



FULL COMMITTEE MEETING

**TUESDAY
NOVEMBER 12, 2023
10:00 a.m.**

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

**ZOOM/Conference Call
<http://us02web.zoom.us/j/87851280467>**

MINUTES

I. CALL TO ORDER

A meeting of the Full Committee was called to order by Chairman Mike SILVEIRA at 10:03 a.m. and the following members were present:

Members

Andy Weinrich*
Mike Silveira*
Edward Garcia*
Carolina Burreson
Kevin Neeley
Vito DeLeonardis*
Pat V. Ricchiuti*
Giulio Zavolta*
Rick Benson*
Galen Pfeiffer*
Mark Heuer
Joan Whelan-Vanderhorst
Jorge Inestroza
Mark Hendrixson
Felix Musco*
Dennis Burreson*
John Pieretti*
Tomas Masanes Autard*
Scott McCoy*
America Garman*
Phil Quigley*
Julia Tinsley*

Affiliation:

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



RIPE OLIVES
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Bill McFarland	Handler
Janet Edwards	Handler
Tracy Wood	Handler
Scott Hamilton	Handler
Stefan Matthews	Handler
Damian Gaytan	Handler

STAFF

Todd Sanders	California Olive Committee
Elise Oliver	California Olive Committee
Janette Ramos	California Olive Committee

GUESTS:

Jeremy Sasselli	USDA
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*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 DELEONARDIS and carried THAT the minutes of July 26, 2023, be approved as presented. (MOTION 12-12-23 #1)**

Chairman's Comments

Chairman Mike Silveira introduced, and welcomed three new COC Board Members, Jorge Inestroza, Michael Stokes and Kevin Neely.

Jeremy Sasselli of USDA AMS also introduced himself.

II. EXECUTIVE SUBCOMMITTEE

a. Legislative/Regulatory Update

California State Legislature:

1. SB 553 (Cortese)
2. SB 616 (Gonzalez)
3. AB 1205 (Bauer-Kahan)
4. SB 389 (Allen)
5. AB 779 (Wilson)
6. SB 659 (Ashby)
7. AB 552 (Bennett)
8. AB 606 (Mathis)
9. AB 316 (Aguiar-Curry)



Federal Programs:

1. Farm Bill: When will it be done?
2. Federal Programs (MAP, TASC, EMP, QSP)

b. Strategic Plan

There was interest at the July 2023 meeting to look into executing an updated Strategic Plan. The COC conducted a Strategic Plan back in 2014 and revisited the plan in 2019. The Executive Subcommittee has recommended that COC revisit the 2019 Strategic Plan to update the document in 2024.

An updated plan will be completed by July 2024.

c. Approval of 2024 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	2024 (proposed)	2023	2022	2021	2020
ADMIN	\$340,250	\$399,700	\$390,700	\$357,800	\$457,800
\$ Change	\$(59,450)	\$9,000	\$32,900	\$(100,000)	\$(67,400)
Exports	\$164,650	\$148,000	\$148,000	\$173,500	\$173,500
\$ Change	\$16,650	-	\$(25,500)	-	-
MAP/EMP/ATP	\$907,430**	\$380,480	\$422,325	\$318,529	\$367,399
\$ Change	\$526,950	\$(41,845)	\$103,796	\$(48,870)	\$156,399

**This total reflects the amount of MAP/EMP/ATP funds applied for the 2024 fiscal year through USDA-FAS. The actual allocations will be announced until passage of a Farm Bill. 2023 allocations will carry over into 2024.

The Sub-Committee must decide:

- 1) Approval of the 2024 Fiscal Budget

FISCAL IMPACT: \$504,900 for FY 2024

Todd Sanders discussed with the Full Committee, we are adding an additional \$10,000 back into the Administration, for a total of \$350,000, and in addition, Exports are moving up from \$148,000 to \$164,650, because of MAP funding and RAPP, for the total sum amount of \$514,900.



- **MOVED by BENSON, duly seconded by PFEIFFER and carried THAT the Full Committee adopt the General Administration Budget of \$514,900 for the Fiscal Year Budget. (MOTION 12-12-23 #2)**

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

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

- **MOVED by PFEIFFER, duly seconded by DELEONARDIS and carried THAT the Full Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Executive Budget. (MOTION 12-12-23 #3)**

III. INSPECTION SUBCOMMITTEE

- a. Approval of 2024 Inspection Budget - **ACTION**

For the 2024 FY, the following items are expenditures for the Inspection program.

- 1. Travel - \$3,000
- 2. OERS Maintenance - \$25,000
- 3. Optical Sizer (Misc. as needed) - \$15,000
- 4. 2024 Weekly Receipts - \$2,000
- 5. Contingency - \$40,000

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

2023 FY Line-Item Budget Breakout:

- 1. Travel - \$3,000
- 2. OERS Maintenance - \$28,000
- 3. Optical Sizer (misc. as needed) - \$15,000
- 4. 2023 Weekly Receipts - \$2,000
- 5. Contingency - \$40,000

FISCAL YEAR	2024 (proposed)	2023	2022	2021	2020
Inspect	\$85,000	\$88,000	\$42,900	\$48,000	\$55,000



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Differ	\$ (3,000)	\$45,100	\$ (5,100)	\$ (7,000)	\$ (8,000)
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The Subcommittee must decide:

1) Approval of the 2024 Inspection Budget

FISCAL IMPACT: \$85,000 for FY 2024

- **MOVED by BURRESON, duly seconded by BENSON and unanimously carried THAT the Full Committee approve Inspection Budget of \$85,000 for the 2024 Fiscal Year. (MOTION 12-12-23 #4)**

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

The Full Committee discussed delegating authority to the Executive Director and Subcommittee Chairman to approve the contingency fund.

- **MOVED by PIERETTI, duly seconded by BENSON and unanimously carried THAT the Full Committee grant authority to the Executive Director and Subcommittee Chairman to approve the contingency fund. (MOTION 12-12-23 #5)**

c. Delegation of Authority from the Committee to the Executive Director with oversight by the Chairman for inter-item transfer of the inspection budget

ACTION

The Full Committee discussed granting authority to the Executive Director with oversight by the Chairman for inter-item transfers of the Inspection Budget

- **MOVED by BENSON, duly seconded by PIERETTI and unanimously carried THAT the Full Committee grant authority to the Executive Director with oversight by the Chairman for inter-item transfers of the Inspection Budget. (MOTION 12-12-23 #6)**

IV. MARKETING SUBCOMMITTEE

a. Approval of 2024 Plan & Budget - **ACTION**

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
Contingency	\$60,000.00
Total:	\$120,000.00

Fiscal Year	2024 (proposed)	2023	2022	2021	2020
MARKETING	\$197,500	\$193,000	\$200,000.00	\$238,000.00	\$123,500.00
Difference	\$4,500	(\$7,000)	(\$38,000.00)	\$114,500.00	(\$390,000.00)

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

- **MOVED by RICCHIUTI, duly seconded by MUSCO and unanimously carried THAT the Full Committee approve the Internal Marketing budget at \$197,500 for the 2024 Fiscal Year. (MOTION 12-12-23 #7)**

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

The Full Committee discussed granting authority to the Subcommittee Chairman and Executive Director to approve the contingency fund.

- **MOVED by DELEONARDIS, duly seconded by GARCIA and unanimously carried THAT the Full Committee grant authority to the Subcommittee Chairman and Executive Director to approve the contingency fund. (MOTION 12-12-23 #8)**



c. Delegation of Authority from the Committee to the Executive Director with oversight by the Chairman for inter-item transfer of the marketing budget - **ACTION**

The Full Committee discussed granting authority to the Executive Director with oversight by the Chairman for inter-item transfers of the Marketing Budget.

- **MOVED by RICCHIUTI, duly seconded by PFEIFFER and unanimously carried THAT the Full Committee grant authority to the Executive Director with oversight by the Chairman for inter-item transfers of the Marketing Budget. (MOTION 12-12-23 #9)**

V. RESEARCH SUBCOMMITTEE

- a. Approval of 2024 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 **\$316,313.80** (with nocost extensions) is proposed based on the submitted projects.

2024 RESEARCH PROPOSAL FOR THE CALIFORNIA OLIVE COMMITTEE

TOPIC	LEADERS	AMOUNT
Management of Foliar Diseases of Olive-A. Olive Knot and B. Evaluation of new fungicides for control of olive leaf spot	J.E. Adaskaveg	\$13,715*
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	\$33,825
Evaluation of Accede® (ACC) efficacy on enhancing horticultural maturity and abscission zone development and commercial trunk shaking efficiency in table olives	Georgia Drakakaki Louise Ferguson	\$86,993
Evaluation of the Effects of Harvester Type, Tree Architecture, and Use of Loosening Agent on Harvest Efficiency in ‘Manzanillo’ Table Olives	Becky Wheeler-Dykes	\$57,950
Survey of Xylella fastidiosa diversity within California olive trees	Rodrigo Almeida	\$29,752
Southern San Joaquin Valley Olive Fruit Fly Monitoring	Jim Stewart	\$12,000
Sacramento Valley Olive Fruit Monitory Project	Ernie Simpson	\$9,250
2023 NCE Integrating Alternate Bearing Mitigation Strategies in a Commercial Table Olive Orchard	Carol Lovatt Elizabeth Fichtner	\$14,604.4
2023 NCE Evaluating Accede® for Ability to Decrease ‘Manzanillo’ Fruit Detachment Force and Increase Efficiency of Commercial Trunk Shaking and Experimental Canopy Contact Harvesters	Georgia Drakakaki	\$37,074.4



Contingency		\$0
Total * budget estimate; actual budget pending on results		\$316,313.80

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

Presentations for all Research Proposals:

<https://we.tl/t-Ih1h1KU5T4>

- **MOVED by DELEONARDIS, duly seconded by RICCHIUTI and unanimously carried THAT the Full Committee approve the research projects totaling \$302,750.80. (MOTION 12-12-23 #10)**

 - b. Delegation of Authority from the Committee to the Executive Director with oversight by the Chairman for inter-item transfer of the marketing budget
- ACTION**
- **MOVED by PFEIFFER, duly seconded by DELEONARDIS and unanimously carried THAT the Full Committee grant authority to the Executive Director with oversight by the Chairman for inter-item transfer of the marketing budget. (MOTION 12-12-23 #11)**

VI. REVIEW OF FISCAL 2024 BUDGET

- a. Approval of 2024 Fiscal Budget - **ACTION**

The following is the proposed total 2024 FY Budget.

TOTAL 2024 BUDGET

BUDGETS	MARKETING	RESEARCH	INSPECTION	EXECUTIVE	TOTAL
2024	\$197,500	\$316,313.80	\$85,000	\$504,900	\$1,103,713.80

FISCAL IMPACT: \$1,103,713.80

TOTAL 2023 BUDGET

BUDGETS	MARKETING	RESEARCH	INSPECTION	EXECUTIVE	TOTAL
2023	\$193,000	\$325,712.20	\$88,000	\$547,700	\$1,154,412.20

FISCAL IMPACT: \$1,154,412.20

- **MOVED by BENSON, duly seconded by MUSCO and unanimously carried THAT the Full Committee approve the proposed budget of \$1,048,472.80 for the 2024 Fiscal Year Budget. (MOTION 12-12-23 #12)**



b. Approval of 2024 Assessment Rate - **ACTION**

The following is the proposed 2024 Assessment Rate.

HISTORIC BUDGET, TONNAGE & ASSESSMENT COMPARISON

FISCAL YEAR	2023	2022	2021	2020
Budget	\$1,154,412.20	\$1,245,085.30	\$1,151,831.62	\$1,035,406
\$ Change	\$(90,673.10)	\$93,253.68	\$116,425.62	\$(593,517)
Tonnage	19,912.36	46,359.40	23,192.73	89,392.80
Assessment Rate	\$35	\$16	\$30	\$15

2024 (Proposed)	
Budget	\$1,103,713.80
\$ Change	\$(50,698.40)
Tonnage	37,840.84
Assessment Rate	Unknown

- **MOVED by PFEIFFER, duly seconded by BURRESON and carried THAT the Full Committee adopt the 2024 assessment rate at \$28.00 per ton. (MOTION 12-12-23 #13)**

VII. OTHER BUSINESS

- Chairman Mike Silveira, thanked COC Staff Todd and Elise for their continued hard work with the Olive Committee and wished everyone a Merry Christmas.
- Todd informed the Committee, he has hired Jackie Nakashian, and will begin her employment with the California Olive Committee on January 8, 2024.

VIII. ADJOURNMENT

Chairman Mike Silveira adjourned the Full Committee meeting at 11:09 a.m.

Todd W. Sanders
 Executive Directors
 California Olive Committee



SUMMARY FOR MOTIONS FOR DECEMBER 12, 2023

MOTION 12-12-23 #1

APPROVED

MOVED by RICCHIUTI, duly seconded by DELEONARDIS and carried THAT the minutes of July 26, 2023, be approved as presented.

MOTION 12-12-23 #2

APPROVED

MOVED by BENSON, duly seconded by PFEIFFER and carried THAT the Full Committee adopt the General Administration Budget of \$514,900 for the Fiscal Year Budget.

MOTION 12-12-23 #3

APPROVED

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

MOTION 12-12-23 #4

APPROVED

MOVED by BURRESON, duly seconded by BENSON and unanimously carried THAT the Full Committee approve Inspection Budget of \$85,000 for the 2024 Fiscal Year.

MOTION 12-12-23 #5

APPROVED

MOVED by PIERETTI, duly seconded by BENSON and unanimously carried THAT the Full Committee grant authority to the Executive Director and Subcommittee Chairman to approve the contingency fund.

MOTION 12-12-23 #6

APPROVED

MOVED by BENSON, duly seconded by PIERETTI and unanimously carried THAT the Full Committee grant authority to the Executive Director with oversight by the Chairman for inter-item transfers of the Inspection Budget.

MOTION 12-12-23 #7

APPROVED

MOVED by RICCHIUTI, duly seconded by MUSCO and unanimously carried THAT the Full Committee approve the Internal Marketing budget at \$197,500 for the 2024 Fiscal Year.



MOTION 12-12-23 #8

APPROVED

MOVED by DELEONARDIS, duly seconded by GARCIA and unanimously carried THAT the Full Committee grant authority to the Subcommittee Chairman and Executive Director to approve the contingency fund.

MOTION 12-12-23 #9

APPROVED

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

MOTION 12-12-23 #10

APPROVED

MOVED by DELEONARDIS, duly seconded by RICCHIUTI and unanimously carried THAT the Full Committee approve the research projects totaling \$302,750.80.

MOTION 12-12-23 #11

APPROVED

MOVED by PFEIFFER, duly seconded by DELEONARDIS and unanimously carried THAT the Full Committee grant authority to the Executive Director with oversight by the Chairman for inter-item transfer of the marketing budget.

MOTION 12-12-23 #12

APPROVED

MOVED by BENSON, duly seconded by MUSCO and unanimously carried THAT the Full Committee approve the proposed budget of \$197,500 for the 2024 Fiscal Year Budget.

MOTION 12-12-23 #13

APPROVED

MOVED by PFEIFFER, duly seconded by BURRESON and carried THAT the Full Committee adopt the 2024 assessment rate at \$28.00 per ton.