



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 10:07 a.m. and the following members were present:

Members

Andy Weinrich*
Mike Silveira*
Vito DeLeonardis*
Pat V. Ricchiuti*
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*
Jacob Peters*
Tim T. Carter*
Julia Tinsley*
Bill McFarland

Affiliation:

PRODUCER
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HANDLER



Janet Edwards	HANDLER
Tracy Wood	HANDLER
Stefan Matthews	HANDLER
Phil Quigley	HANDLER
America Garman	HANDLER

STAFF

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

GUESTS:

Jeremy Sasselli	USDA
Barry Broadbent	USDA
Ted Parker	Unitec
Marco Castagnoli	Unitec

*Denotes voting members for the Committee.

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

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

Chairman's Comments

Chairman Mike Silveira, thanked Executive Director Todd Sanders and the COC team, for their continued hard work and excellent job with the Olive Committee, and expressed their work duties and assignments is sincerely appreciated.

II. EXECUTIVE SUBCOMMITTEE

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 2023 Administrative 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.

FISCAL YEAR	2023 (Proposed)	2022	2021	2020	2019
ADMIN	\$399,700	\$390,700	\$357,800	\$457,800	\$390,400
\$ Change	\$9,000	\$32,900	\$(100,000)	\$(67,400)	\$(10,800)
Exports	\$148,000	\$148,000	\$173,500	\$173,500	\$173,500
\$ Change	-	\$(25,500)	-	-	\$(12,500)
MAP/EMP/ATP	\$680,975**	\$422,325	\$318,529	\$367,399	\$211,000
\$ Change	\$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 Year Budget

FISCAL IMPACT: \$547,700 for FY 2023



- **MOVED by BENSON, duly seconded by PFEIFFER and unanimously carried THAT the Full Committee adopt the General Administration Budget of \$547,700 for the 2023 FY Budget. (MOTION 12-13-22 #2)**
- c. Delegation of Authority from the Committee to the Subcommittee Chairman and Executive Director to approve the contingency fund

Todd Sanders discussed that the Full Committee has approved the contingency fund for the 2023 Fiscal Year Budget.

- d. Delegation of Authority from the Committee to the Executive Director with oversight by the Chairman for inter-item transfers of the administrative budget

ACTION

- **MOVED by PFEIFFER, duly seconded by RICCHIUTI and carried THAT the Full Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Administrative Budget. (MOTION 12-13-22 #3)**

III. INSPECTION SUBCOMMITTEE

- a. USDA Port Inspector Training

ACTION

In an effort to ensure that current Inspection Grading Manual Requirements are being enforced properly at the port level, the COC would like to work with USDA Specialty Crop Inspections (SCI) Division to facilitate annual or semi-annual trainings for USDA port inspectors. According to the data obtained from the USDA SCI Imports Database and USDA Imported Olive Reports for the 2021-2022 season, the total percentage of failing lots was 0.37% (168,634 failing pounds out of the 46,194,151 inspected). The COC believes there is a definitive need to provide technical education to inspectors to aide in the proper enforcement of current requirements.

In order to facilitate these trainings, the COC would propose that a contingency fund be approved by the Inspection Subcommittee. The Subcommittee will then work directly with USDA SCI Division to coordinate and implement these trainings.

- **MOVED by TINSLEY, duly seconded by PIERETTI and carried THAT the Full Committee grant authority to provide a contingency fund of \$40,000 for annual training to the USDA port inspectors. (MOTION 12-13-22 #4)**



b. Approval of 2023 Inspection Budget

ACTION

Due to the need to update aspects of the OERS based on feedback from the CDFA Division of Measurement Standards, adjustments and maintenance will be performed to ensure that the COC and industry is in compliance.

For the 2023 FY, the following items are expenditures for the Inspection program.

1. Travel - \$3,000
2. OERS Maintenance - \$28,000
3. Optical Sizer (Misc. as needed) - \$15,000
4. 2023 Weekly Receipts - \$2,000
5. Potential Contingency Fund – TBD

Staff has put together a history of previous Inspection Subcommittee Budgets.

2022 FY Line-Item Budget Breakout:

1. Travel - \$3,000
2. OERS Maintenance - \$23,000
3. Optical Sizer (misc. as needed) - \$15,000
4. 2022 Weekly Receipts - \$1,900

FISCAL YEAR	2023 (Proposed)	2022	2021	2020	2019
Inspect	\$48,000*	\$42,900	\$48,000	\$55,000	\$58,000
Differ	\$5,100	\$(5,100)	\$(7,000)	\$(8,000)	\$(19,000)

*Budget may increase with the approval of a contingency fund.

The Subcommittee must decide:

- 1) Approval of the 2023 Inspection Budget

FISCAL IMPACT: Unknown for FY 2023

- **MOVED by TINSLEY, duly seconded by BENSON and carried THAT the Full Committee approve \$88,000 for 2023 the Inspection Budget, and to include \$40,000 for the Contingency Fund. (MOTION 12-13-22 #5)**

- c. Delegation of Authority from the Committee to the Subcommittee Chairman and Executive Director to approve the contingency fund



Todd Sanders explained to the Board that we have previously approved the Delegation of Authority from the Committee to the Subcommittee Chairman and Executive Director to approve the contingency fund.

- d. Delegation of Authority from the Committee to the Executive Director with oversight by the Chairman for inter-item transfers of the inspection budget
- **MOVED by TINSLEY, duly seconded by PIERETTI and carried THAT the Full Committee grant authority from the Committee to the Executive Director with oversight by the Chairman for inter-item transfers of the inspection budget. (MOTION 12-13-22 #6)**

IV. MARKETING SUBCOMMITTEE

- a. Approval of 2023 Marketing Plan & 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

Additionally, the Committee can decide to approve additional external marketing programs to conduct further marketing and promotional activities in 2023.

	Budget-Option 3
CA Grown Opt Ins	\$45,000.00
Contingency for Website Redesign	\$75,000.00
Total	\$120,000.00

<i>FISCAL YEAR</i>	2023 (Proposed)	2022	2021	2020	2019
MARKETING	\$193,000	\$284,000	\$238,000	\$123,500	\$513,500
Difference	(\$91,000)	\$46,000	\$114,500	(\$390,000)	(\$460,000)



FISCAL IMPACT: \$193,000 for the 2023 FY.

- **MOVED by BENSON, duly seconded by ZAVOLTA and carried THAT the Full Committee adopt the Marketing Plan Budget for \$193,000 for the 2023 FY. (MOTION 12-13-22 #7)**
- b. Delegation of Authority from the Committee to the Executive Director with oversight by the Chairman for inter-item transfers of the marketing budget

ACTION

- **MOVED by RICCHIUTI, duly seconded by ZAVOLTA and carried THAT the Full Committee grant authority Executive Director with oversight by the Chairman for inter-item transfers of the marketing budget. (MOTION 12-13-22 #8)**

V. RESEARCH SUBCOMMITTEE

- a. Presentation from Unitec

Ted Parker from Unitec presented potential technology for the Olive industry.

Ted Parker

209-986-9894 (cell)

tp@unitec-group.com

[Home | Unitec Group \(unitec-group.com\)](http://unitec-group.com)

Unitec specializes in designing and manufacturing many innovative solutions pertaining to: lines, installations and machines for sorting fresh fruits and vegetables

- b. Approval of 2023 Research Budget

ACTION

Each year the Research Subcommittee approves various research projects funded by the Full Committee. The Subcommittee must determine which proposed projects to recommend to the Full Committee for funding. An estimated budget of **\$325,712.20** (with nocost extensions) is proposed based on the submitted projects.

2023 RESEARCH PROPOSAL FOR THE CALIFORNIA OLIVE COMMITTEE

TOPIC	LEADERS	AMOUNT
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RIPE OLIVES

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Management of Foliar Diseases of Olive-A. Olive Knot and B. Evaluation of new fungicides for control of olive leaf spot	J.E. Adaskaveg	\$10,000*
Epidemiology and Management of Olive Knot Caused by Pseudomonas Savastanoi pv. Savastanoi	J.E. Adaskaveg	\$21,150*
Integrating Alternate Bearing Mitigation Strategies in a Commercial Table Olive Orchard	Carol Lovatt Elizabeth Fichtner	\$36,511
Evaluating Accede® for Ability to Decrease ‘Manzanillo’ Fruit Detachment Force and Increase Efficiency of Commercial Trunk Shaking and Experimental Canopy Contact Harvesters	Georgia Drakakaki Louise Ferguson	\$115,186
Precise Water Management Strategies for Table Olive Orchards in California	Giulia Marino Ken Shackel	\$20,468
Sexing Strains to Support the Development of Genetic Control Technologies for the Olive Fruit Fly, Bactrocera Oleae	Omar Akbari	\$44,400**
Southern San Joaquin Valley Olive Fruit Fly Monitoring	Jim Stewart	\$11,000
Sacramento Valley Olive Fruit Monitory Project	Ernie Simpson	\$9,250
2022 NCE Managing Alternate Bearing in Olives with PGRs and Pruning	Carol Lovatt Elizabeth Fichtner	\$11,686.8
2022 NCE Characterization of Olive Fruit Abscission Zone in Response to Timed Ethylene Applications and as a Function of Accumulated Heat Unit and Fruit Removal Force	Georgia Drakakaki	\$46,060.4
Contingency		TBD
Total * budget estimate; actual budget pending on results		\$325,712.20

*The COC traditionally co-funds these projects with the OOC.

**The OOC Research Subcommittee does not meet until January 5th.

- **MOVED by BURRESON, duly seconded by RICCHIUTI and carried THAT the Full Committee fund Omar Akbari’s research project with the contingency that the Olive Oil Commission of California (OOC) fund half of his project, or the COC will not fund. (MOTION 12-13-22 #9)**

c. Delegation of Authority from the Committee to the Subcommittee Chairman and Executive Director to approve projects for the contingency fund

The Board discussed that at this time they did not want to add a contingency fund to the Research Committee.

- d. Delegation of Authority from the Committee to the Executive Director with the oversight by the Chairman for inter-item transfers of the research budget



ACTION

- **MOVED** by PIERETTI, duly seconded by BURRESON and carried **THAT** the Full Committee grant authority from the Committee to the Executive Director with the oversight by the Chairman for inter-item transfers of the research budget. (MOTION 12-13-22 #10)

VI. REVIEW OF FISCAL 2023 BUDGET

a. Approval 2023 Fiscal Budget

ACTION

The following is the proposed total 2023 FY Budget.

TOTAL 2023 BUDGET

BUDGETS	MARKETING	RESEARCH	INSPECTION	EXECUTIVE	TOTAL
2023	\$193,000	\$325,712.20*	\$48,000*	\$547,700	\$1,114,412.20*

FISCAL IMPACT: \$1,114,412.20*

*Total budget amount pending Full Committee approval Research and Inspection Subcommittee budgets.

TOTAL 2022 BUDGET

BEDGETS	MARKETING	RESEARCH	INSPECTION	EXECUTIVE	TOTAL
2022	\$284,000	\$379,485.30	\$42,900	\$538,700	\$1,245,085.30

FISCAL IMPACT: \$1,245,085.30

- **MOVED** by BURRESON, duly seconded by BENSON and unanimously carried **THAT** the Full Committee approve the 2023 Fiscal Year Budget at **\$1,154,412.20**. (MOTION 12-13-22 #11)

b. Approval 2023 Assessment Rate

ACTION

The following is the proposed 2023 Assessment Rate.

HISTORIC BUDGET, TONNAGE & ASSESSMENT COMPARISON

FISCAL YEAR	2022	2021	2020	2019
Budget	\$1,245,085.30	\$1,151,831.62	\$1,035,406	\$1,628,923
\$ Change	\$93,253.68	\$116,425.62	\$(593,517)	\$(166,554)
Tonnage	46,359.40	23,192.73	89,392.36	17,952.80



RIPE OLIVES

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Assessment Rate	\$16	\$30	\$15	\$44
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2023 (Proposed)	
Budget	\$1,114,412.20
\$ Change	(\$130,673.10)
Tonnage	19,912.36 tons
Assessment Rate	Unknown

- **MOVED** by MUSCO, duly seconded by BENSON and unanimously carried THAT the Full Committee adopt the 2023 assessment rate at \$35.00 per ton. (MOTION 12-13-22 #12)

VII. OTHER BUSINESS

- a. Industry Modernization Initiative Update

SUMMARY

- COC coordinating consumer panel study.
 - Conduct RFP process
 - Coordinate with Working Group to select contractor and coordinate to ensure direction of study is in line with overarching goals
 - Present request for contingency funding allocation to this project to the COC Executive Subcommittee
- COC/Working Group coordinating with USDA AMS and SCI representatives to discuss timelines, challenges, etc. of pursuing specific modifications to COC Federal Marketing Order, Inspection Grading Manual, and Grades and Standards Document of Canned Ripe Olives.
- COC coordinating with USDA SCI division to discuss possibility of conducting annual or semi-annual sensory trainings for USDA port inspectors on current standards.

VIII. 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 DECEMBER 13, 2022

MOTION 12-13-2022 #1

APPROVED

MOVED by RICCHIUTI, duly seconded by PFEIFFER and carried THAT the minutes of August 10, 2022, Full Committee meeting be approved as presented.

MOTION 12-13-2022 #2

APPROVED

MOVED by BENSON, duly seconded by PFEIFFER and unanimously carried THAT the Full Committee adopt the General Administration Budget of \$547,700 for the 2023 FY Budget.

MOTION 12-13-2022 #3

APPROVED

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

MOTION 12-13-2022 #4

APPROVED

MOVED by TINSLEY, duly seconded by PIERETTI and carried THAT the -Full Committee grant authority to provide a contingency fund of \$40,000 for annual training to the USDA port inspectors.

MOTION 12-13-2022 #5

APPROVED

MOVED by TINSLEY, duly seconded by BENSON and carried THAT the Full Committee approve \$88,000 for 2023 the Inspection Budget, and to include \$40,000 for the Contingency Fund.

MOTION 12-13-2022 #6

APPROVED

MOVED by TINSLEY, duly seconded by PIERETTI and carried THAT the Full Committee grant authority from the Committee to the Executive Director with oversight by the Chairman for inter-item transfers of the inspection budget.



MOTION 12-13-2022 #7

APPROVED

MOVED by BENSON, duly seconded by ZAVOLTA and carried THAT the Full Committee adopt the Marketing Plan Budget for \$193,000 for the 2023 FY.

MOTION 12-13-2022 #8

APPROVED

MOVED by RICCHIUTI, duly seconded by ZAVOLTA and carried THAT the Full Committee grant authority Executive Director with oversight by the Chairman for inter-item transfers of the marketing budget.

MOTION 12-13-2022 #9

APPROVED

MOVED by BURRESON, duly seconded by RICCHIUTI and carried THAT the Full Committee fund Omar Akbari's research project with the contingency that the Olive Oil Commission of California (OCC) fund half of his project, or the COC will not fund.

MOTION 12-13-2022 #10

APPROVED

MOVED by PIERETTI, duly seconded by BURRESON and carried THAT the Full Committee grant authority from the Committee to the Executive Director with the oversight by the Chairman for inter-item transfers of the research budget.

MOTION 12-13-2022 #11

APPROVED

MOVED by BURRESON, duly seconded by BENSON and unanimously carried THAT the Full Committee approve the 2023 Fiscal Year Budget at \$1,154,412.20.

MOTION 12-13-2022 #12

APPROVED

MOVED by MUSCO, duly seconded by BENSON and unanimously carried THAT the Full Committee adopt the 2023 assessment rate at \$35.00 per ton.