

AGENDA

California Olive Committee

Marketing Subcommittee Meeting ZOOM / Conference Call

**NOVEMBER 9, 2022
9:30 AM**

Zoom Meeting

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

Telephone:

Conference Call: 1-669-900-6833

Passcode: 890 6314 2550

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

- II. 2022 Marketing Program Review** page 8

- III. Marketing Plan Proposals**
 - a. Marketing Plan Proposal Presentations page 19

- IV. Approval of 2023 Marketing Plan and Budget** (action item) page 29

- V. 2023 Specialty Crop Block Grant Applications** page 30

- VI. Approval of Authority to the Executive Director and Chairman for Inter-Item Transfers of the Marketing Subcommittee Budget** (action item) page 31

- VII. Other Business**

- VIII. 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
Stefan Matthews
America Garman



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

- **MOVED by RICCHIUTI, duly seconded by ZAVOLTA and unanimously carried THAT the minutes of the November 5, 2020 be approved as presented. (MOTION 11-10-21 #1)**

II. 2021 MARKETING PROGRAM REVIEW

Elise Oliver presented to the Marketing Subcommittee the 2021 Marketing Program Review.

III. MARKETING PLAN PROPOSAL

Elise Oliver gave a presentation to the Marketing Subcommittee on the Marketing Plan Proposals;

- Promotional Partnerships
- In-store Communications
- Retailer Publications
- Retailer Social Media
- Retail Dietitians
- Proposed Program Investment
- Retail Program Timeline

IV. APPROVAL OF 2022 MARKETING PLAN AND BUDGET

ACTION

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

FISCAL YEAR	2022 (Proposed)	2021	2020	2019	2018
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

- **MOVED by SILVEIRA, duly seconded by MUSCO and unanimously carried THAT the Marketing Subcommittee approve the Internal Marketing Programs for \$84,000. (MOTION 11-10-21 #2)**
- **MOVED by MUSCO, duly seconded by CARTER and unanimously carried THAT the Marketing Subcommittee approve the External Marketing Programs in 2022 for \$200,000 without the contingency. (MOTION 11-10-21 #3)**

V. 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 RICCHIUTI, duly seconded by BENSON and unanimously carried THAT the Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Marketing Budget. (MOTION 11-10-21 #4)**



VI. OTHER BUSINESS

NONE

VII. ADJOURNMENT

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

Todd W. Sanders
Executive Director
California Olive Committee



SUMMARY OF MOTIONS FOR NOVEMBER 10, 2020

MOTION 11-10-2021 #1 APPROVED

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

MOTION 11-10-2021 #2 APPROVED

MOVED by SILVEIRA, duly seconded by MUSCO and unanimously carried THAT the Marketing Subcommittee approve the Internal Marketing Programs for \$84,000.

MOTION 11-10-2021 #3 APPROVED

MOVED by MUSCO, duly seconded by CARTER and unanimously carried THAT the Marketing Subcommittee approve the External Marketing Programs in 2022 for \$200,000 without the contingency.

MOTION 11-10-2021 #4 APPROVED

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



2022 Marketing Program Review

November 9, 2022



Retail Program Overview

- 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.
- FreshSmartSolutions approached all of the retailers operating primarily in California and secured participation from the following:
 - Safeway-NorCal
 - Albertsons/Vons/Pavilion
 - Stater Bros
 - Save Mart/Lucky/FoodMaxx
 - Raley's/Nob Hill/Bel Air
 - Nugget Markets
- In the course of implementing the program, FreshSmartSolutions has been collaborating with the sales and marketing teams at both Musco Family Olive Co. and Bell-Carter Foods to coordinate the support and specific elements being provided to their retail customers.

Retail Activations



242 stores in Northern California

Promotion period: December

Program elements:

- Half-page ad in Big Book of Savings
- Vestcom shelf tags (6 per store)
- 30-second in-store audio ads running hourly throughout December
- Full-page insert in Nov-Dec issues of Woman's Day and Good Housekeeping
- 15-second ads on iHeart radio stations



**YOU LOVE, WE LOVE,
CALIFORNIA LOVES,
RIPE OLIVES.**

*Grown on hundreds of
local family farms.*

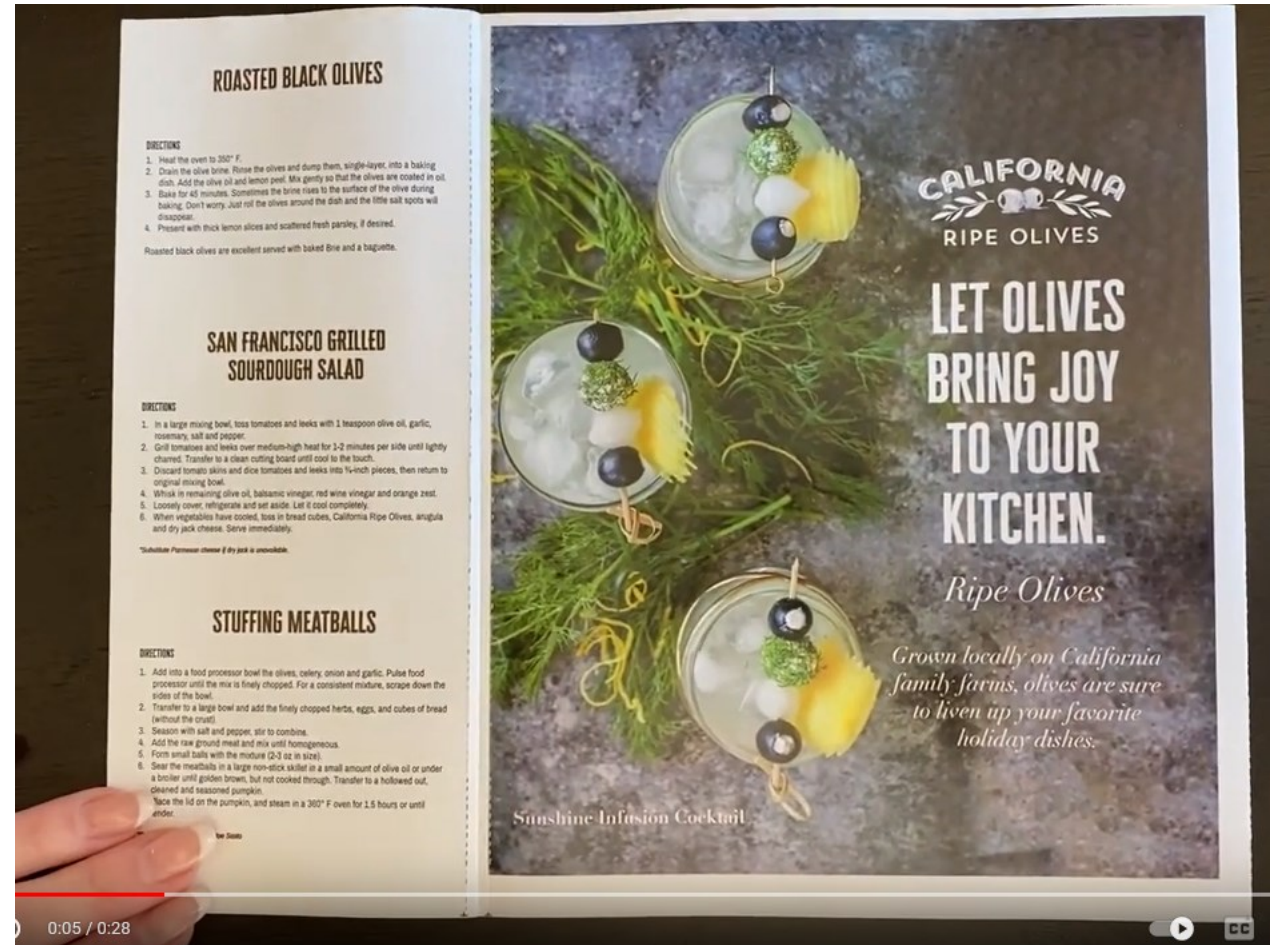


Big Book of Savings ad

Retail Activations



Shelf tag



1 Full-page magazine insert with recipes

Retail Activations



340 stores in Southern California

Promotion period: December

Program elements:

- Half-page ad in Big Book of Savings
- Vestcom shelf tags (6 per store)
- 30-second in-store audio ads running hourly throughout December
- 15-second ads on iHeart radio stations



Shelf tag



iHeart radio ad

Retail Activations



191 stores in Northern California

Promotion period: December

Program elements:

- Aisle rack displays with custom side panels
- 5.5" x 3.5" shelf signs
- 30-second in-store audio ads running hourly throughout December
- Feature ad in *Steals & Deals* monthly flyer
- 15-second ads on iHeart radio stations



Shelf sign

Aisle rack display panel

Retail Activations



171 stores in Southern California

Promotion period: December

Program elements:

- Full-page digital circular ad
- 30-second in-store audio ads running four times per day throughout December
- 15-second ads on iHeart radio stations

Digital circular ad



In-store audio ad

Retail Activations



129 stores in Northern California

Promotion period: November - December

Program elements:

- Digital banner ad on Raleys.com
- Instagram Post (pre-Thanksgiving)
- Instagram Story (pre-Christmas)
- 15-second ads on iHeart radio stations

Note: banner ad and Instagram activations all link to California Olives recipe site



Cheesy Stuffed Green
Chile Olive Bread



Digital banner ad



Instagram Story

Retail Activations



15 stores in Northern California

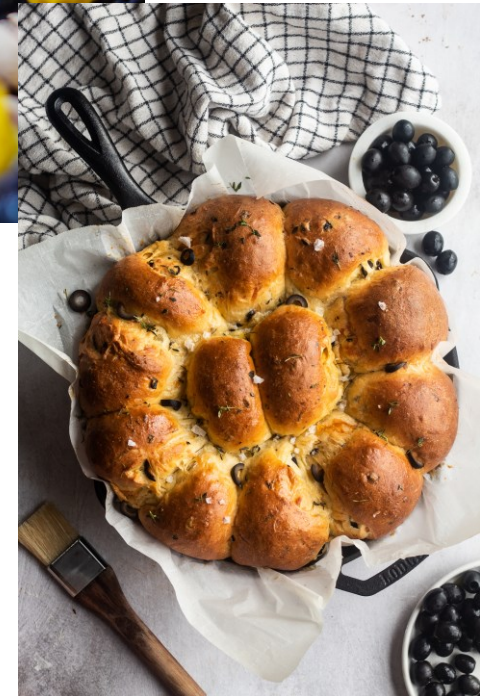
Promotion period: December

Program elements:

- 2 banner ads on Nuggetmarket.com
- Article in *Fresh to Market* weekly email newsletter
- Recipe cards available at checkouts
- Inclusion in social posts and blog
- Shelf tags (4 per store)
- 15-second ads on iHeart radio stations



Recipe cards
featured at
checkout



CA Grown Opt-In (October 1st-November 30th):



@holajalapeno



Kate Ramos



33.6k followers



Chicken Empanadas With California Olives

@bakingthegoods



Becky Sue



36.7k followers



Pepperoni Black Olive Stromboli

@eatthelove



Irvin Lin



10.9k followers



Green Shakshuka with Green and Black Ripe Olives

@bigdeliciouslife



Jessica Lawson



7k followers



Citrus Salad with Olives and Fennel

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

FROM: COC MARKETING SUBCOMMITTEE

SUBJECT: MARKETING PLAN PROPOSALS

BACKGROUND:

The following pages contain the 2023 marketing plan proposals!



INTERNAL MARKETING PROGRAM OVERVIEW

PARTNERSHIPS





Our Best Olive Recipes + What You Should Know About Olives!

Our last [olives round up](#) was a huge hit, so we're back at it again with more delicious olive recipes!

Did you know California grows 95% of the nation's olive crop? It's true! Hundreds of farm families scattered throughout the California's inland valleys proudly grow the vast majority of the state's crop. The fertile soils, warm days and cool nights provide an ideal place to grow premium quality olives.

Olives are harvested in early fall while the olives are still green and have just started to change color. From there, they are transported to a processing plant where they are sorted, graded and stored until they are ready for curing. There are only two olives canneries in California, both of which are multi-generational family businesses. So, every time you enjoy the delicious taste of California Ripe Olives, you're supporting hundreds of California farming families!

There are so many delicious ways to enjoy California Ripe Olives and we're excited to share a few of our favorite olive recipes. Let's get started!

[Cheesy Olive Pizza with Mushrooms and Burrata](#)



cultivatewithkruti.com

HOME ABOUT RECIPES LIFESTYLE CONTACT SHOP RECIPES

APRIL 9, 2021
GREEN OLIVE PESTO

In partnership with CA Grown & CA Ripe Olives

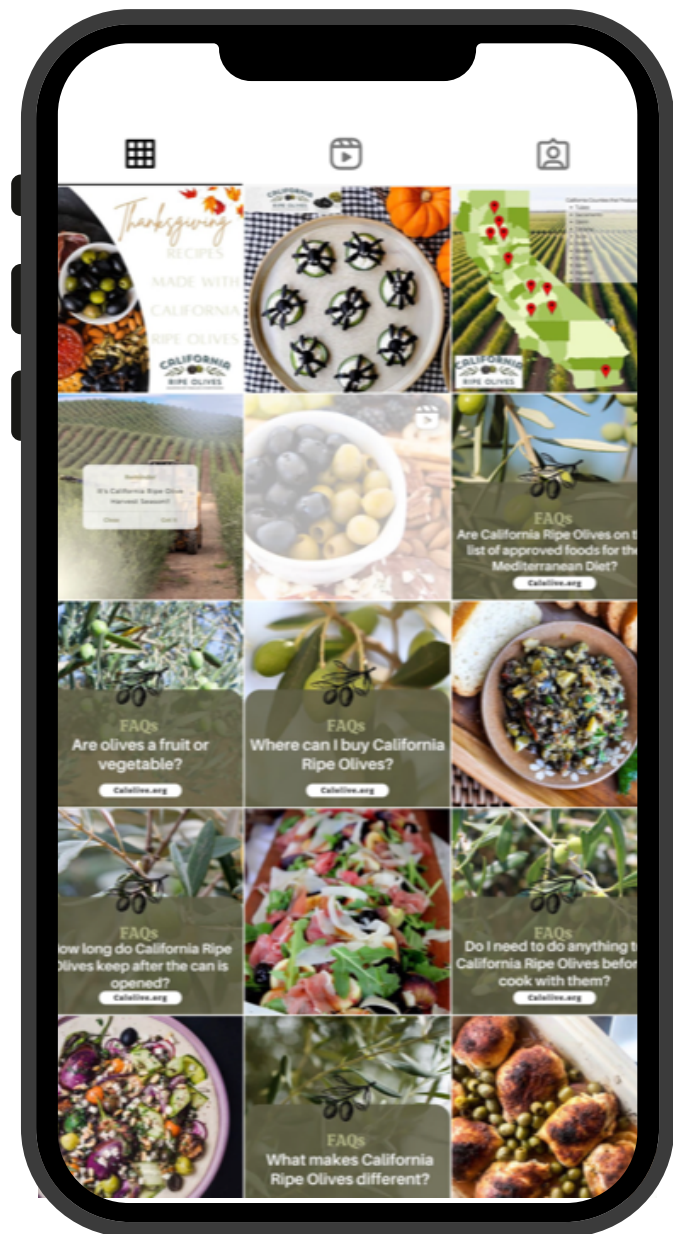


I've always been a big fan of olives. I love adding them to salads, pizza and of course including them in my snack boards or charcuterie. However, I wanted to try something new and I developed this delicious olive pesto recipe—the perfect addition to sandwiches or pasta. It's the perfect dish as the weather warms up and pairs wonderfully with a glass of wine and enjoy with company.

The pesto is made with walnuts, kale, basil, olive oil, lemon juice and green olives, which makes the spread so rich and delicious! Feel free to add this to your weekly meal prep to add to a variety of dishes—trust me you'll enjoy pairing this pesto with everything!

Green Olive Pesto

SOCIAL MEDIA



California Ripe Olives

@CalRipeOlives

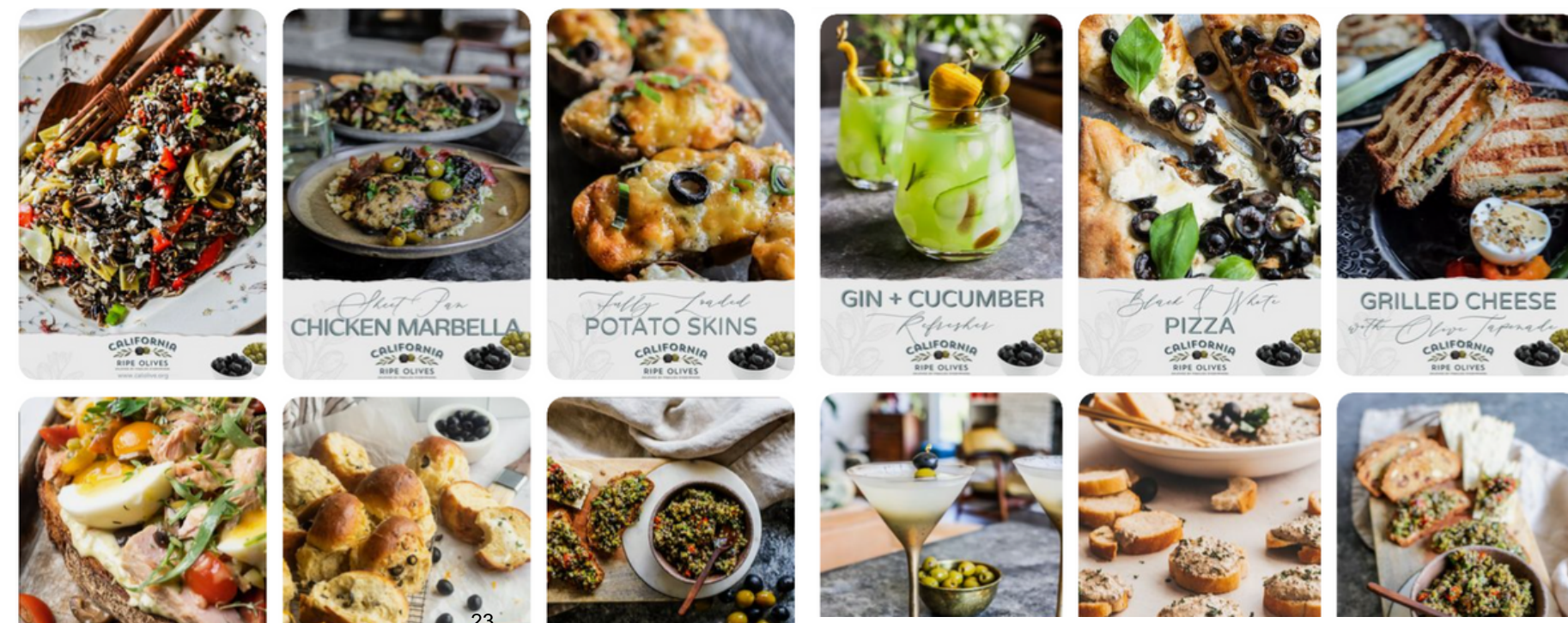
calolive.org · Welcome to the official Pinterest page of California Ripe Olives: Enjoyed by families everywhere.

1.3k followers · 138 following

2.6k monthly views

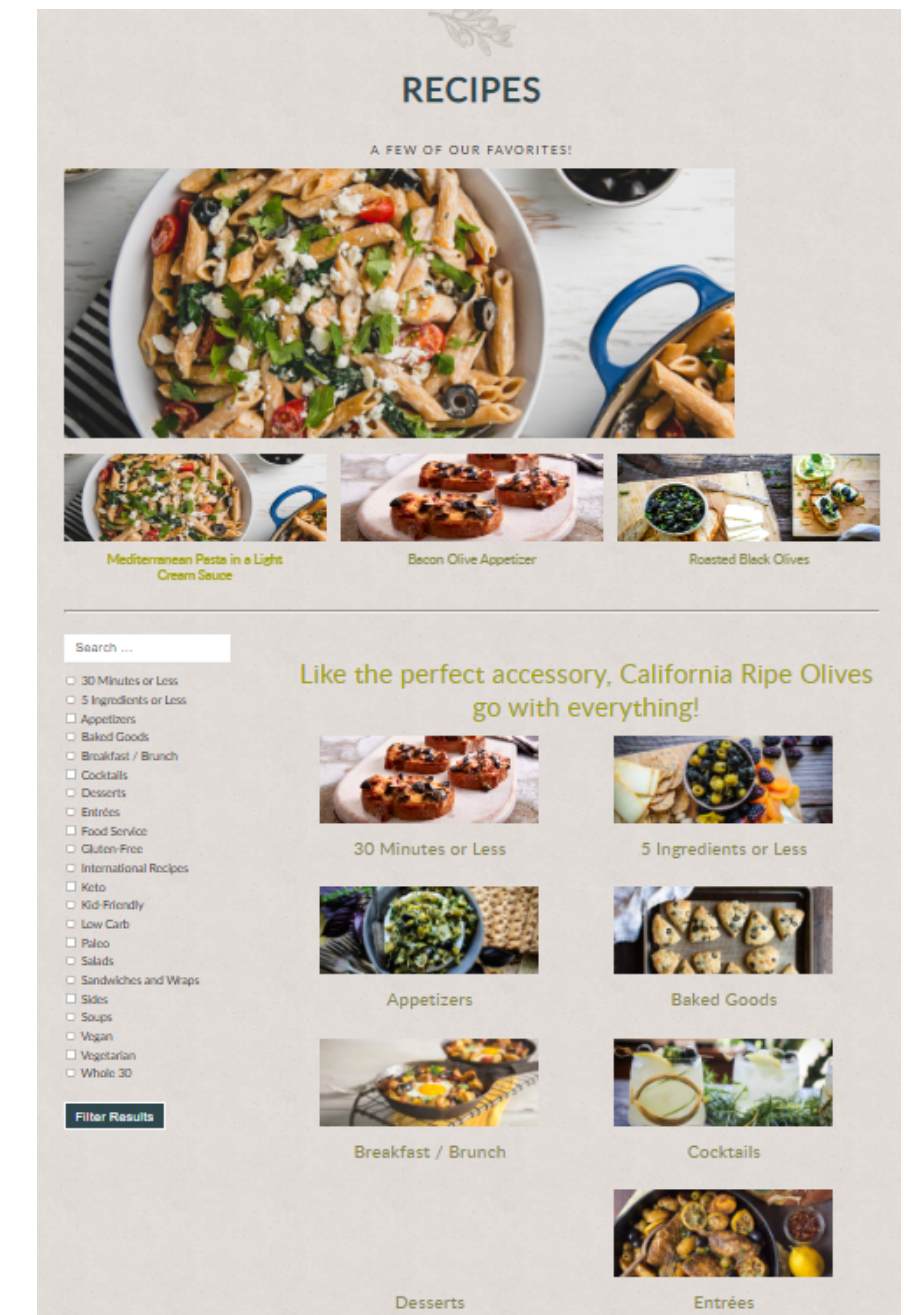
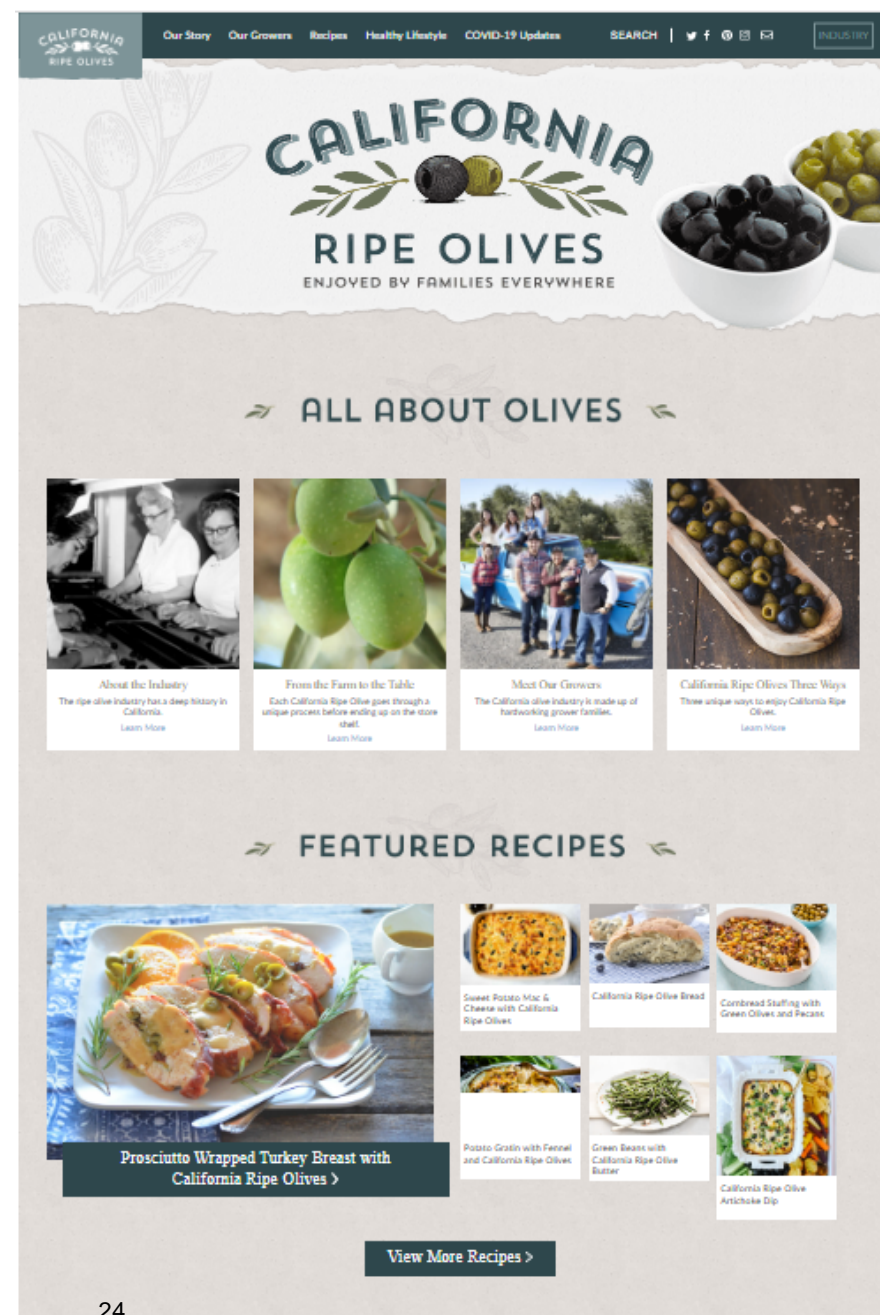


Follow



WEBSITE MAINTENANCE

- New recipe features/uploading
- Rotating featured recipes seasonally
- Monitor and respond to questions/comments received via Contact page
- Website landing page use with international promotions





PROPOSED EXTERNAL MARKETING 2023

CA GROWN



OPT-IN OPPORTUNITIES

OPTION 1

- Recipe development x12

OPTION 2

- 5 influencer campaign + CA Grown blog post
- Recipe development x5

OPTION 3

- 5 influencer campaign + CA Grown blog post
- Recipe development x5
- Video production feature

WEBSITE UPDATE (CONTINGENT)

- Custom Wordpress redesign
 - Technical audit
 - Content reorganization
 - Web engineering & specs
 - Responsible mobile website
 - Blog
 - Form Manager
 - Security
 - Etc.

***Contingent on CDFA SCBG
funding proposal success***

CONTINGENCY FUND

***If grant proposal is successful,
we would recommend using
these funds to:***

- Highlight CA ripe olive harvest via:
 - Influencer Harvest Tour
 - Harvest-focused video production

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

FROM: COC MARKETING SUBCOMMITTEE

SUBJECT: APPROVAL OF 2023 MARKETING PLAN AND BUDGET

RECOMMENDATION: THAT the Committee adopt the Marketing Budget for the 2023 FY.

BACKGROUND: 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

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
Total:	\$90,000.00	\$103,500.00	\$120,000.00

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

FISCAL IMPACT: UNKNOWN for the 2023 FY.

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

FROM: COC MARKETING SUBCOMMITTEE

SUBJECT: 2023 SPECIALTY CROP BLOCK GRANT APPLICATIONS

BACKGROUND:

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.

*****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.