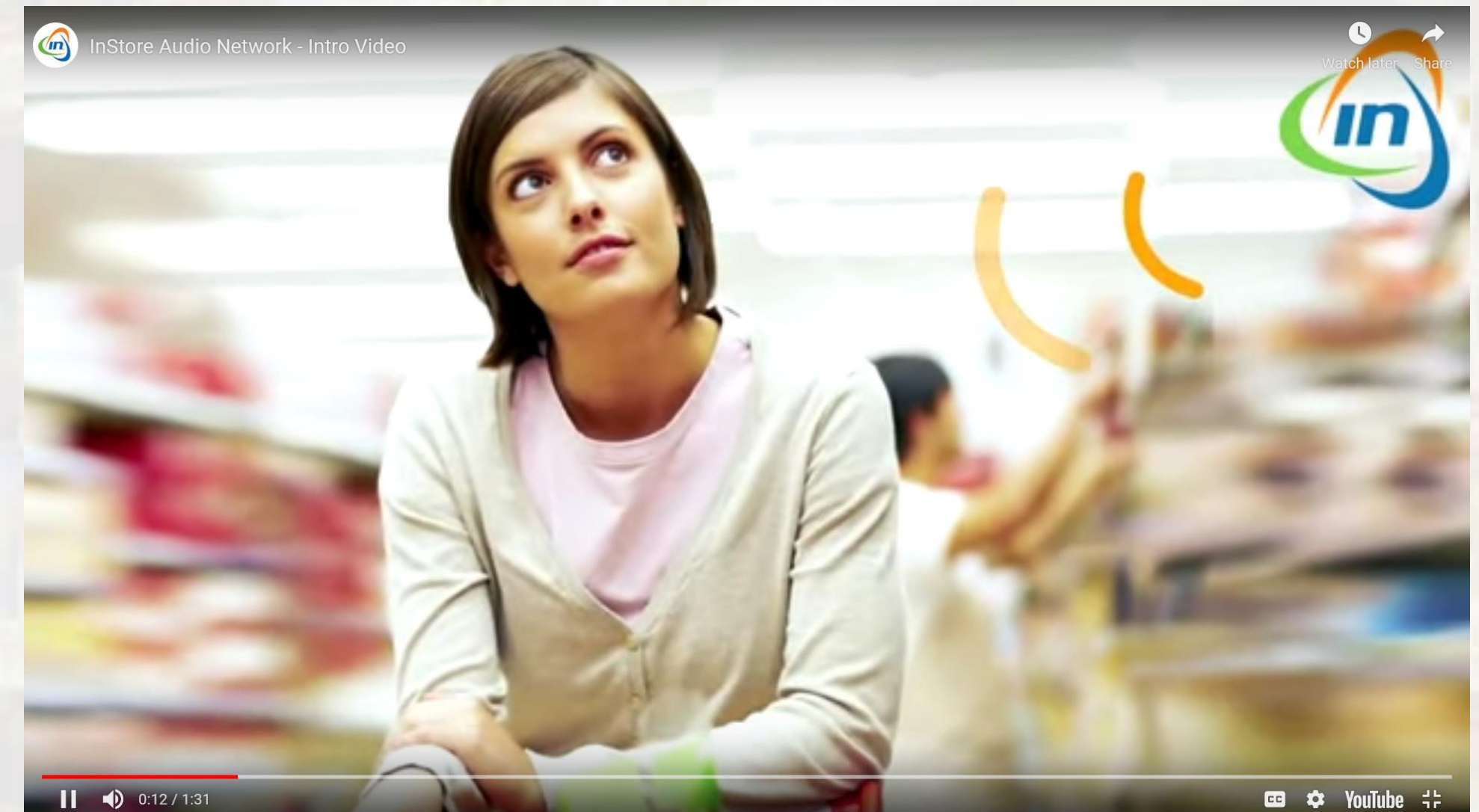
Colorful die-cut signs affixed to shelves in the table olive section and other relevant areas throughout the store will drive awareness and purchase intent to spur added sales



In-Store Communications

In-Store Audio Ads

Attention-getting audio advertising runs 1-2 times per hour all day, every day to cost-effectively reach potential olive buyers while they shop



Retailer Publications

Ads in retailer print publications

Many retailers – including Albertsons/Safeway, Ahold Delhaize and others – publish culinary magazines for their own shoppers that boast large circulations and offer an effective method for promoting California table olives



Stop & Shop's monthly publication



Retailer Social Media

Social Media Playbook

Retailers and retail dietitians are always looking for engaging content to share with shoppers on their social media channels. I'll create a "Retailer Social Media Playbook" for California olives to distribute to retailers' marketing and communications teams as well as to Retail Dietitians. The Playbook will be filled with compelling posts, delicious recipes, innovative usage suggestions, photos and videos that retailers/RDs can use to motivate shoppers to purchase and enjoy more California table olives.



Retail Dietitians

Retail RDs

Shoppers are very responsive to recommendations from retail dietitians, who can be effective advocates for the nutritional benefits and versatility of California olives. I have worked with many of these RDs over the years and will be soliciting their assistance in promoting olives.



Proposed Program Investment

Program Element	Investment
Promotional partnerships (bundled offers)	\$50,000
In-store communications (shelf signs)	\$30,000
In-store communications (audio advertising)	\$25,000
Retailer publications	\$20,000
Social media support	\$5,000
Retail RD programs & support	\$5,000
Program administration (FSS)	\$15,000
Total Investment	\$150,000

Retail Program Timeline

Action Item	Date
California Olive Committee approves proposal and decides on investment level	November '21
Onboarding – info download, asset collection and gather industry feedback	November '21
Strategic planning and program development	December '21
Program announcement to industry members	January '22
Sell-in to retailers and secure support; collaborate with canners as necessary	January '22
Develop & produce retail program elements	February '22
Implement program and monitor compliance	April '22
Post-program analysis; develop recap and share findings with CA Olives	June '22



California Olive Committee 2022
iHeartMEDIA Campaign
January through August, 2022

11.9.21



KPI's

1. Promote Retail Programs in CA
2. Target women 25-44
3. Focus on SF, Sac, LA & SD

OUR SOLUTION

Leveraging either the massive reach of our Total Traffic & Weather Network or the targetability of our mobile App platform, iHeartMEDIA will create and execute the statewide campaign while providing valuable data and insights.

OVERVIEW

TIMING:

- January through August, 2022 (TBD wks)

TARGET CONSUMER:

- Women 25-44

MARKETS:

1. Los Angeles
2. San Francisco
3. San Diego
4. Sacramento

TACTICS:

- Total Traffic & Weather Network OR Mobile (Geofencing) (choice of one)



HOW IT WORKS

TOTAL TRAFFIC & WEATHER: :15 second spots adjacent to the Traffic & Weather reports (rotating creative per week) will promote TBD retailers on WEDNESDAY ONLY (ad break – you will OWN that day in each market) during 12x TBD weeks (i.e. Super Bowl, Easter, Memorial Day, Father’s Day, July 4th, etc.)

OR

MOBILE:

- COC CTA delivered within a one-mile radius of all grocery stores in each market

EXECUTION:

- iHeartMEDIA will execute the campaign in each target market

RECAP:

- iHeartMEDIA will provide a complete recap two (2x) weeks after the program concludes



TOTAL TRAFFIC & WEATHER / OVERVIEW

Timing:

- January through August, 2022 (TBD 12x weeks / Wednesday ONLY)

Total Four (4x) Markets:

1. Los Angeles
2. San Francisco
3. San Diego
4. Sacramento



Overview:

Total 576x spots / details below

NET Investment / \$50,000

Market

Total # of Mentions

- | | |
|------------------|--|
| 1. Los Angeles | 12x spots every Wednesday / total 144x |
| 2. San Francisco | 12x spots every Wednesday / total 144x |
| 3. San Diego | 12x spots every Wednesday / total 144x |
| 4. Sacramento | 12x spots every Wednesday / total 144x |

TTWN SCHEDULE 12 weeks: \$50,000 net
Flight weeks: January through August / TBD Weeks

STATION	DAY	TIME	UNIT LENGTH	WEEKLY SPOTS
Los Angeles	Wednesday	6a—7p	:15	12x
Sacramento	Wednesday	6a—7p	:15	12x
San Diego	Wednesday	6a—7p	:15	12x
San Francisco	Wednesday	6a—7p	:15	12x

TOTAL: \$50,000 Net

Campaign Summary: W25-44

GIMP: 880,800

Reach: 588,088

Reach %: 15.3

Freq: 1.5

Total units: 576

Note: sponsorships air in all content: Traffic, Weather, News, Reach, Entertainment, etc. unless otherwise requested

Station list

Los Angeles				Sacramento			
Station	Freq	Format	Services	Station	Freq	Format	Services
KABC	790	AM News/Talk	N, T	KBEB	92.5	FM Soft Adult Contemporary	R, T, W
KBIG	104.3	FM Hot Adult Contemporary	R, T, W	KFBK	1530	AM News/Talk	M, R, S, T, W
KFI	640	AM Talk	R, S, T, W	KHYL	101.1	FM Classic Hip-Hop	R, S, T, W
KIIS	102.7	FM Top 40	R, T, W	KSTE	650	AM Talk	R, S, T, W
KJLH	102.3	FM RnB	M	KYRV	93.7	FM Classic Rock	S, T, W
KLOS	95.5	FM Classic Rock	E, N, T	San Diego			
KOST	103.5	FM Adult Contemporary	R, T, W	Total Reach Premium			
KRRL	92.3	FM Hip-Hop/RnB	R, S, T, W	Station	Freq	Format	Services
KSPN	710	AM Sports Talk	S, T	KGB	101.5	FM Classic Rock	R, S, T, W
KYSR	98.7	FM Modern Rock	R, S, T, W	KGB	760	AM News/Talk	S, T, W
				KHTS	93.3	FM Contemporary Hits	R, T, W
				KIOZ	105.3	FM Rock	R, S, T, W
				KMYI	94.1	FM Hot Adult Contemporary	T, W
				KOGO	600	AM News/Talk	M, S, T, W
				KSSX	95.7	FM Rhythmic	S, T, W
				San Francisco			
				Total Reach Premium			
				Station	Freq	Format	Services
				KIOI	101.3	FM Hot Adult Contemporary	R, T, W
				KISQ	98.1	FM Soft Adult Contemporary	R, T, W
				KMEL	106.1	FM Hip-Hop/RnB	S, T, W
				KOSF	103.7	FM 80's Hits	R, T, W
				KSAN	107.7	FM Classic Rock	E, T
				KSFO	560	AM Talk	N, T
				KUIC	95.3	FM Adult Contemporary	M, R, TD
				KVVF	105.7	FM Tropical	TD, W
				KYLD	94.9	FM Rhythmic	T, W

MOBILE / GEOFENCING

Timing:

- January through August, 2022 (can be flighted if needed)

Total Four (4x) Mobile Markets:

- Los Angeles, San Francisco, San Diego, Sacramento

Mobile:

- iHeartMEDIA will deliver the COC message/offer to the target consumer via mobile device right before they enter each specific grocery store location.

Geofencing:

- When consumers are within the designated location radius (1x mile of each participating retailer), the CTA message/offer is served on their mobile device within one of more than 100,000 popular apps in our network.

Location-Based Behavioral:

- Targeting consumers based on where they have been focusing on grocery shoppers / Women 25-44

Call to Action is Activated:

- When consumers click the COC display ad they will be directed to a TBD URL/recipe/video (TBD)

Total Guaranteed Impressions: 3.8M (see details)

Total Investment: \$50,000





iHM Digital Media Plan

Campaign Information

Date Prepared: Tuesday, November 9, 2021
Client: California Olive Committee
RFP: MMP-54816
Deal Type: MMP
Flight Dates: 1/1/22-8/31/22

ASSET	SIZE	LOCATION	FLIGHT	IMPRESSIONS	NET CPM	NET COST	NOTES/TACTICS
BRANDED MEDIA							
iHeartRadio Streaming Audio (English)	(:15/:30/:60) Audio Spot	Live, Custom & Artist Stations on Desktop & Mobile App + Auto, Smart Speakers & Other Connected Devices	1/1/22-8/31/22	781,250	\$16.00	\$12,500.00	Targeted to Los Angeles, Sacramento, San Diego, and San Francisco DMAs Total Audience
iHM Display	Display: 320x50	iHeartRadio Mobile App	1/1/22-8/31/22	961,538	\$13.00	\$12,500.00	Targeted to Los Angeles, Sacramento, San Diego, and San Francisco DMAs Total Audience
	Display (Desktop + Mobile) 300x250, 728x90, 320x50	iHR.com & Station Sites					
AUDIENCE-Based Display	Display (Desktop + Mobile) 300x250, 160x600, 728x90, 320x50	iHM Extended Site Network	1/1/22-8/31/22	2,083,333	\$12.00	\$25,000.00	Behavioral Targeting: display across 92% of local websites within Los Angeles, Sacramento, San Diego, and San Francisco DMAs, utilizing 3rd party data sources and proprietary 1st party data to target Women 25-44.
PROGRAM TOTAL:				3,826,122	\$13.07	\$50,000.00	

THE IHEARTRADIO NETWORK INCLUDES PLACEMENT ON NEWSTALK STATIONS WHO CARRY RUSH LIMBAUGH & SEAN HANNITY. A REVISION TO YOUR IMPRESSIONS WILL BE REQUIRED IF YOU CHOOSE TO OPT-OUT OF THESE STATIONS.
 INVENTORY IS NOT GUARANTEED UNTIL INSERTION ORDER IS SIGNED BY IHEARTMEDIA; ANY CREATIVE DELAY WILL IMPACT INVENTORY AND FLIGHT DATES MAY HAVE TO BE ADJUSTED

Accepted by Client X _____ Date _____
 Accepted by iHeartMedia X _____ Date _____



MEMBER MARKETING Opportunities

This program is designed to increase the reach of **CA GROWN's** digital efforts to invite consumers to select food, beverages and plants from California.

These activities will be in addition to **CA GROWN's** current content production and digital campaigns, and will not disrupt the ongoing outreach on behalf of our members.



eCOOKBOOK:

One ready-for-download co-branded eCookbook with 5-7 original recipes, 2 images of each finished recipe (one vertical, one horizontal) licensed for digital/social media use. Images will also run on **CA Grown** social media channels.

RATE: \$12,500

RECIPE CONTENT DEVELOPMENT:

Original recipes with 5 images of each finished recipe, licensed for digital/social media use. Half of the recipes produced can include "non-traditional" usage of the commodity to show versatility. Images will also run on **CA Grown** social media channels with links to published recipe on member's website. 12 recipe packages include recipe feature article **on californiagrown.org**.

RATES:

12 recipes: \$15,000*

12 recipes with co-branded eCookbook: \$25,000

5 recipes: \$8500



INFLUENCER CAMPAIGNS:

CA Grown will manage a 60-day campaign including key influencers who will develop and publish one recipe each. Recipes and images will be shared on influencers' respective social media accounts and **CA Grown** social media accounts. Recipes will also run in a **CA Grown** blog post highlighting recipes using featured commodity. Links to images for digital/social media use along with appropriate credits and links will be delivered to member along with campaign report. Giveaway option for engagement included.



RATES:

5 Influencer campaign + **CA Grown** blog post: \$20,000*

8 Influencer campaign + **CA Grown** blog post: \$29,500*

Opt-in period begins November 10, 2021. Content production and campaigns begin after Jan 1, 2022. Limited positions available. First come, first served for date selections. Campaigns will be executed and influencers selected by **CA Grown** digital media team.

*This program available exclusively to commodity board members 33

*****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	Budget-Option 2	Budget-Option 3
Fresh Smart Solutions	\$150,000	\$100,000	\$100,000
IHeart Media	\$50,000	\$37,500	\$22,500
Total:	\$200,000	\$137,500	\$122,500

<i>FISCAL YEAR</i>	<i>2022 (Proposed)</i>	<i>2021</i>	<i>2020</i>	<i>2019</i>	<i>2018</i>
MARKETING	Unknown	\$238,000	\$123,500	\$513,500	\$973,500
Differ	Unknown	\$114,500	(\$390,000)	(\$460,000)	(\$150,000)

FISCAL IMPACT: UNKNOWN for the 2022 FY.

*****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.