



## AGENDA

### California Olive Committee

#### Marketing Subcommittee Meeting ZOOM / Conference Call

DECEMBER 7, 2023  
9:30 AM

#### Zoom Meeting

<https://us02web.zoom.us/j/83457089211>

#### Telephone:

Conference Call: 1-669-900-6833

Passcode: 834 5708 9211

- I. **Call To Order**
  - a. Roll Call page 2
  - b. Marketing Subcommittee Chairman's Comments
  - c. Approval of November 9, 2022 Minutes (action item) page 3
- II. **2023 Marketing Program Review** page 8
- III. **2024 Marketing Program Plans** page 12
- IV. **Approval of 2024 Marketing Plan and Budget** (action item) page 16
- V. **Approval of Authority to the Executive Director and Chairman for Inter-Item Transfers of the Marketing Subcommittee Budget** (action item) page 17
- VI. **Other Business**
- VII. **Adjournment**



## 2023-2025 Marketing Subcommittee

### Producer Members:

Jorge Inestroza
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
Joyner Yu
Scott McCoy
Stefan Matthews
America Garman



## California Olive Committee

### Marketing Subcommittee Meeting

November 9, 2022

9:30 a.m.

### ZOOM/Conference Call

<https://us02web.zoom.us/j/89063142550>

#### I. CALL TO ORDER

A meeting of the Marketing Subcommittee was called to order by Chairman Bill McFarland at 9:30 a.m., and the following members were present:

#### Members

Edward GARCIA  
Michael SILVEIRA  
Joan WHELAN-VANDERHORST  
Giulio ZAVOLTA  
Mark HENDRIXSON  
Rick BENSON  
Pat RICCHIUTI  
Bill MCFARLAND-Chairman  
Tracy WOOD  
Scott HAMILTON  
Felix MUSCO  
Scott McCOY  
America GARMAN

#### Affiliation:

Producer  
Producer  
Producer  
Producer  
Producer  
Producer  
Producer  
Handler  
Handler  
Handler  
Handler  
Handler  
Handler

#### STAFF

Todd SANDERS	California Olive Committee
Elizabeth CARRANZA	California Olive Committee
Elise OLIVER	California Olive Committee
Janette RAMOS	California Olive Committee

#### GUESTS

Jeremy SASSILLI	USDA
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With the appropriate number of members from producers and handlers in, a quorum was established.

- **MOVED by RICCHIUTI, duly seconded by BENSON and unanimously carried THAT the minutes of November 10, 2021 be approved as presented. (MOTION 11-9-22 #1)**

## **II. 2022 MARKETING PROGRAM REVIEW**

Elise Oliver presented to the Marketing Subcommittee the 2022 Marketing Program Review. The California Olive Committee is funding a program to promote the sale of packaged California ripe olives during the second half of 2022. The retail program is specific to food stores operating in California.

## **III. MARKETING PLAN PROPOSAL**

Elizabeth Carranza gave a presentation on the 2023 Marketing Plan Proposals, which were in the Packet.

## **IV. APPROVAL OF 2023 MARKETING PLAN AND BUDGET**

### **ACTION**

Each year, the Marketing Subcommittee approves a marketing plan. The Committee needs to approve Internal Marketing Programs totaled at \$73,000.00.

1. Internal Marketing Programs - \$73,000.00
  - a. CA Grown
  - b. Partnerships
  - c. Travel
  - d. Olive Day
  - e. Trade Show IFPA
  - f. Crisis Communication
  - g. Social Media Promotions
  - h. Website Maintenance

- **MOVED by HENDRIXSON, duly seconded by MUSCO and unanimously carried THAT the Marketing Subcommittee approve the Internal Marketing Programs for the 2023 Fiscal Year for \$73,000. (MOTION 11-9-22 #2)**



Additionally, the Committee can decide to approve additional External Marketing Programs to conduct further marketing and promotional activities in 2023.

	Budget-Option 1	Budget-Option 2	Budget-Option 3
CA Grown Opt Ins	\$15,000.00	\$28,500.00	\$45,000.00
Contingency for Website Redesign	\$75,000.00	\$75,000.00	\$75,000.00
<b>Total:</b>	<b>\$90,000</b>	<b>\$103,500.00</b>	<b>\$120,000.00</b>

FISCAL YEAR	2023	2022	2021	2020	2019
<b>MARKETING</b>	TBD	\$200,000.00	\$238,000.00	\$123,500.00	\$513,500.00
<b>Difference</b>	TBD	(\$38,000.00)	\$114,500.00	(\$390,000.00)	(\$460,000.00)

FISCAL IMPACT: UNKNOWN for the 2023 FY.

- **MOVED by MUSCO, duly seconded by RICCHIUTI and unanimously carried THAT the Marketing Subcommittee approve the External Marketing Program option three (3) to conduct further marketing and promotional activities in 2023. (MOTION 11-9-22 #3)**

**V. 2023 SPECIALTY CROP BLOCK GRANT APPLICATIONS**

The COC applied for a project under the California Department of Food and Agriculture Specialty Crop Block Grant Program in 2023.

Project Title	Requested Budget
Improving Sales and Awareness of California Ripe Olives Among U.S. Consumers	\$486,172.00

**Project Description:**

**Improving Sales and Awareness of California Ripe Olives Among U.S. Consumers**  
 If successfully funded, this grant project will seek to accomplish the following activities: strategic planning and audit of existing COC content to identify what is needed moving forward; digital content creation including video production, photography, infographics, etc.; media relations and public relations outreach activities with an emphasis on earned



media (to establish further credibility) rather than paid; website re-design; social media support and content development, such as reels and stories for Instagram; facilitation of influencer partnerships and promotions; harvest tour event for influencers; tradeshow/event management (i.e. Fancy Food Show or other relevant trade show events marketing firm may represent); and reporting of initial KPIs, mid-year updates; and end of project results to COC. The overall goals of this grant project are to increase the sales of California ripe olives at the retail level by at least 5% overall.

**VI. APPROVAL OF AUTHORITY TO THE EXECUTIVE DIRECTOR AND CHAIRMAN FOR INTER-ITEM TRANSFERS OF THE MARKETING SUBCOMMITTEE BUDGET**

**ACTION**

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

- **MOVED by BENSON, duly seconded by HENDRIXSON and unanimously carried THAT the Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Subcommittee Budget. (MOTION 11-9-22 #4)**

**VII. OTHER BUSINESS**

NONE

**VIII. ADJOURNMENT**

Chairman Bill McFarland adjourned the Marketing Subcommittee meeting at 10:29 a.m.

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Todd W. Sanders  
Executive Director  
California Olive Committee



**SUMMARY OF MOTIONS FOR NOVEMBER 9, 2022**

**MOTION 11-9-2022 #1      APPROVED**

MOVED by RICCHIUTI, duly seconded by BENSON and unanimously carried THAT the minutes of November 10, 2021 be approved as presented.

**MOTION 11-9-2022 #2      APPROVED**

MOVED by HENDRIXSON, duly seconded by MUSCO and unanimously carried THAT the Marketing Subcommittee approve the Internal Marketing Programs for the 2023 Fiscal Year for \$73,000.

**MOTION 11-9-2022 #3      APPROVED**

MOVED by MUSCO, duly seconded by RICCHIUTI and unanimously carried THAT the Marketing Subcommittee approve the External Marketing Program option three (3) to conduct further marketing and promotional activities in 2023.

**MOTION 11-9-2022 #4      APPROVED**

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

# 2023 MARKETING ACTIVITIES

December 7, 2023





# CA Grown Opt-In

Budgeted \$45,000 & Spent \$29,500

- **Opt-in Analytics:**

- 8 influencers over a 60 day period. Recipe and images are on social media and blogs of participating influencers and CA Grown.
- 1.175 Million Impression To Date
- 824K Views
- 50k Engagements

- **Influencers:**

- @elinasaiach [No-Knead Olive Bread](#)
- @beyondsweetandsavory [Olive Fougasse](#)
- @nocrumsleft [Muffaletta](#)
- @bakingthegoods [Antipasto Focaccia](#)
- @jerryjamesstone [Garlic & Jalapeno Stuffed Olive Poppers](#)
- @holajalapeno [Oven Roasted Veggie Nachos](#)
- @britneybreaksbread [Mediterranean Shrimp Salad](#)
- @bigdeliciouslife [Roasted Red Pepper, Tomato & Olive Soup](#)



@jerryjamesstone



@nocrumsleft



# Global Produce & Floral Show

Budgeted \$5,000 & Spent \$5,000

- Opt-in:

- Oct. 2023 in Anaheim
- Cal Ripe Olives participated via the CA Grown Booth.
- Recipe Demonstration of the [Mediterranean Salad](#) that included CA EVOO, and CA Wild Rice
- Sampling of Cal Ripe Olives and Recipe



# International Website Update

Budgeted \$75,000

- The COC has selected to work with Maren Marcoux in Canada to complete this in 2024.
- The COC will be working closely with in-country representatives to ensure landing pages have information displayed in a way that will be attractive to consumers/retailers/importers within the respective countries.



# 2024 MARKETING ACTIVITIES

December 7, 2023

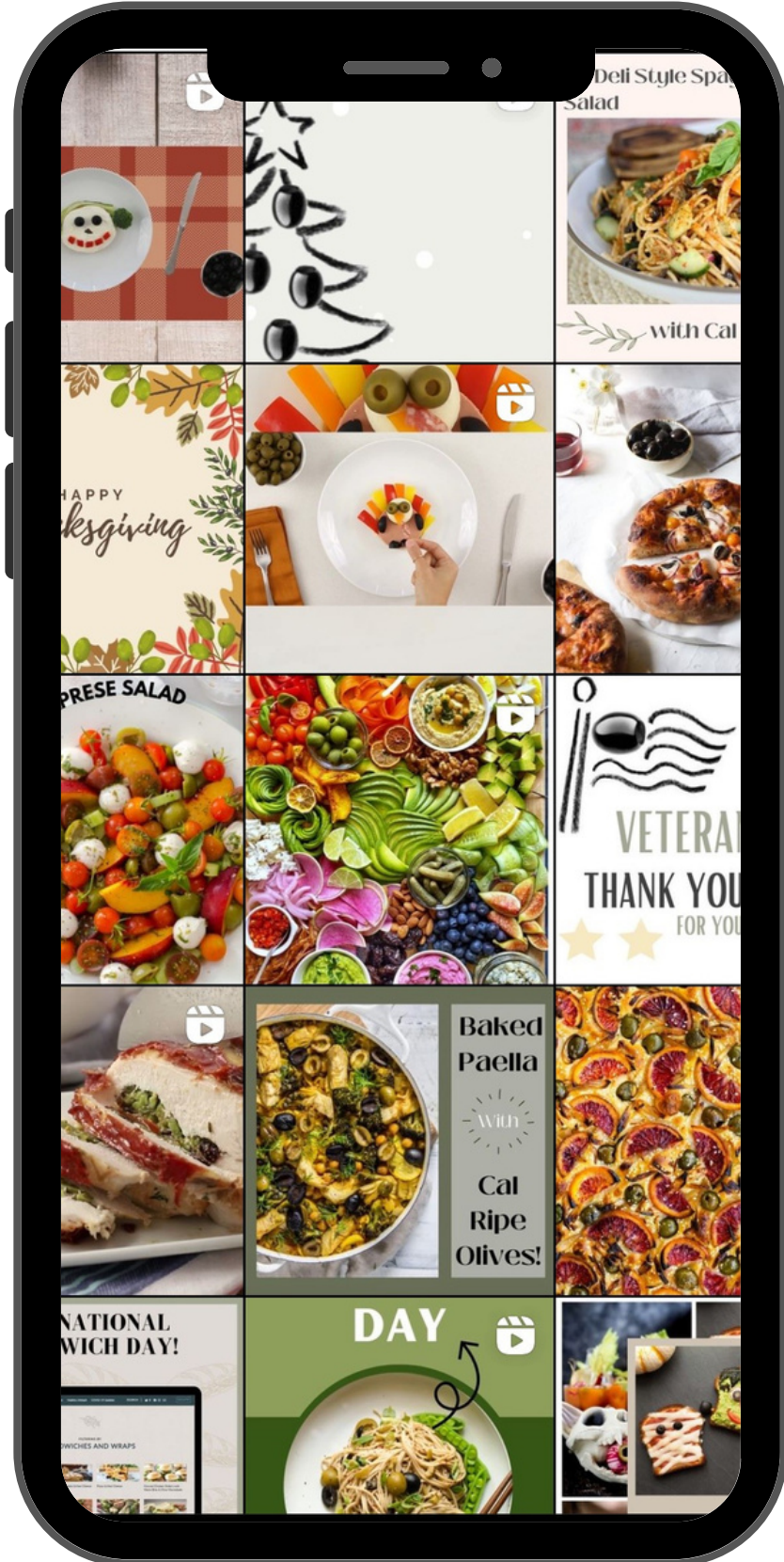




# CA Grown Opt-In

- Opt-in Details:
  - CA Grown will manage a 60-day campaign including 8 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 olives.
  - Links to images for digital/social media use along with appropriate credits and links will be delivered to the COC along with a campaign report with analytics.
- Global Produce and Floral Show:
  - If CA Grown participates in the trade show in fall of 2024 in Atlanta, the COC will participate via the CA Grown booth.
- **Budget Estimate for CA Grown activities: \$60,000**

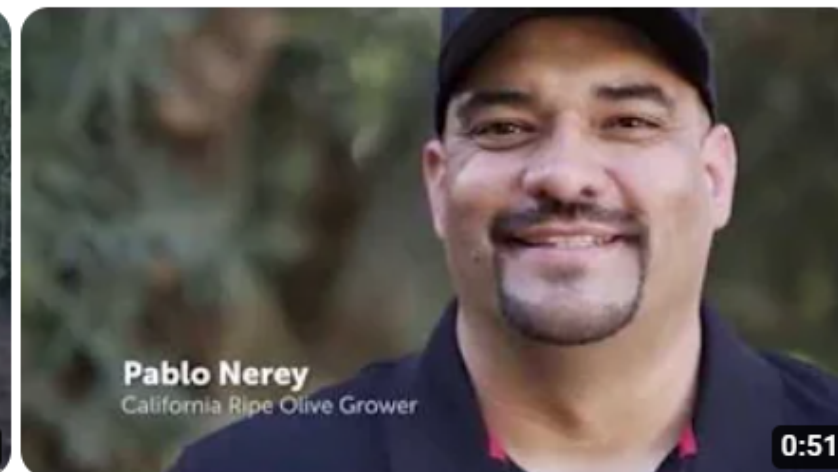
# Social Media



- The COC will continue to manage social media accounts in 2024 focusing on the quality, versatility, grower story, etc.
- The COC plans on utilizing the paid promotion feature to boost posts that staff feels will perform well (ie. Easter Post, Olive Day Post)
- IG: 2,344 followers



Meet California Ripe Olive Growers: The Henderson Family  
704 views • 4 years ago



Meet California Ripe Olive Growers: The Nerey Family  
1.1K views • 7 years ago



Meet California Ripe Olive Growers: The Ricchiuti Family  
544 views • 6 years ago

# Olive Day 2024

In order to conduct additional outreach to growers on Committee programs, the COC would like to bring back Olive Day!

Olive Day will have multiple speakers speaking on topics such as research, organic certification, policies on the state and federal level impacting growers (wage rate, SGMA).

The COC will also bring in a number of sponsors, such as product manufacturers, that may be useful to growers.

This could be timed with the announcement of the annual Crop Estimate in August!

**Budget Estimate: \$12,000**

# Consumer Research

COC Staff will solicit proposals to update our consumer preference research to gather additional information on aspects such as preference on flavor characteristics.

**Budget Estimate: \$60,000**



**\*\*\*ACTION REQUIRED\*\*\***

**FROM:** COC MARKETING SUBCOMMITTEE

**SUBJECT:** APPROVAL OF 2024 MARKETING PLAN AND BUDGET

**RECOMMENDATION:** THAT the Committee adopt the Marketing Budget for the 2024 FY.

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

The Committee needs to approve Internal Marketing Programs totaled at \$77,500.00.

- 1. Internal Marketing Programs - \$77,500.00
  - a. CA Grown
  - b. Partnerships
  - c. Travel
  - d. Olive Day
  - e. Trade Show IFPA
  - f. Crisis Communication
  - g. Social Media Promotions
  - h. Website Maintenance

Additionally, the Committee can decide to approve additional external marketing programs to conduct further marketing and promotional activities in 2024.

	Budget
CA Grown Opt Ins	\$60,000.00
Consumer Research	\$60,000.00
<b>Total:</b>	<b>\$120,000.00</b>

<i>FISCAL YEAR</i>	<i>2024</i>	<i>2023</i>	<i>2022</i>	<i>2021</i>	<i>2020</i>
<b>MARKETING</b>	\$197,500	\$193,000	\$200,000.00	\$238,000.00	\$123,500.00
<b>Difference</b>	\$4,500	(\$7,000)	(\$38,000.00)	\$114,500.00	(\$390,000.00)

FISCAL IMPACT: \$197,500 for the 2024 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.