



AGENDA

California Olive Committee

Executive Subcommittee Meeting ZOOM /Conference Call

**DECEMBER 7, 2023
8:00 AM**

Join Zoom Meeting

<https://us02web.zoom.us/j/87134335403>

Telephone:

Conference Call: 1-669-900-6833

Passcode: 871 3433 5403

- I. Call To Order**
 - a. Roll Call page 2
 - b. Chairman's comments
 - c. Approval of November 9, 2022 Minutes (action item)

- II. 2023/2024 Export Program Update**

- III. Strategic Plan**

- IV. Approval of 2023 Administrative Budget (action item)**

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

- VI. Other Business**

- VII. Adjournment**



2023-2025 Executive Subcommittee

Producer Members:

Michael Silveira-Chairman
Edward Garcia
Mark Hendrixson
Mark Heuer
Pat Ricchiuti
Galen Pffeifer
Vito DeLeonardis

Handler Members:

Dennis Burreson
John Pieretti
Felix Musco
Julia Tinsley
Paul Adcock
Scott McCoy



CALIFORNIA OLIVE COMMITTEE

EXECUTIVE SUBCOMMITTEE MEETING

NOVEMBER 9, 2022

8:00 a.m.

COC

**2565 Alluvial Avenue, Suite 152
Clovis, CA 93611**

ZOOM / CONFERENCE CALL

<https://us02web.zoom.us/j/86594613035>

MINUTES

I. CALL TO ORDER

Chairman Mike SILVEIRA called the meeting of the Executive Subcommittee to order at 8:02 a.m. The following Executive Subcommittee members were in attendance.

MEMBERS:

Michael SILVEIRA
Edward GARCIA
Mark HENDRIXSON
Pat RICCHIUTI
Dennis BURRESON
John PIERETTI
Scott McCOY
Felix MUSCO
Julia TINSLEY
Tim CARTER

AFFILIATION:

Producer
Producer
Producer
Producer
Handler
Handler
Handler
Handler
Handler
Handler

STAFF:

Todd SANDERS
Elizabeth CARRANZA
Elise OLIVER
Janette RAMOS

California Olive Committee
California Olive Committee
California Olive Committee
California Olive Committee

GUESTS:

Jeremy SASSELLI

USDA

Having received sufficient number of Subcommittee members present, a quorum was established.

- **MOVED by HENDRIXSON, duly seconded by MUSCO and unanimously carried THAT the minutes for November 10, 2021 be approved as presented. (Motion 11-9-22 #1)**

II. 2022 EXPORT PROGRAM UPDATE

Elizabeth Carranza gave an update on the Export Program.

2022 Japan Update

- Retail Promotions
- Digital Promotions
- Website & Social Media
- Foodservice Promotions

2022 Southeast Asia Update

- World Gourmet Awards
- Restaurant Promotion
- Taste of California Event

Asia Fruit Logistica Tradeshow – November 2-4, 2022

- COC Booth presence
- Participate in FAS Market Briefings

2022 Canada Update

- Collaboration with 3 well-known Canadian Chefs
- Thistletown Culinary Event-George Brown College Dining Event and Workshop
- Canadian landing page on www.calolive.org
- Foodservice advertisements
- Retail framework for import development

III. 2023 FULL COMMITTEE ELECTIONS

Elise Oliver presented a timeline for COC 2023 Elections:

- 1) January: COC staff will send out an election newsletter to all COC members.
- 2) February: Two nomination meetings are held for District 1 and District 2. Ballots will be sent out following the nomination meetings. Dates for Nomination Meetings are TBD
- 3) March: Ballots are due back to COC.
- 4) April: COC will count all ballots with USDA.
- 5) May-June: USDA confirms members to the Full Committee.

IV. APPROVAL OF 2023 ADMINISTRATIVE BUDGET AND APPROVAL OF AUTHORITY TO THE EXECUTIVE DIRECTOR AND CHAIRMAN FOR INTER-ITEM TRANSFERS OF THE EXECUTIVE COMMITTEE BUDGET

ACTION

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>	2023	2022	2021	2020	2019
<i>ADMIN</i>	\$399,700	\$390,700	\$357,800	\$457,800	\$390,400
<i>\$ Change</i>	\$9,000	\$32,900	\$(100,000)	\$(67,400)	\$(10,800)
<i>Exports</i>	\$148,000	\$148,000	\$173,500	\$173,500	\$173,500
<i>\$ Change</i>	-	\$(25,500)	-	-	\$(12,500)
<i>MAP/EMP/ATP</i>	\$680,975*	\$422,325	\$318,529	\$367,399	\$211,000
<i>\$ Change</i>	\$258,650	\$103,796	\$(48,870)	\$156,399	\$(39,000)

**This total reflects the amount of MAP funds applied for the 2023 fiscal year through USDA-FAS. The actual allocations will be announced in January 2023.

The Sub-Committee must decide:

- 1) Approval of the 2023 Fiscal Budget

FISCAL IMPACT: \$547,700 for FY 2023

- **MOVED by CARTER, duly seconded by TINSLEY and unanimously carried THAT the Executive Subcommittee approve and adopt the General Administration Fiscal Year 2023 Budget for \$547,700 as presented, and grant authority to the Executive Director and Chairman for Inter-Item Transfers of the Executive Committee Budget. (Motion 11-9-22 #2)**

V. OTHER BUSINESS

NONE

VI. ADJOURNMENT

Chairman Mike SILVEIRA adjourned the Executive Subcommittee Meeting at 8:28 a.m.

Todd Sanders
Executive Director
California Olive Committee

SUMMARY OF MOTIONS FOR NOVEMBER 9, 2022

MOTION 11-9-22 #1

APPROVED

MOVED by HENDRIXSON, duly seconded by MUSCO and unanimously carried THAT the minutes for November 10, 2021 be approved as presented.

MOTION 11-9-22 #2

APPROVED

MOVED by CARTER, duly seconded by TINSLEY and unanimously carried THAT the Executive Subcommittee approve and adopt the General Administration Fiscal Year 2023 Budget for \$547,700 as presented, and grant authority to the Executive Director and Chairman for Inter-Item Transfers of the Executive Committee Budget.



CALIFORNIA OLIVE COMMITTEE

EXPORT UPDATE

December 2023

CANADA

- **2023 MAP Funding:**

- Trade Representation-\$45,000
- Retail Promotions-\$20,000
- Foodservice Promotions-\$73,635
- Communications-\$15,000
- TOTAL: \$153,635

- **Global Based Initiative (GBI):**

- \$7,150



CANADA (CONT.)

Grocery Innovations Show

- Oct. 24-25
- 360 Exhibitors, 5000 attendees (2,600 are retailers)



Food Service Advertising

- Booked Ads with Restaurants Canada, leaders in Foodservice industry support and communications in Canada.



CANADA (CONT.)

Educational Event in Vancouver

- Nov. 2023
- Olive focused meal & Education Session about Cal Ripe Olives

Chef Challenge Event

- Nov. 2023
- Two Chefs will use Cal Ripe Olives as an ingredient in a live event at the Salt and Brick Kelowna.
- Featured Chefs: James Holmes and Chris Braun



WELCOME TO LUNCH WITH

CALIFORNIA

RIPE OLIVES

ENJOYED BY FAMILIES EVERYWHERE

THESE OLIVES PROVIDE THE PERFECT BALANCE OF NATURAL FLAVOUR WITH A BUTTERY TEXTURE



Our host is Emily Lycopulus. She is a level-two olive oil sommelier and author of eight cookbooks.

LEARN MORE
CALOLIVE.ORG

FOLLOW & TAG
[@CALRIPEOLIVES](https://www.instagram.com/CALRIPEOLIVES)



CALIFORNIA

RIPE OLIVES

Black California Ripe Olive & Chorizo Croquette with smoked crème fraiche & pickled pearl onion
Signature Cocktail with Green Ripe Olive & Brine

~

12:30 California Ripe Olives
PRESENTATION AND TASTING

Burrata Pugliese complemented with Green Olive Salsa Verde, Black Olive Streusel, Almond & Anchovy Gremolata

~

Black Olive Crusted Tuna with tahini vichyssoise, haricots verts, cucumber, green olive vinaigrette

~

Dark Chocolate & Black Olive Fondant with olive oil ice cream, topped with black olive crumb

THANK YOU FOR JOINING US
Please remember to bring home your gift

Follow up with us to learn more
nicole@marenmarcoux.com
candice@marenmarcoux.com

CANADA (CONT.)

Restaurant Menu Development

- Late Oct.-Early Dec.
- New menu inclusion with Pizzeria to events at Ontario wineries, festivals, and breweries

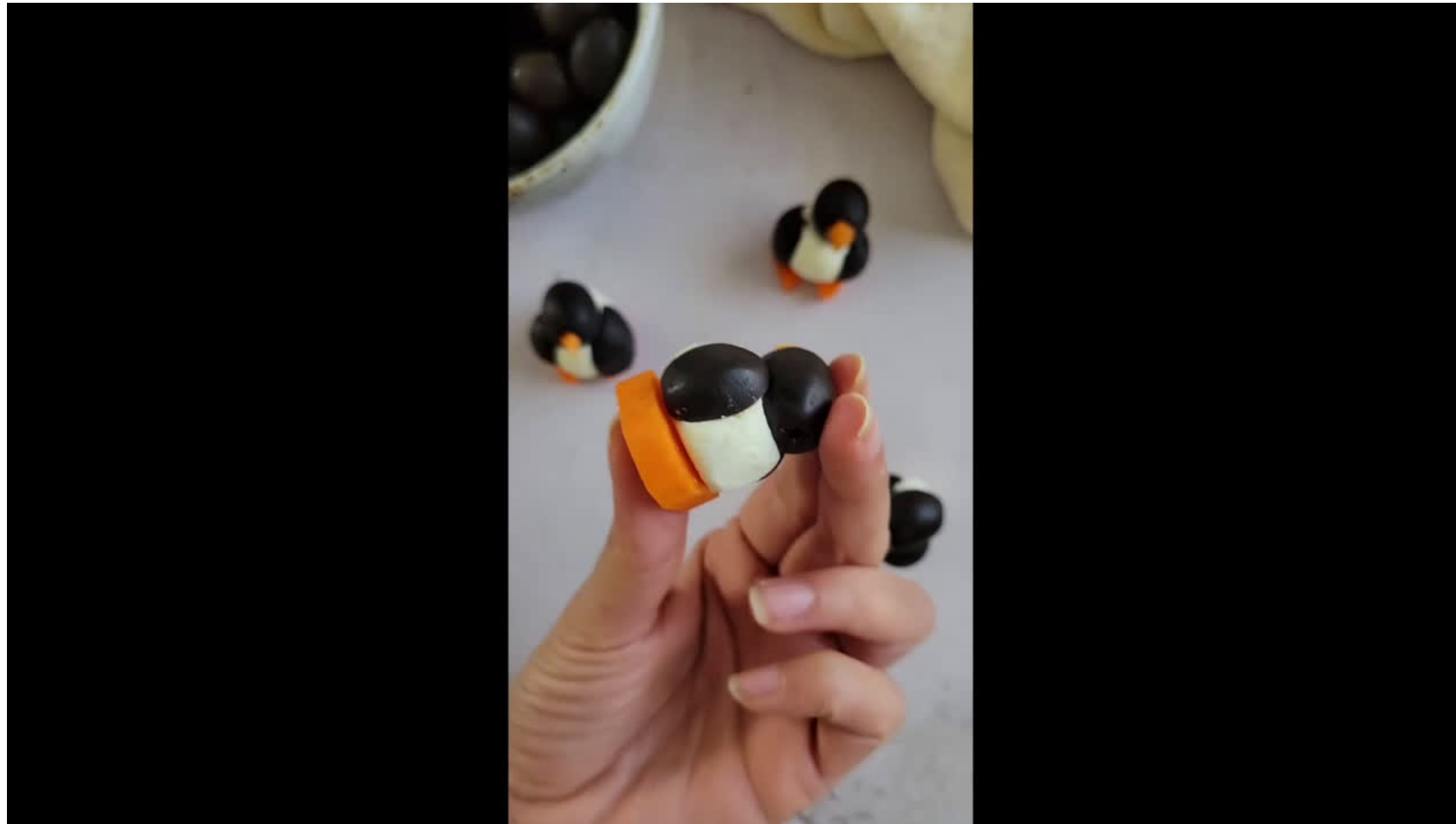
Thistleton Chef Event

- Sep. 2023
- 25 chefs participated
- 500 tickets for the public
- 300 samples using CA Ripe Olives shared



CANADA GBI

- In collaboration with USA Pears, US Blueberries, US Apples, Watermelon, Raisins.
- Mainly digital media focused.



JAPAN

- **2023 MAP Funding:**

- Trade Representation-\$15,000
- Retail Promotions-\$50,000
- Foodservice Promotions-\$40,000
- Ads/Promotions-\$26,845
- TOTAL: \$131,845



JAPAN (CONT.)

Foodservice Tie-Up

- Aug.-Sep. 2023
- 15 restaurants participated
- 6,019 servings using Cal Ripe Olives
- Sales: \$73,000 USD

Futaba Fruit

3-22-2 Wakamiya, Nakano, Tokyo, Japan

Phone: 03-6874-1306

URL: <https://ec.futaba-fruits.jp/>



<Customer Comment>

Olive & Fruit marinade

Customers who always buy fruit sandwiches and vegetable sandwiches at the Metropolitan Ikebana store frequently purchased this item, and it became an indispensable part of the Futaba Fruit lineup. It goes well with citrus fruits and many customers purchased it with grapefruit or other citrus fruits, as well as with craft beer sold in the store.

The response from customers was quite positive, and we sold out every day, even though they were placed on the shelves where side dishes are not usually sold.

<Shop Comment>

Olive & fruit marinade

We sold the olives in small cups, but the size was just right for our many elderly customers, and customers who were hesitant to buy canned olives (415g) were often pleased when we suggested this marinade. However, since it sold very well, we unfortunately lacked the stock of olives for sometime until the next delivery. We will make sure to order a little more next time.

Item	Price(JPY)	# Sold	Sales (JPY)
California Olive Marinade	490	496	JPY 243,040

JAPAN (CONT.)

Food Messe Niigata

- Nov. 2023
- Distributed materials/samples
- Developed trade leads
- OTG very popular!
- Not turned off by higher price



Buyers guide



Leaflet



Recipe book

Fabex

- Oct. 2023
- 30,769 visitors
- Tokyo



JAPAN (CONT.)

Hiruboi TV Exposure

- Sep. 2023
- Presented olives as a give away item for 15 people on a TV program.
- Target audience: stay at home moms
- Set in Use: 2,333,076 households



JAPAN (CONT.)

FarmDo Stores

- Sep. 2023
- In Store Sampling at 3 Stores

Activity photo: Nakano



SOUTHEAST ASIA

- **2023 ATP Funding:**

- Trade Representation-\$14,000
- Cooking Demos-\$25,000
- Retail/Online Promotions-\$30,000
- Trade Promotions-\$26,000
- TOTAL: \$95,000



SOUTHEAST ASIA (CONT.)

ColdStorage Stores

- Aug. 2023
- In Store Sampling at 2 Stores



California Ripe Olive Sampling Booth Panels (10 Sets)



SOUTHEAST ASIA (CONT.)

ColdStorage Stores

- Aug./Oct. 2023
- In Store Sampling at 2 Stores



California Ripe Olive Sampling Booth Panels (10 Sets)



SOUTHEAST ASIA (CONT.)

Influencer Activations

- Oct. 2023
- @pantryboy
- 220k followers on IG
- Created Three Recipes that were posted in IG and Tiktok

①



Platform: Instagram
Type of Post: IG Reel

Dish: Chicken Cacciatore

②



Platform: Instagram
Type of Post: IG Reel

Dish: Pork Chop w/ Tapenade

③



Platform: Instagram
Type of Post: IG Reel

Dish: Grain Salad w/ Olives

2024 LOOKING AHEAD

MAP Funding Applied For:

- Canada: \$175,000
- Mexico: \$120,000
- Japan: \$255,000
- SEA: \$135,000

Total: \$685,000

EMP Funding Applied For:

- India: \$154,430

RAPP Funding:

- Amount TBD
- Countries in the works: Brazil and Columbia

2024 LOOKING AHEAD (CONT.)

Challenges:

- Product Availability
- Consumer Understanding
- Price

Opportunities:

- High Quality
- CA likeness
- Versatility
- New Products like OTG

Possible Activities:

- Quality Samples Program (QSP)
- Bringing Industry to Markets (ie. SEA)

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

FROM: COC EXECUTIVE SUBCOMMITTEE

SUBJECT: STRATEGIC PLAN

BACKGROUND:

There was interest at the July 2023 meeting to look into executing an updated Strategic Plan. The COC conducted a Strategic Plan back in 2014 and revisited the plan in 2019 (these documents can be seen in the following pages of the packet).

The COC has reached out to four different companies/individuals:

1. WestMark Group
2. Nuffer, Tucker, & Smith
3. Amy Woolfe
4. DeLizia Consulting Services

Based on the information received from the interested companies/individuals, an appropriate budget is \$50,000.

If the Executive Committee would like to move forward with executing a Strategic Plan in 2024, the fiscal impact for this project is contained within the General Admin budget that will be presented.

Staff will select a contractor at the new year and move forward with the project to have a new Strategic Plan completed by July 2024.

CALIFORNIA OLIVE COMMITTEE STRATEGIC ACTION PLAN 2014

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CALIFORNIA OLIVE COMMITTEE

STRATEGIC PLANNING MEETING

June 23, 2014

Doubletree Hotel
Modesto, CA

Overview:

On May 6, 2014, the California Olive Committee's Strategic Planning Committee, coupled with representatives from the California Olive Council, The California Olive Growers Association and representatives from the U.S. Department of Agriculture and the California Department of Agriculture met to review the issues that are directly impacting the California olive industry. This was the first time in which all California table olive entities sat down and reviewed all the issues and discussed how each entity may assist in advancing several key issues to assist in the growth of the California olive industry.

Several of the outcomes during the meeting included:

- A situation analysis that outlined the issues impacting the olive industry;
- The roles of each individual table olive organization;
- A survey of the industry that outlined the challenges and opportunities within the industry;
- A mission statement for the industry;
- Dividing the issues into the appropriate organizations that will be responsible for the identified areas;
- Focuses for each specific organization; and
- A plan that will assist the industry in streamlining communication and action items.

After the approval of the areas of focus, the Committee directed Committee management to prepare an action plan for the Committee that would address how the Committee plans to implement the strategic focus. It was agreed that the next Committee meeting would be appropriate for the Committee to approve the strategic plan and review, discuss and approve an action plan.

The meeting was held for one day with 15 participants. Participants included:

Industry Members:

Edwardo CURIEL	-	Grower
Felix MUSCO	-	Musco

Dennis BURRESON	-	Musco
Pat RICCHIUTI	-	Grower
Doug REIFSTECK	-	Bell Carter
Mark HENDRIXON	-	Grower
Tim CARTER	-	Bell Carter
James THOMAS	-	Bell Carter
Michael SILVERIA	-	Grower

Staff:

Alexander J. OTT	-	Management of COC
Todd SANDERS	-	Management of COC
Liza RAMON	-	COC staff

Guests:

Jerry SIMMONS	-	USDA
Martin ENGELER	-	USDA
Joe MONSON	-	CDFA

Background of the California Olive Industry:

The California Olive Committee was formed in 1965. Acreage totaled 27,693 acres and producing 50,000 tons. In 1978 -1979, the industry produced 126,000 tons on its peak acreage of 37,213. By 1992-1993, there was record 163,024 tons on 34,597 acres. By 2010, the industry produced another record crop of 164,985 tons on only 27,000 acres. Today, the olive industry has 22,956 acres and producing an average of 78,000 tons. It should be noted that in its nearly 50 year history, table olive acreage is 4,000 acres less than where it started, yet producing 28,000 tons more on average.

Additionally, the industry has seen a dramatic decrease in handlers. With only two canners left in the U.S. industry, the California olive industry must be cautious when discussing issues due to anti-trust laws. Specifically, issues involving price are not allowed to be discussed at meetings. With these challenges, it makes it difficult to address issues without having the necessary firewalls and procedures in place to ensure that no anti-trust or propriety information is exposed.

In 2013, the industry agreed to have all the different California table olive organizations get together and outline the challenges and opportunities that are directly affecting the California olive industry. Management of the Committee sent a survey out to the industry asking several in depth questions about the industry. Several of the issues identified in the survey included:¹

¹ California Olive Committee, *California Olive Committee Survey*, (Survey Monkey, California Olive Committee, Fresno, CA 2014)

1. Labor	-	36.2%
2. Lack of Water	-	15.4%
3. \$ & Return to Grower	-	12.0%
4. Imports	-	12.0%
5. Competition	-	10.7%
6. Pests & Disease Issues	-	5.3%
7. Government Regulations	-	4.0%
8. Not enough Advertising/Marketing	-	3.3%
9. Energy	-	1%

In May 2014, the California Olive Committee held a strategic planning session to review the results of the survey and begin outlining a plan that would assist the industry in addressing the several issues that the industry identified and how the multiple organizations can work together.

Strategic Planning Meeting 2014:

The California Olive’s Sub-Committee met in Modesto on May 6, 2014. Representatives from the California Olive Growers Council and the California Olive Growers Association also participated in the planning session. Additionally, the Committee approved Alexander Ott as its Strategic Planning Meeting Moderator. The full day meeting provided an opportunity for the industry to focus on several of the challenges that the California Olive industry faces.

To begin, the Strategic Sub-Committee was asked to outline their expectations of the meeting that lied ahead. Several of the responses included:

Next, the Sub-Committee was split into three groups and asked to identify the challenges that the industry faced. The groups identified the following challenges:

Group 1:

- Grower Processor Returns and Profits;
- Lower Costs of Production including: labor, regulatory, ect...;
- Taking a more offensive/proactive approach to regulations;
- Level playing field needed between imports and U.S.; and
- Marketing, Education to consumer on California Ripe Olive.

Group 2:

- Profitability of Industry – many issues that impact this area include:
 - Labor
 - Retail Pressures
 - Pricing
 - Commodization

- Imports;
- Consumer Perception:
 - Can/BPA
 - Fresh
 - Health Perception
- CA Black Ripe Olives – Domestic Market (Not accepted globally).

Group 3:

- Alternate bearing;
- Foreign competition/subsidies;
 - Quality,
 - Regulatory
- Harvest costs;
 - Availability and Cost of Labor
- Grower & Canner Profits;
- Flat consumption (no new markets)
- Excess Capacity in CA/Duplicate Capacity;
- Water;
- Current long supply in CA;
- Improving Competitiveness
 - Mechanical Harvesting
 - Exert Influence for greater labor availability @ lower cost;
 - Providing labor camps/housing for labor
 - SC Consolidation
- Hojiblanca
 - Global Table Olive Supply

After the Strategic Sub-Committee reviewed all three groups' comments the groups reviewed the results from the industry survey² and discussed and agreed on the following challenges including a working mission statement or focus for the California Olive industry.

Challenges Identified:

- Improve Grower & Canner Profitability
 - Reduce labor costs, research of mechanical harvesting, reduce imports.
- New Markets for both Domestic and International
- Regulatory Concerns
- Quality & Standards
- Sharing Resources
- Sustainable Acres
- Improve Competition and Competitiveness

² Ibid

- Working together with other groups

The Mission (Focus) of the California Olive Industry:

The Mission of the California Olive Industry is:

“Provide and maintain a viable and profitable table olive industry.”

Opportunities Identified:

After reviewing and adopting the working mission statement of the California olive industry, the Strategic Sub-Committee, turned to the opportunities of the industry. The groups then discussed and decided on the following opportunities:

Group 1

- California Grown;
- Expand Markets – Export more; develop Black Ripe and Green to rest of the world;
- Communicate with other commodity groups; and
 - Olive Association and other Trade Associations
- Social Media;
 - Use this to provide education to our industry

Group 2

- Market Expansion;
 - New Varieties
 - Leverage Quality
- Concept of shared resources
- Increased Political Activity
- Improved Competitiveness
 - Labor Situation
 - Negotiating w/ Labor Contractor
- Markets
 - Domestic (Alt. Channels – Schools ect...)
 - International

Group 3

- CA Quality – exceptional
- New Varieties
 - Kalamata, Hojiblanca, ect...
- Partner with CA Olive Oil Industry
- Mechanical Harvesting
- Labor Availability and Costs

- Government Funds for Export Marketing
- Supply Chain Consolidation
- Government Aid for Incenting Modern Plantings
- Influence Current Legislation for Water Diversion
- Industry – Sponsored Labor Camps
- Updated Quality Standard in Federal Marketing Order to limit oil levels
- Broaden Federal Market order for CA Table Olives

The groups then reviewed the industry survey on perceived opportunities. They included:³

• Quality	-	48.5%
• Grown Local	-	14.7%
• Pesticides/Safe	-	11.7%
• Freight & Shipping	-	8.8%
• No Advantage	-	8.8%
• Labor	-	4.4%
• Water	-	2.9%

Focuses Identified:

The groups then identified several issues or focuses for the table olive industry. These included:

- Regulatory
- Expand Markets
 - Domestic and International
- Communication
- Sharing of Resources
- Increased Political Activity
- Leverage Quality
- Improve Harvesting Costs
- Government Funds
- Research
- Review and Amend Federal Marketing Order Standards and Varieties
- Continue to Push Back on Self-Inspection

The Strategic Sub-Committee then discussed other points of the survey before going to a break.⁴

Knowing the Differences Between State, Federal and Trade Associations:

³ Ibid.

⁴ Ibid.

After the break, OTT and representatives from USDA and CDFA reviewed with the group the strengths and weaknesses of the different government organizations. These organizations included: state marketing orders and agreements, state commissions, federal marketing orders and trade association. After answering the groups' questions, the industry then took some time to assigned issues to each of the existing groups, outlining a leading group for each issue. The following issues will be addressed by the following organizations:

California Olive Committee

- Regulatory compliance, concerns and issues;
- Communication;
- Leverage Quality (marketing);
- Research;
 - Improving Harvest Costs;
 - Modernization;
- Federal Marketing Order, Grades, Standards (varieties & styles)
- Grants, MAP, TASC, EMP dollars
- Quality standards; and
- Enforcement of Standards (Section 8e).

California Olive Growers Association

- Regulatory Issues;
- Sharing of Resources;
- Policy and Enforcement of COC Standards (Lobbying)
- Legal Interaction;
- Communication with politicians; and
- Harvesting Cost and the Labor Issue.

California Olive Growers Council

- Sharing Resources – Grower Impact
- Pushing Back on self-certification
- Regulatory
- Controlling Harvest Costs

The industry also discussed the possibility of creating a state organization. However, after much discussion, it was decided to let the other three organizations handle the issues and reserve the right to revisit the commission idea, should the industry have challenges in addressing some of the issues. The following issues will be designated to a Commission should one ever be needed.

California Olive Commission

- Grant \$ for modernization;
 - Domestic & International
- Regulatory
- Quality Standards (where limited)
- Communication
- Grades & standards for varieties and styles (where des is limited)
- MAP & TASC
- Sharing Resources

The following grid outlines the organization and responsibilities.

COC	COGA*	COGC	CA Commission
Regulatory compliance, concerns and issues	Regulatory Issues	Sharing Resources – Grower Impact	Grant \$ for modernization
Communication	Sharing of Resources	Pushing Back on self-certification	Regulatory
Leverage Quality (marketing)	Policy and Enforcement of COC Standards (Lobbying)	Regulatory	Quality Standards (where limited)
Research	Legal Interaction	Controlling Harvest Costs	Communication
Federal Marketing Order, Grades, Standards (varieties & styles)	Communication with politicos		Grades & standards for varieties and styles (where des is limited)
Grants, MAP, TASC, EMP dollars	Harvesting Cost and the Labor Issue		MAP & TASC
Quality standards			Sharing Resources
Enforcement of Standards (Section 8e)			

***Should be noted that because these organizations are voluntary, it is important that dollars are available to carry out these functions. Should dollars not become available, then the industry needs to look into the possibility of shifting necessary responsibilities to organizations that can sustain funding.**

The meeting concluded by reviewing the expectations of all those in attendance. OTT and SANDERS reviewed the expectations and identified if they were achieved or additional work was needed.

Expectations:

- ✓ Have a better understanding of the Federal Marketing Order and utilize our time;
- ✓ Alignment of the industry;
- ❖ Plan to keep growers in business;
- ✓ Approach to sustain the olive industry;
- ✓ Clarity of common interest;
- ❖ Plan for equal playing field;
- ✓ Prioritization;

- ✓ Plan sustainability and what the federal marketing order does; and
- ❖ Looking at other industries.

There were three items that did not receive a check mark. These were not completed due to the following reasons:

- ❖ *Plan to keep growers in business*

Although this would have been a worthy goal for the meeting, the plan was more focused on the organizations and the industry. Should items be implemented, it will assist in keeping growers in business. However, it is not a plan specifically to keep growers in business.

- ❖ *Plan for equal playing field*

Several items were outlined that are needed to make an equal playing field. Should the implementation of the overall strategies be implemented, then a plan will develop for an equal playing field between foreign and domestic production.

- ❖ *Looking at other industries*

There was much discussing about looking to other industries for some solutions for our issues. Although we touched on these items, the meeting did not dive into specifics of other industries. When identifying specific issues, it would be good for the industry, staff and management to review other industry approaches before finalizing on a solution of their own. This will provide valuable data on what has and has not worked for other industries while providing insight on what does and does not work.

CALIFORNIA OLIVE COMMITTEE

PROPOSED STRATEGIC ACTION PLAN

Prepared by

California Olive Committee Management & Staff

July 31, 2014

On May 6, 2014 the California Olive Committee's Strategic Planning Sub-Committee Committee approved nine strategic focuses. As requested by the Sub-Committee, management has outlined necessary items and objectives needed in order to implement the Strategic Focus of the Sub-Committee's Strategic Plan. The Proposed Strategic Action Plan (SAP) outlines: focus, specific items for each focus, timeline and budget in order to fund these activities. This document specifically outlines issues relating to each of the nine focuses and provides a roadmap to implement these items. **These items are specific to the Committee's responsibilities and do not factor the necessary budgets for the trade associations to do their assigned activities.** Although other issues may rise to the Committee's attention, the focuses provide management and staff guidance on what is important to the California olive industry while allowing for flexibility for the management and staff to address issues not necessarily identified in this paper.

This document is intended to be a tool for the Committee's Board of Directors, membership, management, and staff when approaching challenges to the California Olive industry. Additionally, this action plan should be monitored, updated and reviewed on a periodic basis to ensure that the Committee is staying the course.

APPROVED FOCUSES FOR COMMITTEE⁵

According to the Strategic Action Plan, eight focuses were approved. These included:

- *Maintain and address* Regulatory compliance, concerns, and issues;
- *Effective* Communication for the industry and its components;
- *Leverage* Quality (marketing);
- *Conduct* Research;
 - Improving Harvest Costs;
 - Modernization;

⁵ Dan Block, "California Olive Committee: Where do we go from here? 2006" (D.W. Block Associates, 2003) 6-7.

- *Maintain, address and implement* Federal Marketing Order, Grades, Standards (varieties & styles)
- *Apply, receive and implement* Grants, MAP, TASC, EMP dollars
- *Review and implement* Quality standards; and
- *Enforce* Standards (Section 8e).

ORGANIZATION OF FOCUSES

These eight focuses can be organized into five areas. Each area should have a Committee specifically to address the given areas, thus in turn assisting in implementing the focuses.

- Standards & Enforcement
 - *Enforce* Standards (Section 8e).
 - *Review and implement* Quality standards
 - *Maintain, address and implement* Federal Marketing Order, Grades, Standards (varieties & styles)
 - *Maintain and address* Regulatory compliance, concerns, and issues;
- Research
 - *Conduct* Research;
 - Improving Harvest Costs;
 - Modernization;
- Exports
 - *Apply, receive and implement* Grants, MAP, TASC, EMP dollars
- Marketing, & Education
 - *Leverage* Quality (marketing);
- Industry Relations
 - *Effective* Communication for the industry and its components

The following provides specific items for these areas. Each item contains specific issues that fall within the focus of the Committee. Several of these items are short-term goals while others will continue to be ongoing and will need staff to continually monitor the issue(s). It should be noted that these are items that are of current focus – meaning that as other challenges arise, the Committee should see how these challenges fit into the eight focuses of the Committee and then adopt an action plan for that specific issue(s).

1) STANDARDS & ENFORCEMENT

- Review of Federal Marketing Order and US Grading Standards;
- Research different varieties and potential standards for varieties;
- Review and research dollars and enforcement measures for rejected product;
- Implement electronic reporting; and
- Maintain communication with necessary government officials to enforce standards and enforcement.

2) RESEARCH

- Improving harvest costs;
- Modernization;
- Economic and Import analysis for table olives; and
- Pest and disease research

3) EXPORTS

- MAP & TASC applications
- Grants to assist in export markets

4) MARKETING & EDUCATION

- Quality;
- Buy California;
- Educating about availability; and
- Education on benefits of olive industry

5) INDUSTRY RELATIONS

- Outreach to industry on issues impacting industry; and
- Social media updating public on table olive industry

CALIFORNIA OLIVE COMMITTEE
STRATEGIC ACTION PLAN RECOMMENDATIONS

Prepared by Staff

July 31, 2014

The following recommendations have been suggested in order to implement the Committee's strategic plan as proposed by the Strategic Planning. Specifics of the plan are outlined within the comprehensive Strategic Action Plan Document.

Recommendations:

- Have Executive Committee provide guidance and parameters for all Sub-Committees.
- Add to the Executive Sub-Committee to identify export markets and be the lead on Market Access Program (MAP) and Technical Assistance of Specialty Crop (TASC) dollars.
- Fund the Export portion of the Sub-Committee to bring in the necessary experts for grant creation.
- Have the Executive Sub-Committee review table olive grades and standards and make a recommendation to the standards and enforcement Sub-Committees.
- As part of the Executive Sub-Committee, prepare a trip or two to D.C. to maintain relationships with the necessary government officials in order to communicate concerns or changes to standards and enforcement.
- Have a meeting with representatives of the other table olive entities to ensure that communication and issues are streamlined and shared.
- Continue to have Sub-Committees review their yearly objectives to achieve the Committee's strategic plan focuses.
- In order to ensure that the Committee is carrying out its goals, a review of the Strategic Plan should be held yearly by the Executive Sub-Committee.



CALIFORNIA RIPE OLIVES:

INDUSTRY ANALYSIS REPORT

Summer 2019



INDUSTRY PRIORITIES



INDUSTRY PRIORITIES

Based on total industry feedback the most important objectives are:

Inspection

Marketing

Research



INSPECTION

Feedback:

- Decrease domestic costs of inspection.
- Establish an objective measurement of quality for imported and domestic fruit.
- Require grades for imports.
- Domestic and foreign inspection need to be the same.
- Increase inspection requirements for imports.
- Change requirements in the grading manual to reflect the requirements in the Marketing Order.

MARKETING

Feedback:

Create a CA Grown marketing campaign.

- Promotes only CA grown ripe olives.
- 85% of the product must be from California to use the license plate.
- CA Grown license plate would be featured on cans to create “linkage” with the consumer.

Revise the marketing budget.

- Divide the budget to use separate firms for:

Website
Social Media
Crisis Communication

RESEARCH

Feedback:

Section 8(e) needs to be strengthened to combat foreign imports.

Coordinate with inspections division to create more distinct and quantitative requirements for imports to be approved for entry.

USDA inspection is costly and should be done by the handlers instead of USDA.

Update USDA grading policies of foreign and domestic fruit.

Create requirements for entry by identifying objective distinctions between low quality, foreign imported fruit and domestically produced fruit.

Increase inspection at the ports along with better tools for quantitative inspection of foreign product.

Previous COC Mission Statement:

“Provide and maintain a viable and profitable table olive industry.”

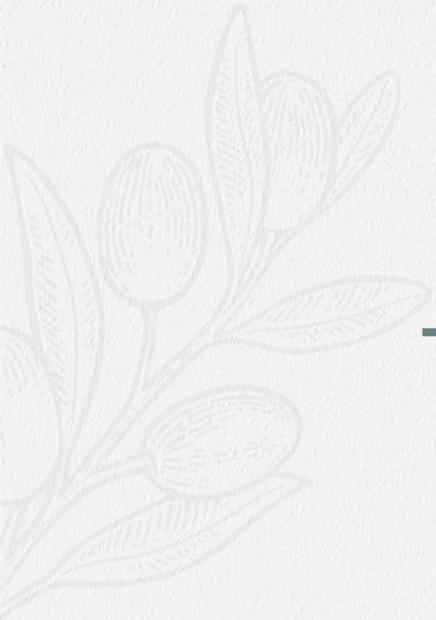
Proposed COC Mission Statement:

“Promote and maintain a viable and profitable California ripe olive industry.”





CALIFORNIA RIPE OLIVES



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

FROM: COC EXECUTIVE SUBCOMMITTEE

SUBJECT: APPROVAL OF 2024 ADMINISTRATIVE BUDGET

RECOMMENDATION: THAT the Committee adopt the General Administration 2024 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>2024</i>	<i>2023</i>	<i>2022</i>	<i>2021</i>	<i>2020</i>
<i>ADMIN</i>	\$400,500	\$399,700	\$390,700	\$357,800	\$457,800
<i>\$ Change</i>	\$800	\$9,000	\$32,900	\$(100,000)	\$(67,400)
<i>Exports</i>	\$168,150	\$148,000	\$148,000	\$173,500	\$173,500
<i>\$ Change</i>	\$20,150	-	\$(25,500)	-	-
<i>MAP/EMP/ATP</i>	\$907,430**	\$380,480	\$422,325	\$318,529	\$367,399
<i>\$ Change</i>	\$526,950	\$(41,845)	\$103,796	\$(48,870)	\$156,399

**This total reflects the amount of MAP/EMP/ATP funds applied for the 2024 fiscal year through USDA-FAS. The actual allocations will be announced until passage of a Farm Bill. 2023 allocations will carry over into 2024.

The Sub-Committee must decide:

- 1) Approval of the 2024 Fiscal Budget

FISCAL IMPACT: \$568,650 for FY 2024

*****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.