



**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:

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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.

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.