



## AGENDA

### California Olive Committee

#### Executive Subcommittee Meeting ZOOM /Conference Call

**NOVEMBER 13, 2024  
1:00 PM**

#### Join Zoom Meeting

<https://us02web.zoom.us/j/81003130445>

#### Telephone:

**Conference Call: 1-669-900-6833**

**Passcode: 810 0313 0445**

- I. Call To Order**
  - a. Roll Call page 2
  - b. Chairman's comments
  - c. Approval of December 7, 2023 Minutes (action item) page 3
  
- II. 2024/2025 Export Program Update** page 8
  
- III. 2025 Full Committee Elections** page 23
  
- IV. Approval of 2025 Administrative Budget** (action item) page 24
  
- V. Approval of Authority to the Executive Director and Chairman for Inter-Item Transfers of the Executive Committee Budget** (action item) page 25
  
- VI. Other Business**
  
- VII. Adjournment**



## 2023-2025 Executive Subcommittee

### Producer Members:

Michael Silveira-Chairman
Edward Garcia
Mark Hendrixson
Mark Heuer
Pat Ricchiuti
Galen Pfeiffer
Vito DeLeonardis

### Handler Members:

Dennis Bureson
John Pieretti
Felix Musco
Julia Tinsley
Paul Adcock
Scott McCoy



# **CALIFORNIA OLIVE COMMITTEE**

## **EXECUTIVE SUBCOMMITTEE MEETING**

**DECEMBER 7, 2023**

**8:00 a.m.**

**COC**

**2565 Alluvial Avenue, Suite 152  
Clovis, CA 93611**

**ZOOM / CONFERENCE CALL**

**<https://us02web.zoom.us/j/87134335403>**

## **MINUTES**

### **I. CALL TO ORDER**

Chairman Mike SILVEIRA called the meeting of the Executive Subcommittee to order at 8:01 a.m. The following Executive Subcommittee members were in attendance.

#### **MEMBERS:**

Michael SILVEIRA  
Edward GARCIA  
Mark HENDRIXSON  
Galen PFEIFFER  
Vito DeLEONARDIS  
Dennis BURRESON  
Felix MUSCO  
Julia TINSLEY  
Scott McCOY

#### **AFFILIATION:**

Producer  
Producer  
Producer  
Producer  
Producer  
Handler  
Handler  
Handler  
Handler

#### **STAFF:**

Todd SANDERS                      California Olive Committee  
Elise OLIVER                        California Olive Committee  
Janette RAMOS                      California Olive Committee

#### **GUESTS:**

Jeremy SASSELLI                    USDA

Having received sufficient number of Subcommittee members present, a quorum was established.

- **MOVED by BURRESON, duly seconded by DELEONARDIS and unanimously carried THAT the minutes for November 9, 2022 be approved as presented. (Motion 12-7-23 #1)**

## **II. 2023/2024 EXPORT PROGRAM UPDATE**

Elise Oliver gave an update on the Export Program.

### CANADA

- 2023 MAP Funding
- Global Based Initiative (GBI)
- Grocery Innovations Show
- Food Service Advertising
- Educational Event in Vancouver
- Chef Challenge Event
- Restaurant Menu Development
- Thistle town Chef Event

### JAPAN

- 2023 MAP Funding
- Foodservice Tie-Up
- Food Messe Niigata
- Fabex
- Hiruboi TV Exposure
- FarmDo Stores

### SOUTHEAST ASIA

- 2023 ATP Funding
- ColdStorage Stores
- Influencer Activations
- Asia Fruit Logistica

### 2024 LOOKING AHEAD

MAP Funding Applied For:

- Canada: \$175,000
- Mexico: \$120,000
- Japan: \$255,000
- SEA: \$135,000

**TOTAL \$685,000**

EMP Funding Applied For:

- India: \$154,430

RAPP Funding:

- Amount TBD
- Countries in the works: Brazil and Columbia

2024 Looking Ahead

- Challenges
- Opportunities
- Possible Activities

**III. STRATEGIC PLAN**

There was interest at the July 2023 meeting to look into executing an updated Strategic Plan. The COC conduct a Strategic Plan back in 2014 and revisited the plan in 2019 (these documents can be seen in the following pages of the packet).

The COC has reached out to four different companies/individuals:

1. WestMark Group
2. Nuffer, Tucker, & Smith
3. Amy Woolfe
4. DeLizia Consulting Services

Based on the information received from the interested companies/individuals, an appropriate budget is \$50,000.

If the Executive Committee would like to move forward with executing a Strategic Plan in 2024, the fiscal impact for this project is contained within the General Admin budget that will be presented.

Staff will select a contractor at the new year and move forward with the project to have a new Strategic Plan completed by July 2024.

Todd Sanders and Chairman Mike Silveira will work together to find a date that is compatible for the Strategic Plan, and suggested late April or early May.

The Executive Committee discussed keeping the Strategic Plan in-house within the Executive Committee.

**IV. 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.

<i>FISCAL YEAR</i>	<b>2024</b>	<b>2023</b>	<b>2022</b>	<b>2021</b>	<b>2020</b>
<i>ADMIN</i>	\$390,250	\$399,700	\$390,700	\$357,800	\$457,800
<i>\$ Change</i>	\$(9,450)	\$9,000	\$32,900	\$(100,000)	\$(67,400)
<i>Exports</i>	\$164,650	\$148,000	\$148,000	\$173,500	\$173,500
<i>\$ Change</i>	\$16,650	-	\$(25,500)	-	-
<i>MAP/EMP/ATP</i>	\$907,430**	\$380,480	\$422,325	\$318,529	\$367,399
<i>\$ Change</i>	\$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:** \$554,900 for FY 2024

- **MOVED by HENDRIXSON, duly seconded by MUSCO and unanimously carried THAT the Executive Subcommittee approve the General Administration Budget for \$554,900 for the 2024 Fiscal Year. (Motion 12-7-23 #2)**

**V. APPROVAL OF AUTHORITY TO THE EXECUTIVE DIRECTOR AND CHAIRMAN FOR INTER-ITEM TRANSFERS OF THE EXECUTIVE COMMITTEE BUDGET**

**ACTION**

- **MOVED by HENDRIXSON, duly seconded by PFEIFFER and unanimously carried THAT the Executive Subcommittee grant authority to the Executive Director and Chairman for Inter-Item Transfers of the Executive Committee Budget. (Motion 12-7-23 #3)**

**VI. OTHER BUSINESS**

NONE

**VI. ADJOURNMENT**

Chairman Mike SILVEIRA adjourned the Executive Subcommittee Meeting at 8:57 a.m.



Todd Sanders  
Executive Director  
California Olive Committee

**SUMMARY OF MOTIONS FOR DECEMBER 7, 2023**

**MOTION 12-7-23 #1**

**APPROVED3**

**MOVED by BURRESON, duly seconded by DELEONARDIS and unanimously carried THAT the minutes for November 9, 2022 be approved as presented.**

**MOTION 12-7-23 #2**

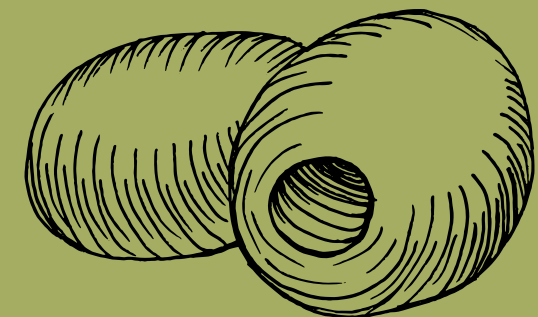
**APPROVED**

**MOVED by HENDRIXSON, duly seconded by MUSCO and unanimously carried THAT the Executive Subcommittee approve the General Administration Budget for \$554,900 for the 2024 Fiscal Year.**

**MOTION 12-7-23 #3**

**APPROVED**

**MOVED by HENDRIXSON, duly seconded by PFEIFFER and unanimously carried THAT the Executive Subcommittee grant authority to the Executive Director and Chairman for Inter-Item Transfers of the Executive Committee Budget.**



CALIFORNIA OLIVE COMMITTEE

# EXPORT UPDATE

November 2024

# ACTIVITIES

- **MAP-Japan & Canada**
- **RAPP-Tranche 1 & 2**
- **EMP-India**
- **USAEDC**
- **Tradeshows**
- **2025 Funding**



# MAP

## 2024 BUDGET

- 2024 MAP Allocation: **\$268,656**
  - Canada: \$117,656
  - Japan: \$151,000

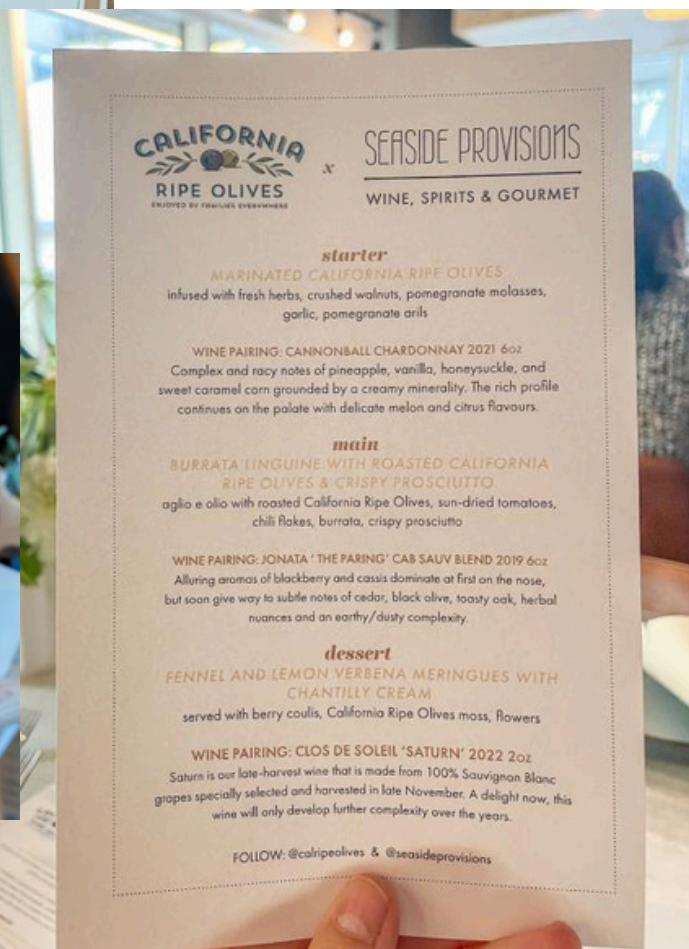
## CANADA

- Restaurant Promotions
  - 3 menu options created with Seaside Provisions and Executive Table Group
  - Promotion Length: October 15–December 1
  - Educational Launch Event: Co-hosted with Emily Lycopulus on October 17th. 21 guests attended to taste the 3-course olive menu with wine pairings. Influencers were also invited to launch the event and be inspired by Cal Ripe Olives. To date, there have been 16 shares (not including stories) to a community of over 512,000.
  - Promoted via e-newsletter to 25,000 subscribers



# MAP-(CANADA CONTINUED)

## Educational Launch Event



# MAP-(CANADA CONTINUED)

## Paid Influencer Partnerships

Worked with 5 influencers to attend the event to learn about California Ripe Olives and promote the menu promotion (and for some also to create a simple recipe at home). *Current results below.*

Total Community Size: 400,000+

Total Impressions 22,300+

Average Engagement 2.4%

Total posts/reels/stories: 25 + more to come  
1 website blog article

# MAP-(CANADA CONTINUED)

@DishedVancouver

Sharing Vancouver new restaurants, cravings & food news  
Insta Community: 253,000



@SweetlyRaw

Vegan & gluten friendly  
chef Insta Community:  
28,500



@Valiciouskitchen

Vancouver Mom sharing easy recipes & restaurants  
Insta Community: 7,206



# MAP-(CANADA CONTINUED)

## PROJECTS IN PROGRESS

- French Translation/Regulatory Labeling Project:
  - Labels submitted by both Bell Carter and Musco. Currently being translated by contractor in Canada.
- Ads for retail support and restaurant promotion:
  - Geo-fencing ads around retail stores
- Website Updates:
  - Phone friendly
  - Simple, accessible viewing
  - Privacy Statement



# MAP-(CONTINUED)

## JAPAN

- Olive Sales at Outdoor Shops
  - 4 Outdoor shops were selected (Nasushiobara, Sendai, Kanagawa, Akishima, Tokyo).
  - Displays to promote Cal Ripe Olives were created and placed in the stores between July 18–August 16.
  - 555 cans were sold during the promotion length.
  - DLD Store decided to keep olives in their store outside of the promotion.
- B.S. Time Magazine Placement
  - Publication Date: October 15, 2024
  - Ad placed in their physical magazine as well as the website
  - Bi-Monthly Circulation of 30,000 copies and a monthly page view count of 350,000 people.



# MAP-(JAPAN CONTINUED)

ENJOYED BY FAMILIES EVERYWHERE

California Olive Committee

東京

カリフォルニアオリーブ協会

サクサク食感とクリーミーな味わい  
カリフォルニア産オリーブが美味!



日本では馴染みの少ないカリフォルニア産オリーブだが、欧州産のオリーブと比べ塩味や酸味が少なく、サクサクとした食感、クリーミーでまろやかな味わい、食べやすくクセになる美味しさ。食物由来のポリフェノールのほか、ビタミンA、E、鉄分、食物繊維が含まれ健康に良いうえ、どんな料理とも相性抜群。カリフォルニアの厳しい品質基準のもと、洗抜き、熱処理後、缶詰加工されるので安心安全。大手輸入食品店などで取り扱っているため、ぜひ一度味わってほしい。

今回はこのカリフォルニアオリーブとオリーブグッズを5名様にプレゼント!詳しくは下記QRコードからご応募ください!!

Point

取材:手塚 理美

カリフォルニアオリーブ協会では、洋食はもちろんのこと、様々な日本料理にもオリーブを使ったレシピを提案されているそうです。

東京都港区赤坂1丁目14-5  
アークヒルズエグゼクティブタワー N712号室  
TEL.03-3584-7019 <https://www.californiaolive.jp>



Crunchy texture and creamy taste  
Delicious California olives!

California-grown olives are less familiar in Japan, but they have less saltiness and acidity than European-grown olives, a crunchy texture, and a creamy, mild flavor that is easy to eat and addictive. In addition to food-derived polyphenols, they contain vitamins A and E, iron, and dietary fiber, which are good for one's health, and they go well with all kinds of food. They are canned after astringent removal and heat treatment under California's strict quality standards, so they are safe and secure. You can find them at major import grocery stores, so be sure to try them for yourself.

California olive Committee proposes recipes that use olives not only for Western cuisine, but also for various Japanese dishes.

# MAP-(JAPAN CONTINUED)

## PROJECTS IN PROGRESS

- Foodservice Promotions:
  - Green Brothers Salad Bar (Duration: October 3–November 25)
  - Veggy Restaurant Fair (Duration: November 10–December 31)
- Tradeshow:
  - Food Style Kyushu Exhibition in Fukuoka City (Duration: November 13–14)

# EMP

As a part of the United Export Strategy (UES), COC applied for funding in May 2023 to conduct activities in India under the Emerging Market Program.

EMP was approved at the amount of **\$153,000!**

COC selected an in-country representative last week, so activities will begin in the fall and continue until December 31, 2025.

EMP is focused on technical training rather than consumer facing promotions.

## Activities:

- Market Research
- Olive Connect Workshops in Mumbai, Delhi
- Recipe Contest in Mumbai, Delhi
- Culinary School Training Program in Mumbai, Delhi

A firm has been selected to complete the market research. COC staff is currently working on sourcing samples from the canners to complete this first activity.



# RAPP

The Regional Agricultural Promotion Program (RAPP) was approved by the USDA in October of 2023. Money from the CCC was essentially dumped into this RAPP opportunity to replace the ATP funding.

Intent of the program is to explore traditionally underutilized markets. As a result, Canada, Mexico, China, and 27 countries in the EU are ineligible for funding.

The COC submitted an application to conduct programs in Brazil and Colombia and received **\$600,000** in funding.

An in-country representative has been selected and activities will begin in December with development of an Exporter's Guide.

## TRANCHE 2:

- USDA formally announced the opening of the second round of applications, which were due in the beginning of October.
- COC Staff applied for funding in South Korea and Central America.



# USAEDC

COC Staff will be attending the annual November USAEDC conference next week! We are hoping to learn more about the status of RAPP Round 2 and any other opportunities that the COC may be able to participate in.

# TRADESHOWS

COC has attended the below tradeshow this year on behalf of CA Ripe Olives:

- Berlin Fruit Logistica
- FHA Trade Show-Singapore
- Wellness Food Tokyo
- Asia Fruit Logistica-Hong Kong
- Fruit Attraction-Madrid



# 2025 FUNDING

COC staff applied for the following programs, and are currently waiting to hear back on actual funding levels.

- MAP
  - \$750,000
  - Canada, Japan, Mexico, Global
- EMP
  - \$244,955
  - India
- RAPP
  - \$3,392,928
  - Brazil, Colombia, Central America, South Korea, Global

**\*\*\*INFORMATION ONLY\*\*\***

**FROM:** COC EXECUTIVE SUBCOMMITTEE

**SUBJECT:** 2025 FULL COMMITTEE ELECTIONS

**BACKGROUND:**

Elections for the 2025-2027 term will be commencing in January. All producers will be mailed information on nomination meetings, which will take place in February.

For handler nominations, staff will be sending Musco and Bell Carter representatives nomination information after this meeting, and the Full Committee meeting in December will serve as the nomination meeting. Each canner will provide their nominations at that meeting.

**\*\*\*ACTION REQUIRED\*\*\***

**FROM:** COC EXECUTIVE SUBCOMMITTEE

**SUBJECT:** APPROVAL OF 2025 ADMINISTRATIVE BUDGET

**RECOMMENDATION:** THAT the Committee adopt the General Administration 2025 FY Budget.

**BACKGROUND:** 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.

<i>FISCAL YEAR</i>	<i>2025</i>	<i>2024</i>	<i>2023</i>	<i>2022</i>	<i>2021</i>
<i>ADMIN</i>	\$343,450	\$350,250	\$399,700	\$390,700	\$357,800
<i>\$ Change</i>	\$(6,800)	\$(49,450)	\$9,000	\$32,000	\$(100,000)
<i>Exports</i>	\$165,650	\$164,650	\$148,000	\$148,000	\$173,500
<i>\$ Change</i>	\$1,000	\$16,650	-	\$(25,500)	-
<i>MAP/EMP/RAPP</i>	\$4,387,883**	\$1,021,656	\$380,480	\$422,325	\$318,529
<i>\$ Change</i>	\$3,366,227	\$641,176	\$(41,845)	\$103,796	\$(48,870)

\*\*This total reflects the amount of MAP/EMP/RAPP funds applied for the 2025 fiscal year through USDA-FAS. The actual allocations will be announced until passage of a Farm Bill. 2024 allocations will carry over into 2025.

The Sub-Committee must decide:

- 1) Approval of the 2025 Fiscal Budget

**FISCAL IMPACT:** \$509,100 for FY 2025

**\*\*\*ACTION REQUIRED\*\*\***

**FROM:** COC EXECUTIVE SUBCOMMITTEE

**SUBJECT:** INTER-ITEM TRANSFERS OF THE EXECUTIVE BUDGET

**RECOMMENDATION:** THAT the Committee grant authority to the Executive Director and Chairman for inter-item transfers of the Executive Budget during the 2025 fiscal year.