



## FULL COMMITTEE MEETING

WEDNESDAY  
JULY 26, 2023  
11:30 a.m.

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

ZOOM/Conference Call  
<http://us02web.zoom.us/j/83652629002>

## MINUTES

### I. CALL TO ORDER

A meeting of the Full Committee was called to order by Chairman Mike SILVEIRA at 11:31 a.m. and the following members were present:

#### Members

Edward Garcia\*  
Andy Weinrich\*  
Carolina Burrson  
Mike Silveira\*  
Vito DeLeonardis\*  
Pat V. Ricchiuti\*  
Galen Pfeiffer\*  
Rick Benson\*  
Giulio Zavolta\*  
Mark Heuer  
Joan Whelan-Vanderhorst  
Felix Musco\*  
Dennis Burreson\*  
John Pieretti\*  
Tomas Masanes Autard\*  
Scott McCoy\*  
Julia Tinsley\*  
Bill McFarland  
Janet Edwards  
Tracy Wood

#### Affiliation:

PRODUCER  
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## RIPE OLIVES

ENJOYED BY FAMILIES EVERYWHERE

|                 |         |
|-----------------|---------|
| Scott Hamilton  | HANDLER |
| Phil Quigley*   | HANDLER |
| America Garman* | HANDLER |

### **STAFF**

|               |     |
|---------------|-----|
| Todd Sanders  | COC |
| Elise Oliver  | COC |
| Taylor Kelton | COC |
| Janette Ramos | COC |

### **GUESTS:**

|                    |                              |
|--------------------|------------------------------|
| Jeremy Sasselli    | USDA                         |
| Shawn Clark        | USDA NASS                    |
| Gary Keough        | USDA NASS                    |
| Max Leung          | Sampson, Sampson & Patterson |
| Daniel Casares     | USDA AMS                     |
| Kevin Neeley       | Producer                     |
| Michael Stokes     | Producer                     |
| Joyner Yu          | Handler                      |
| Damian Gaytan      | Handler                      |
| Will Callis        | Bryant Christie Inc.         |
| Linda Pheiffer     | Guest                        |
| Michael Harutinian | USDA                         |

\*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 BENSON and carried THAT the minutes of December 13, 2022, be approved as presented. (MOTION 7-26-23 #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.

### **Vice-Chairman's Comments**

Vice-Chairman Dennis Burreson announced with great sadness of the passing of Gary Oberti. He was a life-long resident of Madera where he was born and raised. Vice-Chairman Dennis described him as kind, generous and a very important pioneer in the industry, and asked for a moment of silence in honor of Gary.



## II. INSTALLATION OF 2023-2025 COMMITTEE

### ACTION

#### a. Election of Officers

Every two years the Committee undergoes an election, and the Officers must be elected to govern the Committee.

#### Current Officers:

Chairman - Mike Silveira

Vice-Chairman - Dennis Burreson

Treasurer - Tim Carter

- **MOVED by RICCHIUTI, duly seconded by MUSCO and unanimously carried THAT Mike Silveira be nominated as Chairman and Dennis Burreson be nominated as Vice-Chairman for the Full Committee. (MOTION 7-26-23 #2)**

Todd announced that Tim Carter is stepping down as Treasurer/Secretary, therefore, the Board discussed individuals to fill that vacancy. The Board considered and agreed on Scott McCoy to fill the vacancy as Treasurer.

- **MOVED by TINSLEY, duly seconded by D. BURRESON and unanimously carried THAT Scott McCoy be nominated and appointed as Treasurer/Secretary for the Full Committee. (MOTION 7-26-23 #3)**

Todd Sanders announced that we now have a full slate of officers for the Full Committee.

- Chairman - Mike Silveira
- Vice-Chairman - Dennis Burreson
- Treasurer – Scott McCoy

### ACTION

- #### b. Approval to empower the Chairman to appoint from its members and alternates to such subcommittees as deemed necessary.

Every two years the Committee undergoes an election, and the subcommittees must be re-formed by the new Committee. If you have a preference for what Subcommittee you want to sit on for the 2023-2025 term, please let COC staff know by August 15<sup>th</sup>.



Subcommittees:

- Executive
- Inspection
- Marketing
- Research

- **MOVED by RICCHIUTI, duly seconded by C. BURRESON and unanimously carried THAT the Full Committee approve to empower the Chairman to appoint from its members and alternates to such subcommittees as deemed necessary. (MOTION 7-26-23 #4)**

### III. EXECUTIVE SUBCOMMITTEE

- a. Sampson and Sampson 2022 Audit Review - **ACTION**

Max Leung of Sampson, Sampson & Patterson, LLP has completed the California Olive Committee's 2022 FY audit. In addition, Max stated he issued an Unmodified opinion which, is the best audit opinion, and concluded there were no findings or issues.

- **MOVED by SILVEIRA, duly seconded by PHEIFFER and unanimously carried THAT the Full Committee approve the 2022 FY Audit. (MOTION 7-26-23 #5)**

- b. Approval of 2023 Auditor - **ACTION**

The COC sent out the Request for Proposals that can be seen in the following pages to select an auditor. Per a recommendation by USDA, the COC needed to send the audit out for bid. The COC received one proposal from Sampson, Sampson & Patterson LLP.

- **MOVED by SILVEIRA, duly seconded by WEINRICH and unanimously carried THAT the Full Committee approve the use of Sampson, Sampson & Patterson to perform the 2023 COC FY audit. (MOTION 7-26-23 #6)**

- c. 2022-2023 Crop Year Marketing Policy Statewide - **ACTION**

Each year, the California Olive Committee (COC) must approved a Marketing Policy Statement. The Marketing Policy Statement (MPS) 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.

Changes are highlighted in yellow and are focused on providing updated stats for USDA

- **MOVED by D. BURRESON, duly seconded by RICCHIUTI and unanimously carried THAT the Full Committee approve the 2022-2023 Crop Year Marketing Policy Statement as presented in the following pages. (MOTION 7-26-23 #7)**

d. E-compliance Plan and Annual Compliance Plan - **ACTION**

Items that differ from the information included in previous year's reports are highlighted in yellow.

**Changes made to E-Compliance Plan:**

1. Question 1a: I added that the handlers will receive Current OMB Forms in their packets just to make sure they are using the up to date forms for the crop season. I thought it wouldn't be a bad idea to incorporate this on an annual basis.
2. Question 2b: I added Current OMB Forms to this answer as well.
3. Question 2c: I removed the sentences that stated that visits will be limited due to pandemic restrictions, since that is no longer applicable.
4. Question 2f: We noted that normal handler audits will resume now that pandemic restrictions have been lifted. Also, just a side note, I have not conducted one of these yet since I have worked here, I just want to make sure that I am to audit the COC-4s, COC 5s, and monthly reports. If there are other forms I am supposed to audit, let me know.
5. Question 4: Changed COC-149, which was the previous background form, to SC-9 Background form.
6. Question 6b: Updated to discuss current 2023 FY activities.
7. Question 8a, 8b, 8c: The committee has not formally recommended Sampson and Sampson for the 2023 audit, but I anticipate they will, so I have completed accordingly.
8. Question 8f: Updated with our 2023 FY MAP figures.
9. Question 9c: Tim Carter is no longer on the committee, so a new Treasurer will need to be appointed.
10. Question 9p: Updated to state what we should collect in 2023 FY assessments.
11. Question 9v: Added a second paragraph to reflect feedback we received from Lemlem last week regarding the closeout of our 2022 Compliance Review. I attached a copy of our response letter above to her, so you have it.



12. Question 10e: Deleted Elizabeth Carranza as she does not have a credit card anymore. Our new hire, Taylor, does not have a credit card either.
13. Question 10h: Changed the primary signer to Mike Silveira.
14. Question 10i: Will fill in the name of our new Treasurer, once appointed.

**Changes made to Annual Compliance Plan:**

1. Edited “Director of Trade” to “Trade and Marketing Specialist”

- **MOVED by WEINRICH, duly seconded by BENSON and unanimously carried THAT the Full Committee approve the 2023-2024 E-Compliance Plan and Annual Compliance Plan as presented.  
(MOTION 7-26-23 #8)**

e. Export Program Update

Will Callis of Bryant Christie Inc. (BCI) was present and discussed the California Ripe Olive International Marketing. Will stated, Bryant Christie Inc. was founded in 1992 in Seattle Washington. BCI assists exporters open, access, and develop markets with a focus on the agriculture, food, and beverage sectors.

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 consumption yet DOD only accounts for only 0.2% of domestic consumption.



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 the House Armed Services Committee and does not require any further voting action moving forward to be adopted. The DOD was supposed to provide a report to Congress by February 1, 2023. The report has not been delivered. The OGCC continues to work with Congress to submit Congressional inquiries to get an answer from the DOD. If the report is not in favor of the olive industry, the next step is most likely amending the law itself.

#### IV. INSPECTION SUBCOMMITTEE

##### a. Incoming and Outgoing 2023-2024 Inspection Charts - **ACTION**

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.

- **MOVED by SILVEIRA, duly seconded by ZAVOLTA and unanimously carried THAT the Full Committee approve the Incoming and Outgoing 2023-2024 Inspection Charts as presented. (MOTION 7-26-23 #9)**

##### b. 2023 Import Inspection Report & Inspection Fees Update

Michael Harutinian from USDA presented 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

##### c. Inspector Training



The COC allocated a \$40,000 contingency to train USDA port inspectors. USDA held a National Supervisors Conference in March 2023, where the supervisors underwent an olive sensory training.

There is a western regional meeting next year. COC staff will continue to work with USDA to determine if the COC can participate in any other USDA trainings.

#### d. OERS Updates

Dean Gottlieb, of the CDFA Division of Measurement Standards, performed a random inspection and informed the COC of OERS items that need to be modified/updated:

1. **Software:** BPC 12717 - Software is currently not approved and needs either National Type Evaluation Program (NTEP) or California Type Evaluation Program (CTEP) approval.
2. **Bin Code:** Cannery must use the correct Bin Code Designation on the weighmaster certificate. Industry cannot use the generic phrase “PGXBINS (Palogix)” for the Code Designation. Solution is to complete a Common Tare Notice and create a Code Designation (i.e. BCF-1 or MFO-1).
3. **Weighmaster Certs:** The COC must use a consecutive numbering system on the weighmaster certificates. Each weighmaster license must have its’ own consecutive numbering system. Currently the numbers are shared between two licenses, Musco and Bell Carter.
  - a. NOTE: A license can share the same numbering sequence between locations on the same license.
4. **COC-3 Numbers:** Currently, the number on a COC-3 looks like “C 3027-1”. The issue is the preceding number after the hyphen. When an edit happens, the number will reflect as C 3027-2. A number after a hyphen is not acceptable. When an edit is needed after the original certificate has been issued, the proper approach is to issue a corrected certificate. The old number is stamped “INCORRECT”, and the corrected certificate uses the next available number in sequence.
5. **Grader Rules:** Graders must also be on the weighmaster license. The fee to register each grader is \$20 per person.

COC staff is working with Todd J. to make sure these changes are made for the 2023 season. He is currently finishing up the software changes that will be tested by Bell Carter and Musco. The software will most likely not be registered by the start of the 2023 season due to the State, but the COC has communicated this to Dean Gottlieb.

## V. MARKETING COMMITTEE



Elise Oliver gave an update on 2023 Marketing Activities.

- CA Grown Opt-In
- International Website Update
  
- Specialty Crop Block Grant Program

## **VI. REVIEW OF CROP ESTIMATES**

### a. NASS 2023 Estimate Forecast

Gary Keough, Director of the USDA National Agricultural Statistics Service (NASS) provided the COC with the 2022 Crop Report in preparation of the 2023 Crop Forecast that will be released on August 9, 2023.

### b. 2023 Industry Crop Estimate - **ACTION**

Each year, the industry creates an internal crop forecast for the California Olive industry. After each member presented their number to the Chairman, the average of those numbers was taken to determine a Crop Estimate. The Crop Estimate for 2023 was determined to be 34,000 tons.

The Full Committee then voted on the Crop Estimate, a roll call vote took place and the results were, ten in favor and six opposed. With the 10-6 approval in favor of the 34,000 tons for the state.

Listed are those who voted in support and those that were opposed:

#### **In Support**

Michael Silveira  
Andy Weinrich  
Galen Pfeiffer  
Rick Benson  
Giulio Zavolta  
Felix Musco  
Scott McCoy  
Phil Quigley  
Julia Tinsley  
America Garman

#### **Opposed**

Edward Garcia  
Vito DeLeonardis  
Pat Ricchiuti  
Dennis Burreson  
John Pieretti  
Tomas Masanes Autard



- **MOVED by BENSON, duly seconded by ZAVOLTA, and carried THAT the Full Committee approve the 2023 Crop Estimate of 34,000 tons for the state. (MOTION 7-26-23 #10)**

**VII. RESEARCH SUBCOMMITTEE**

a. 2022 Final Research Reports

**2022 RESEARCH PROJECTS FOR THE CALIFORNIA OLIVE COMMITTEE**

• Projects in red had No Cost Extensions and are now complete. Final Reports have been provided to the COC Research Subcommittee. They can also be found on the COC website under the ‘Industry’ tab.

| Researcher                         | Project   | Amount    | No Cost Extension |
|------------------------------------|---|-----------|-------------------|
| Carol Lovatt<br>Elizabeth Fichtner | Managing Alternate Bearing in Olive with PGRs and Pruning   | \$29,217  | 8/31/2023         |
| Giulia Marino<br>Louise Ferguson   | Precise Water Management Strategies for Table Olive Orchards in California  | \$46,610  |                   |
| Reza Ehsani<br>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 | 6/30/2023         |
| Jim Stewart                        | Southern San Joaquin Valley Olive Fruit Fly Monitoring Project  | \$11,000  |                   |
| Ernie Simpson                      | Sacramento Valley Olive Fruit Fly Monitoring Project  | \$9,250   |                   |
| Brittney Goodrich*                 | Update Cost and Returns Study for Table Olives  | \$20,174  |                   |

\*The updated Cost and Returns Study is set to be complete by the end of August.

b. Review and Update on 2023 projects/**Approval of 2024 Research Priorities -**



**ACTION**

- 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 2023. COC staff read the 2024 Research priorities as set by the Research Subcommittee.

**2023 RESEARCH PROJECTS FOR THE CALIFORNIA OLIVE COMMITTEE**

| Researcher                              | Project   | Amount    |
|---|---|-----------|
| Dr. Jim Adaskaveg*                      | Management of Foliar Diseases-A. Olive Knot and B. Evaluation of New Fungicides For Control of Olive Leaf Spot  | \$10,000  |
| Dr. Jim Adaskaveg*                      | Epidemiology and Management of Olive Knot Caused by Pseudomonas Savastanoi pv. Savastanoi   | \$21,150  |
| Carol Lovatt and Elizabeth Fichtner     | Integrating Alternate Bearing Mitigation Strategies in a Commercial Table Olive Orchard   | \$36,511  |
| Georgia Drakakaki and Louise Ferguson** | Evaluating Accede for Ability to Decrease 'Manzanillo' Fruit Detachment Force and Increase Efficiency of Commercial Trunk Shaking and Experimental Canopy of Contact Harvesters | \$115,186 |
| Giulia Marino                           | Precise Water Management Strategies for Table Olive Orchards in California  | \$13,104  |
| Jim Stewart                             | Southern San Joaquin Valley Olive Fruit Fly Monitoring  | \$11,000  |
| Ernie Simpson                           | Sacramento Valley Olive Fruit Monitor Project   | \$9,250   |

Total: **\$216,201**

\*Projects are co-funded by the California Olive Oil Commission.

\*\*\*The COC contacted Valent in hopes that they would contribute funds to this project. At this time, they have stated that they do not have it within their budget to contribute. However, they are willing to provide product free of charge for the research.

- **MOVED by SILVEIRA, duly seconded by WEINRICH and unanimously carried THAT the Full Committee approve the 2023 Research Priorities. (MOTION 7-26-23 #11)**

**VIII. STRATEGIC PLAN**



The COC conducted a Strategic Planning Session in 2014 as well as an updated Industry Analysis in 2019 to evaluate the progress on goals set forth in 2014.

Because it has been almost 5 years since the last planning session, the COC would like feedback from the Committee on whether or not another session is wanted in 2024. The 2014 Plan and 2019 Industry Analysis was included in the packet.

Todd Sanders suggested that he would like to have an outside business accomplish the Strategic Action Plan, rather than COC staff. Todd said, the COC staff will be able to contribute any information during the Strategic Planning Session and can provide more input rather than the administrative segment.

The Committee further discussed the Strategic Plan, and with various members suggesting postponing the meeting for another year, Todd recommended that the Strategic Plan will be put on the Agenda for the Full Committee meeting in December, where we will address and discuss further with more information.

#### **IX. OTHER BUSINESS**

None

#### **X. CLOSED SESSION**

None

#### **XI. ADJOURNMENT**

Chairman Mike Silveira adjourned the Full Committee meeting at 1:24 p.m.

- **MOVED by BENSON, duly seconded by PHEIFFER and unanimously carried that the meeting be adjourned at 1:23 p.m. (7-26-23 #12)**

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Todd W. Sanders  
Executive Director  
California Olive Committee



## **SUMMARY FOR MOTIONS FOR JULY 26, 2023**

### **MOTION 7-26-2023 #1**

**APPROVED**

**MOVED by RICCHIUTI, duly seconded by BENSON and carried THAT the minutes of December 13, 2022, be approved as presented.**

### **MOTION 7-26-2023 #2**

**APPROVED**

**MOVED by RICCHIUTI, duly seconded by MUSCO and unanimously carried THAT Mike Silveira be nominated as Chairman and Dennis Burreson be nominated as Vice-Chairman for the Full Committee.**

### **MOTION 7-26-2023 #3**

**APPROVED**

**MOVED by TINSLEY, duly seconded by D. BURRESON and unanimously carried THAT Scott McCoy be nominated and appointed as Treasurer/Secretary for the Full Committee.**

### **MOTION 7-26-2023 #4**

**APPROVED**

**MOVED by RICCHIUTI, duly seconded by C. BURRESON and unanimously carried THAT the Full Committee approve to empower the Chairman to appoint from its members and alternates to such subcommittees as deemed necessary.**

### **MOTION 7-26-2023 #5**

**APPROVED**

**MOVED by SILVEIRA, duly seconded by PHEIFFER and unanimously carried THAT the Full Committee approve the 2022 FY Audit.**

### **MOTION 7-26-2023 #6**

**APPROVED**

**MOVED by SILVEIRA, duly seconded by WEINRICH and unanimously carried THAT the Full Committee approve the use of Sampson, Sampson & Patterson to perform the 2023 COC FY audit.**



**MOTION 7-26-2023 #7**

**APPROVED**

**MOVED by D. BURRESON, duly seconded by RICCHIUTI and unanimously carried THAT the Full Committee approve the 2022-2023 Crop Year Marketing Policy Statement as presented in the following pages.**

**MOTION 7-26-2023 #8**

**APPROVED**

**MOVED by WEINRICH, duly seconded by BENSON and unanimously carried THAT the Full Committee approve the 2023-2024 E-Compliance Plan and Annual Compliance Plan as presented.**

**MOTION 7-26-2023 #9**

**APPROVED**

**MOVED by SILVEIRA, duly seconded by ZAVOLTA and unanimously carried THAT the Full Committee approve the Incoming and Outgoing 2023-2024 Inspection Charts as presented.**

**MOTION 7-26-2023 #10**

**APPROVED**

**MOVED by BENSON, duly seconded by ZAVOLTA, and carried THAT the Full Committee approve the 2023 Crop Estimate of 34,000 tons for the state.**

**MOTION 7-26-2023 #11**

**APPROVED**

**MOVED by SILVEIRA, duly seconded by WEINRICH and unanimously carried THAT the Full Committee approve the 2023 Research Priorities.**

**MOTION 7-26-2023 #12**

**APPROVED**

**MOVED by BENSON, duly seconded by PHEIFFER and unanimously carried that the meeting be adjourned at 1:23 p.m.**