



FULL COMMITTEE MEETING

WEDNESDAY
DECEMBER 13, 2022
10:00 a.m.

San Joaquin County Agricultural Center
2101 E. Earhart Ave.
Stockton, CA 95206

ZOOM/Conference Call
<http://us02web.zoom.us/j/83325472730>

MINUTES

I. CALL TO ORDER

A meeting of the Full Committee was called to order by Chairman Mike SILVEIRA at 10:_____ a.m. and the following members were present:

Members

Edward Garcia*
Ed Curiel*
Andy Weinrich*
Carolina Burreson
Mike Silveira
Chris Henderson
Vito DeLeonardis*
Pat V. Ricchiuti* (*Milo Gorden was the voting member when Pat briefly left the meeting*)
Galen Pfeiffer*
Rick Benson*
Giulio Zavolta*
Milo Gorden*
Joan Whelan- Vanderhorst
Mark Hendrixson
Mark Heuer
Felix Musco*
Dennis Burreson*
John Pieretti*
Tomas Masanes Autard*
Scott McCoy*

Affiliation:

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Jacob Peters*	HANDLER
Tim T. Carter*	HANDLER
Julia Tinsley*	HANDLER
Bill McFarland	HANDLER
Scott Hamilton	HANDLER
Stefan Matthews	HANDLER
Paul Quigley	HANDLER
America Garman	HANDLER
Paul Adcock	HANDLER
Janet Edwards	HANDLER

STAFF

Todd Sanders	COC
Elise Oliver	COC
Elizabeth Carranza	COC
Janette Ramos	COC

GUESTS:

Gary Olson	USDA
Jeremy Sasselli	USDA
Barry Broadbent	USDA
Gary Keough	USDA
Melissa Baird	USDA
	USDA
Daniel Casares	USDA
Jennifer Van Court	USDA/NASS
Allison Gregg	Sampson & Sampson
Don Ladhoff	Fresh Smart Solutions
Javier Fernandez-Salvador	UC Davis Olive Center

*Denotes voting members for the Committee.

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

- **MOVED** by _____, **duly seconded** by _____ **and carried THAT the minutes of August 10, 2022, Full Committee meeting be approved as presented. (MOTION 12-13-22 #1)**

II. EXECUTIVE SUBCOMMITTEE



ACTION

a. Legislative/Regulatory Update

California State Legislature:

1. **AB 710**-*Sale of Listed Agricultural Products: Requirements for Sale*
2. **AB 778**-*Institutional Purchasers: Purchase of California Grown Agricultural Food Products*
3. **SB 54**-*Solid Waste: Reporting, Packaging, and Plastic Food Service Ware*
4. **AB 2026**-*Recycling: Plastic Packaging*
5. **AB 2183**-*Agricultural Labor Relations: Elections*

California Regulatory Issues:

1. California Air Resources Board
2. Non-Emergency COVID-19 Regulations
3. California Department of Pesticide Regulation (CDPR)
 - a. Statewide Notification Pilot Program
 - b. Neonicotinoid Restrictions

Federal Regulatory Issues:

1. 2023 Farm Bill Advocacy
 - a. Disaster Relief

b. Approval of Sampson and Sampson for 2022 COC Audit

- **MOVED by CARTER, duly seconded by GARCIA and carried THAT the Full Committee approve Sampson & Sampson to perform the 2022 California Olive Committee's audit. (MOTION 8-10-22 #3)**

c. 2021-2022 Crop Year Marketing Policy Statement

ACTION

The California Olive Committee (COC) must approve the 2021-2022 Crop Year Marketing Policy Statement. The Marketing Policy Statement (MPS) is an annual analysis of the industry that is used by the U.S. Department of Agriculture (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 ZAVOLTA and carried THAT the Full Committee approve the 2021-2022 Marketing Policy Statement. (MOTION 8-10-22 #4)** **BENSON, duly seconded by**

d. E-compliance Plan and Annual Compliance Plan

Every 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. Additionally, the ACP must be in

place to provide the COC the procedures needed should violations be brought forward before the Committee.

- **MOVED by PIERETTI, duly seconded by ZAVOLTA and carried THAT the Full Committee approve the 2022-2023 and E-Compliance Plan and Annual Compliance Plan. (MOTION 8-10-22 #5)**

e. Export Program Update

Elizabeth Carranza provided an update on the COC's export activities for the following markets and activities:

- Japan
 - Retail Promotions: National Azabu and Nissin World Delicatessen
 - Digital Promotions: E-commerce online giveaway with National Azabu
 - Website and Social Media
 - Foodservice Promotions: Restaurant menu items
- Southeast Asia
 - World Gourmet Awards
 - Restaurant Promotions
 - Taste of California Media Trade Event in Manila and Singapore
- Canada
 - Digital Promotions in late 2021 with Influencers and DailyHive
 - Plans for 2022 with increased funding, hiring of in-country representative
- 2022 Funding Summary for Market Access Program and Agricultural Trade Promotion Program
 - MAP Funds
 - Canada: \$145, 526
 - Japan: \$151,845



- ATP Funds
 - Southeast Asia: \$230,135
 - TOTAL for 2022 (including carry over): \$443,173
- 2023 Unified Export Strategy Application. These are funds requested for next year's program. COC plans to focus on Canada and Japan and Southeast Asia if funding levels allow. COC will find out the approved funding amount for the 2023 program in December 2022/January 2023.
 - Canada: \$90,000
 - Japan: \$255,000
 - Southeast Asia \$110,000
 - Mexico: \$120,000

f. Berry Amendment Update

In the Berry Amendment (Buy American), olives and olive oil are both listed as a “nonavailable article” (Section 25.104). At the time the Berry Amendment was written, The domestic olive industry was in its infancy. Currently, our industry believes that they do have the necessary supply and should be removed from this list. We have submitted a request on behalf of table olives, however, the DOD claims that we still not have sufficient supply to meet the military's demands. We made an initial application to the DOD requesting the waiver, however this request was denied on the basis that the CA olive industry does not produce enough to meet 50% of the domestic consumption. We applied for a rebuttal, but this was unfortunately denied as well.

The California Olive Committee's stance is that as long as we can demonstrate that we have enough production to meet the DOD demands, this should suffice to justify our waiver request. For table olives, domestic production is 43,000 tons while the total domestic consumption is 120,500 tons. This equates to 36% of domestic production yet DOD only accounts for only 0.2% of domestic production.

In an effort to continue to pursue the waiver removal, the COC recently hosted a booth at the American Logistics Association (ALA) trade show in Petersburg, VA where representatives from the Olive Growers Council of California (OGCC) were also present to discuss the Berry Amendment waiver request with members of the Defense Logistics Association, US Army, among others.

The OGCC has been working closely with Members of Congress to explore additional solutions. The ALA suggested that the OGCC pursue an Amendment to the National Defense Authorization Act (NDAA) for Fiscal Year 2023. Congressman Garamendi submitted the Amendment which was co-sponsored by Congressman Carbajal. The NDAA Amendment was successfully adopted by House Armed Services Committee and



does not require any further
to be adopted. A copy of the
Amendment is included in the following pages for your review.

voting action moving forward

g. Consumer Study Proposal

UC Davis Olive Center- Executive Director, Javier Fernandez Salvador, is here to discuss the Committee's interest in performing a Consumer Study. If the Committee is interested in having a consumer study performed, Javier will provide a proposal to be reviewed by the Committee in November.

III. INSPECTION SUBCOMMITTEE

ACTION

a. Incoming and Outgoing 2022-2023 Inspection Charts

On March 20, 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.

These changes remain in effect until the Full Committee decides to initiate a change. The following pages contains 2022-2023 Inspection Charts that have been changed back to the original average count per pound ranges.

Chairman Mike Silveira instructed the Full Committee to go into a Roll Call Vote. To vote 'yay' you are voting to go back to the original format and 'nay' you would prefer for it to remain the same as it is today.

Yay

Rick Benson
Felix Musco
Dennis Burreson
John Pieretti
Thomas Masanes Autard

Nay

Edward Garcia
Ed Curiel
Andy Weinrich
Milo Gorden
Giulio Zalvolta
Scott McCoy
Jacob Peters



Tim Carter

Julia Tinsley

9 Nays to keep the charts the same for the 2022-2023 Crop Year as they were for the 2021-2022 Crop Year. 5 Yays to revert the 2022-2023 Crop Year charts back to what they were for the 2020-2021 Crop Year.

- **MOVED by PIERETTI, duly seconded by AUTARD and carried THAT the Full Committee approve the Incoming and Outgoing 2022-2023 Inspection Charts and that the charts will remain the same as they were in 2021. (MOTION 8-10-22 #6)**

b. 2022 Import Inspection Report & Inspection Fees Update

Michael Harutinian from USDA is here to present on the following documents:

1. Import Olives Entry Count by Country, Port & Office Report
2. Imported Olives Meeting & Failing Lots Report
3. Imported Olives Failing Defect Count by Country-Cumulative Report

IV. MARKETING SUBCOMMITTEE

Don Ladhoff, president of Fresh Smart Solutions Inc., gave an update and presentation on the 2022 Marketing Activities to the Full Committee.

V. INDUSTRY MODERNIZATION INITIATIVE

It was recommended that Chairman Mike Silveira form a working group committee, from members of the Full Committee, to evaluate USDA's feedback and implement necessary changes to finalize the Industry Modernization Initiative document.

VI. REVIEW OF CROP ESTIMATE

a. NASS 2022 Estimate Forecast

The USDA National Agricultural Statistics Service (NASS) provided the COC with the COC with the 2021 Crop Report in preparation of the 2022 Crop Forecast that will be released on August 12, 2022.

Due to the meeting being in August, COC staff surveyed the Committee in preparation for this meeting to help NASS begin compiling their report. Below are tonnage averages:
Average from All Respondents: **27,263.16 tons**



Average from Grower

Average from Handler Respondents: **26,187.50 tons**

NASS will provide an update on the status of the current 2022 Report.

Respondents: **28,166.67 tons**

VII. RESEARCH SUBCOMMITTEE

ACTION

a. 2021 Final Research Reports

2021 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
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 <i>Pseudomonas savastanoi</i> pv. <i>savastanoi</i>	\$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
	Total	\$303,360

b. Review and Update 2022 projects

c. Approval of 2023 Research Priorities

- 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. Additionally, priorities are distributed to land grant universities across the nation and to private research facilities. Proposals will be reviewed for funding in November by the subcommittee.

- Below are Research Projects funded for 2022. COC staff will read 2023 Research priorities as set by the Research Subcommittee.

2022 RESEARCH PROJECTS FOR THE CALIFORNIA OLIVE COMMITTEE

Researcher	Project	Amount
Carol Lovatt Elizabeth Fichtner	Managing Alternate Bearing in Olive with PGRs and Pruning	\$29,217
Giulia Marino Louise Ferguson	Precise Water Management Strategies for Table Olive Orchards in California	\$46,610
Reza Ehsani Louise Ferguson	Combining Limb Shaking and Canopy Shaking for Harvesting Mature Olive Trees	\$34,902
J. E. Adaskaveg	Epidemiology and management of olive knot caused by Pseudomonas savastanoi pv.savastanoi	\$11,150
J. E. Adaskaveg	Management of foliar diseases of olive (peacock spot)	\$4,500
Georgia Drakakaki	Characterization of Olive Fruit Abscission Zone in Response to Timed Ethylene Applications and as a Function of Accumulated Heat Unit and Fruit Removal Force	\$115,151
Jim Stewart	Southern San Joaquin Valley Olive Fruit Fly Monitoring Project	\$11,000
Ernie Simpson	Sacramento Valley Olive Fruit Fly Monitoring Project	\$9,250
	Contingency Fund	\$ 35,000
	Total	\$296,780

2023 List of Priorities:

- Olive Fruit Fly Trapping
- Olive Fruit Fly Management Techniques with an emphasis on examining new traps that attract flies
- Management of Olive Knot with an emphasis on developing new methods of control via soil application



- Management of Peacock Spot
- Evaluation of drone technology and satellite mapping pertaining to moisture evaluation and crop load estimates
- Mechanical Harvesting and Existing and New High Density Orchards
- Development of Loosening Agents
- Olive DNA Evaluation to distinguish between different varieties in the market place
- Cost of Production Studies on existing acreage and establishment and production costs on new high density orchards

- **MOVED by PIERETTI, duly seconded by ZAVOLTA and carried THAT the Research Committee approve and adopt the 2023 Research Priorities. (MOTION 8-10-22 #7)**

VIII. OTHER BUSINESS

- a. Presentation from the UC Davis Olive Center

Javier Fernandez Salvador, Executive Director, UC Davis Olive Center, presented the Olive Center's current mission pertaining to table olives, as well as, a proposal requesting financial assistance for the Olive Center.

At the conclusion, Javier will put together a consumer study proposal and present it during the Full Committee meeting in November.

IX. CLOSED SESSION

No closed session

IX. ADJOURNMENT

Chairman Mike SILVEIRA adjourned the Full Committee meeting at 1:51 p.m.



Todd W. Sanders
Executive Director
California Olive Committee

SUMMARY FOR MOTIONS FOR AUGUST 10, 2022

MOTION 8-10-2022 #1

APPROVED

MOVED by BENSON, duly seconded by PIERETTI and carried THAT the minutes of November 10, 2021, Full Committee meeting be approved as presented.

MOTION 8-10-2022 #2

APPROVED

MOVED by CURIEL, duly seconded by BENSON and carried THAT the Full Committee approve the 2021 Fiscal Year audit.

MOTION 8-10-2022 #3

APPROVED

MOVED by CARTER, duly seconded by GARCIA and carried THAT the Full Committee approve Sampson & Sampson to perform the 2022 California Olive Committee's audit.

MOTION 8-10-2022 #4

APPROVED

MOVED by BENSON, duly seconded by ZAVOLTA and carried THAT the Full Committee approve the 2021-2022 Marketing Policy Statement.

MOTION 8-10-2022 #5

APPROVED



MOVED by ZAVOLTA and carried THAT the Full Committee approve the 2022-2023 and E-Compliance Plan and Annual Compliance Plan. PIERETTI, duly seconded by

MOTION 8-10-2022 #6

APPROVED

MOVED by PIERETTI, duly seconded by AUTARD and carried THAT the Full Committee approve the Incoming and Outgoing 2022-2023 Inspection Charts and that the charts will remain the same as they were in 2021.

MOTION 8-10-2022 #7

APPROVED

MOVED by PIERETTI, duly seconded by ZAVOLTA and carried THAT the Research Committee approve and adopt the 2023 Research Priorities.