



AGENDA

California Olive Committee

Executive Subcommittee Meeting ZOOM /Conference Call

**NOVEMBER 9, 2022
8:00 AM**

Join Zoom Meeting

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

Telephone:

Conference Call: 1-669-900-6833

Passcode: 865 9461 3035

- I. Call To Order**
 - a. Roll Call page 2
 - b. Chairman's comments
 - c. Approval of November 10, 2021 Minutes (action item) page 3

- II. 2022 Export Program Update** page 8

- III. 2023 Full Committee Elections** page 24

- IV. Approval of 2023 Administrative Budget** (action item) page 25

- V. Approval of Authority to the Executive Director and Chairman for Inter-Item Transfers of the Executive Committee Budget** (action item) page 28

- VI. Other Business**

- VII. Adjournment**



2021-2023 Executive Subcommittee

Producer Members:

Michael Silveira-Chairman
Ed Curiel
Edward Garcia
Mark Hendrixson
Mark Heuer
Pat Ricchiuti

Handler Members:

Dennis Burreson
John Pieretti
Felix Musco
Julia Tinsley
Tim Carter
Scott McCoy



CALIFORNIA OLIVE COMMITTEE

EXECUTIVE SUBCOMMITTEE MEETING

NOVEMBER 10, 2021

8:30 a.m.

COC

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

ZOOM / CONFERENCE CALL

<https://us02web.zoom.us/j/81881375819>

MINUTES

I. CALL TO ORDER

Chairman Mike SILVEIRA called the meeting of the Executive Subcommittee to order at 8:30 a.m. The following Executive Subcommittee members were in attendance.

MEMBERS:

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

AFFILIATION:

Producer
Producer
Producer
Producer
Producer
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:

Kathie NOTORO
Scott MCCOY

USDA

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

- MOVED by RICCHIUTI, duly seconded by HEUER and unanimously carried THAT the minutes for November 5, 2020 be approved as presented.
(Motion 11-10-21 #1)
- Chairman Mike Silveira appointed Scott McCoy of Bell-Carter Foods to the Executive Subcommittee Board. Scott McCoy shall have all the power, rights and privileges of any other board member as a seat on the Executive Subcommittee.

II. 2022 NASS CROP ESTIMATE

INFORMATION

Every year USDA-NASS produces the annual California Table Olive Forecast which is formulated using grower surveys. Additionally, NASS uses the number of acres by variety, to help determine their variety estimates. In 2019, the handlers elected to stop reporting their acreage numbers to the COC; as a result, NASS has continued to utilize the acreage numbers that were last reported to set the variety estimates.

In an effort to maintain the accuracy and validity of the report, NASS has asked if the handlers would feel comfortable releasing their acreage numbers directly to NASS in order to complete the 2022 crop estimate.

III. 2021 EXPORT PROGRAM UPDATE

Japan Update

- Foodservice sector impacted significantly due to COVID-19
- Lockdowns continuing throughout country. Majority of professionals still working from home
- Increased demand for low cost/convenience products
- Online and rapid delivery trending
- AEON \$500 million investment in online retail platform

Southeast Asia Update

- In-store sampling planned for early 2021, but was postponed due to COVID-19
- Consumer education priority for 2021
- Social media promotions planned for 2021
- Tradeshaw cancellations/postponement
- Exports increased by nearly 150% despite COVID-19 restrictions

- Redmart.com promotion through ‘USA Fair’”
- World Gourmet Awards partnership & award recipient – Gourmet Retailer of the Year

Canada Update

- Canadian Social Media Influencer event/Digital Media Holiday Campaign planned for 12/2021
- Working with FAS Canada on available joint promotion opportunities – Taste USA
- GBI application with USA Pears and other cooperators for 2022

IV. APPROVAL OF 2022 ADMINISTRATIVE BUBGET

ACTION

The following is the General Administration Budget 2022 FY for the California Olive Committee. Exports are separated.
Staff has put together a history of previous Executive Committee Budgets.

<i>FISCAL YEAR</i>	2022 Proposed	2021	2020	2019	2018
ADMIN	\$340,700	\$357,800	\$457,800	\$390,400	\$401,200
\$ Change	\$(17,100)	\$(100,000)	\$(67,400)	\$(10,800)	\$9,100
Exports	\$148,000	\$173,500	\$173,500	\$173,500	\$186,000
\$ Change	\$(25,500)	-	-	\$(12,500)	\$70,000
MAP/EMP/ATP	\$638,000**	\$220,578	\$256,264	\$211,000	\$250,000
\$ Change	TBD	\$(35,686)	\$45,264	\$(39,000)	\$14,000

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

The Sub-Committee must decide:

- 1) Approval of the 2022 Fiscal Budget

FISCAL IMPACT: \$488,700 for FY 2022

- **MOVED by HENDRIXSON, duly seconded by HEUER and unanimously carried THAT the Executive Subcommittee approve the Budget for \$488,700 for the Fiscal Year 2022 as presented. (Motion 11-10-21 #2)**

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

ACTION

The Committee discussed granting authority to the Executive Director and Chairman for inter-item transfers of the Executive Budget.

- **MOVED by HENDRIXSON, duly seconded by RICCHIUTI and unanimously carried THAT the Executive Subcommittee grant authority to the Executive Director and Chairman for inter-item transfers of the Executive Budget. (Motion 11-10-2021 #3)**

VI. OTHER BUSINESS

NONE

VII. ADJOURNMENT

Chairman Mike SILVEIRA adjourned the Executive Subcommittee Meeting at 9:03 a.m.



Todd Sanders
Executive Director
California Olive Committee

SUMMARY OF MOTIONS FOR NOVEMBER 10, 2021

MOTION 11-10-21 #1

APPROVED

MOVED by RICCHIUTI, duly seconded by HEUER and unanimously carried THAT the minutes for November 5, 2020 be approved as presented.

MOTION 11-10-21 #2

APPROVED

MOVED by HENDRIXSON, duly seconded by HEUER and unanimously carried THAT the Executive Subcommittee approve the Budget for \$488,700 for the Fiscal Year 2022 as presented.

MOTION 11-10-21 #3

APPROVED

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



EXPORT OVERVIEW REPORT

November 9, 2022

2022 JAPAN UPDATE – RETAIL PROMOTIONS



Retail promotions in Nissin World Delicatessen and National Azabu in December 2021

2022 JAPAN UPDATE – DIGITAL PROMOTIONS

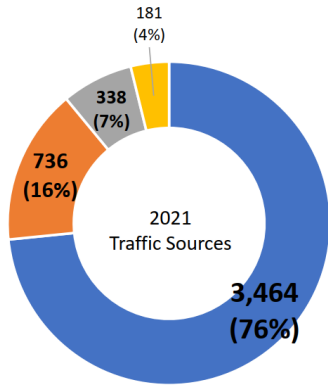
Visuals from online Cotta website promotion



Tote bags for online National Azabu giveaway promotion

2022 JAPAN UPDATE – WEBSITE & SOCIAL MEDIA

COC Japanese Website Traffic Drivers



■ Organic Search ■ Direct ■ Social Media ■ Referral



2022 JAPAN UPDATE – FOODSERVICE PROMOTIONS



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



アメリカ カリフォルニア産

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

- S-O ビナットライブオリーブ 4号缶 ¥330 (415g / F356R)
- S-O スライスライブオリーブ 4号缶 ¥361 (400g)
- S-O ライブオリーブホール 4号缶 ¥330 (415g / F368R)
- S-O ガイスライブオリーブ 4号缶 ¥711 (385g)

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

— カリフォルニアライブオリーブについて —

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

DD Plus Promotion Flyer



CA Olive & Cheese Shortbread
Coffee Stand 36 Degrees in Tokyo

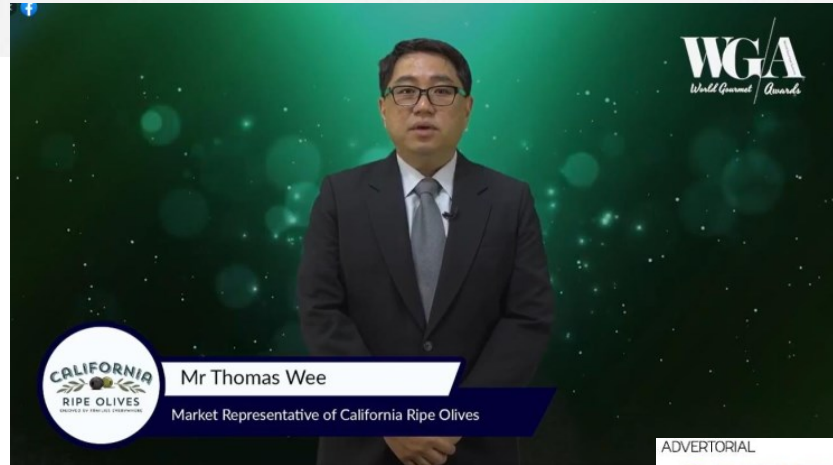


CA Olive Pizza Twirls
Byrd's Pizza & Ribs in Yokohama



CA Ripe Olive Burger
Burgers + Café HASAMU in Yokohama

2022 SOUTHEAST ASIA UPDATE – WORLD GOURMET AWARDS



ADVERTORIAL

OLIVE CALIFORNIA

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

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

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

Much of the way we see California Ripe Olives today is thanks to a woman named Freda Ehmann, who, with her son, Edwin, came up with a resourceful solution to the industry's problem. With consultation from a UC Berkeley professor on processing methods, Freda began experimenting with 280 gallons of olives in barrels on her back porch to create great ways to preserve these olives for processing. To this day, California Ripe Olives are cured in one of two California state-of-the-art curing facilities using the exact same process that Freda invented. This is what gives California Ripe Olives a unique and distinctly American flavor. Mild, versatile and meaty, they continue to add great flavor to everything from American country cooking to a melting pot of ethnic cuisines.



V.ASIACUISINE.COM



2022 SOUTHEAST ASIA UPDATE – TASTE OF CALIFORNIA EVENT

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



<https://youtu.be/QaZf-ihAbVs>

ASIA FRUIT LOGISTICA TRADESHOW

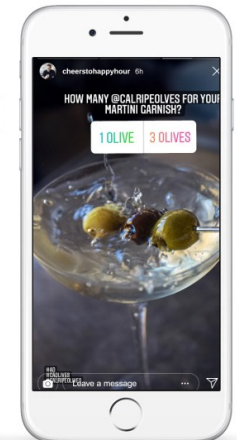
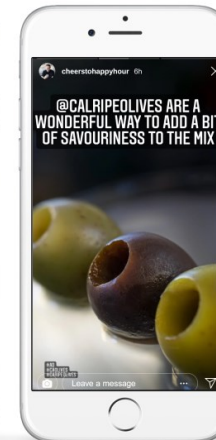
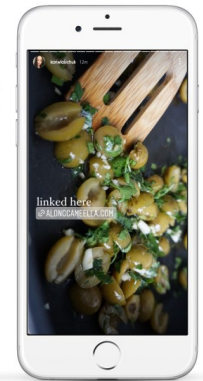
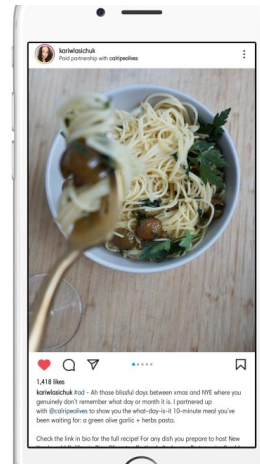
- COC Booth presence
- Participate in FAS Market Briefings



2-4 November 2022
ASIA FRUIT
LOGISTICA

2022 CANADA UPDATE

DailyHive



2022 CANADA UPDATE

- Collaboration with 3 well-known Canadian Chefs





2022 CANADA UPDATE

- Thistle town Culinary Event
George Brown College Dining
Event and Workshop
- Canadian landing page on
calolive.org
- Foodservice advertisements
- Retail framework for import
development



2022 FUNDING ALLOCATIONS MAP & ATP

- **Canada**

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

- **Japan**

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

- **Southeast Asia**

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

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

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

**estimated due to pending invoices*

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

TOTAL for 2022: \$443,173

2023 UNIFIED EXPORT STRATEGY

- **Canada**

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

- **Japan**

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

- **Mexico**

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

- **Southeast Asia**

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

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



CALIFORNIA
RIPE OLIVES
ENJOYED BY FAMILIES EVERYWHERE

THANK YOU!

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

FROM: COC EXECUTIVE SUBCOMMITTEE

SUBJECT: 2023 FULL COMMITTEE ELECTIONS

BACKGROUND:

Below is 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.

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

FROM: COC EXECUTIVE SUBCOMMITTEE

SUBJECT: APPROVAL OF 2023 ADMINISTRATIVE BUDGET

RECOMMENDATION: THAT the Committee adopt the General Administration 2023 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>2023</i>	<i>2022</i>	<i>2021</i>	<i>2020</i>	<i>2019</i>
<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

GENERAL ADMINISTRATION BUDGET	Budget 2020	Budget 2021	Budget 2022	Budget 2023	Diff.
Salaries	\$ -	\$ -	\$ -	\$ -	\$ -
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	\$ 10,800.00	\$ 10,800.00	\$ 10,800.00	\$ 12,500.00	\$ 1,700
Accounting Service	\$ -	\$ -	\$ -	\$ -	\$ -
Vacation & Sick Leave Expense	\$ -	\$ -	\$ -	\$ -	\$ -
FICA & Medicare Expense	\$ -	\$ -	\$ -	\$ -	\$ -
Health Insurance	\$ -	\$ -	\$ -	\$ -	\$ -
Disability Insurance	\$ -	\$ -	\$ -	\$ -	\$ -
Pension Plan Contribution	\$ -	\$ -	\$ -	\$ -	\$ -
Storage	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ -
Telephone	\$ -	\$ -	\$ -	\$ -	\$ -
Travel Committee	\$ 12,000.00	\$ 12,000.00	\$ 6,000.00	\$ 10,000.00	\$ 4,000
Travel Office	\$ 15,000.00	\$ 15,000.00	\$ 8,000.00	\$ 12,000.00	\$ 4,000
Travel Insurance	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ -
General Insurance	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 5,500.00	\$ 1,500
Insurance-members/management	\$ 11,000.00	\$ 11,000.00	\$ 11,000.00	\$ 11,000.00	\$ -
Postage	\$ 6,000.00	\$ 6,000.00	\$ 4,500.00	\$ 4,500.00	\$ -
Office supplies	\$ 3,500.00	\$ 3,500.00	\$ 2,500.00	\$ 2,000.00	\$ (500)
Maintenance	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ -
Printing - Admin	\$ 10,000.00	\$ 10,000.00	\$ 8,000.00	\$ 6,500.00	\$ (1,500)
Equipment, Software,Furniture	\$ 1,500.00	\$ 1,500.00	\$ 1,200.00	\$ 1,200.00	\$ -
Crop Estimate	\$ 6,500.00	\$ 6,500.00	\$ 7,200.00	\$ 7,000.00	\$ (200)
Misc. Admin Expense	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ -
Education Training	\$ -	\$ -	\$ -	\$ -	\$ -
Crisis Communication	\$ -	\$ -	\$ -	\$ -	\$ -
California Apple Commission	\$ 240,000.00	\$ 240,000.00	\$ 240,000.00	\$ 240,000.00	\$ -
Exports/Industry Studies	\$ -	\$ -	\$ -	\$ -	\$ -
Contingency Fund	\$ 100,000.00	\$ -	\$ 50,000.00	\$ 50,000.00	\$ -
TOTAL	\$ 457,800.00	\$ 357,800.00	\$ 390,700.00	\$ 399,700.00	\$ 9,000
TOTAL FOR G&A =	\$ 399,700.00				
Total for Exports =	\$ 148,000.00				
TOTAL =	\$ 547,700.00				

EXPORTS:	Budget 2020	Budget 2021	Budget 2022	Budget 2023	DIFF
Asia Logistica	\$ 12,000.00	\$ 12,000.00	\$ 9,000.00	\$ 9,000.00	\$ -
Industry Relations	\$ 12,000.00	\$ 12,000.00	\$ 8,000.00	\$ 8,000.00	\$ -
BCI	\$ 45,000.00	\$ 45,000.00	\$ 45,000.00	\$ 45,000.00	\$ -
Misc.	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ -
FAS/USADEC	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ -
Japan	\$ 20,000.00	\$ 20,000.00	\$ 12,000.00	\$ 12,000.00	\$ -
SE Asia	\$ 7,500.00	\$ 7,500.00	\$ 10,000.00	\$ 10,000.00	\$ -
China/S. Korea	\$ 10,000.00	\$ 10,000.00	\$ -	\$ -	\$ -
Canada	\$ 3,000.00	\$ 11,500.00	\$ 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	\$ -	\$ -	\$ -
Management	\$ 35,000.00	\$ 35,000.00	\$ 35,000.00	\$ 35,000.00	\$ -
ATP	\$ 8,500.00	\$ -	\$ -	\$ -	\$ -
					\$ -
TOTAL	\$ 173,500.00	\$ 173,500.00	\$ 148,000.00	\$ 148,000.00	\$ -

MAP DOLLARS

CANADA	\$ 37,264.00	\$ 115,000.00	\$ 115,000.00	\$ 90,000.00
MEXICO	\$ -	\$ 120,000.00	\$ 120,000.00	\$ 120,000.00
JAPAN	\$ 100,000.00	\$ 255,000.00	\$ 255,000.00	\$ 255,000.00
SE ASIA	\$ -	\$ 85,000.00	\$ 85,000.00	\$ 110,000.00
TOTAL	\$ 137,264.00	\$ 575,000.00	\$ 575,000.00	\$ 575,000.00

EMP

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

ATP

UK	\$ -	\$ -	\$ -	\$ -
SE ASIA	\$ 119,000.00	\$ 70,000.00	\$ 70,000.00	\$ 105,975.00
TOTAL	\$ 119,000.00	\$ 70,000.00	\$ 70,000.00	\$ 105,975.00
TOTAL MAP/EMP/ATP/TASC	\$ 256,264.00	\$ 645,000.00	\$ 645,000.00	\$ 680,975.00

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.