



STAFF

Todd Sanders
Janette Ramos

California Olive Committee
California Olive Committee

GUESTS:

Jeremy Sasselli
Abby Maharaj
Jacob Peters
Heath Burreson

USDA
USDA
Guest
Guest

*Denotes voting members for the Committee.

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

- **MOVED by BENSON, duly seconded by RICCHIUTI, and carried THAT the minutes of August 7, 2024, be approved as presented. (MOTION 12-19-24 #1)**

Chairman's Comments

Chairman Mike Silveira, thanked everyone who took the time out of their day to be here in person, and on zoom, for the COC meeting, and wished everyone a Merry Christmas.

II. EXECUTIVE SUBCOMMITTEE

- a. 2025 COC Full Committee Elections - **ACTION**

COC Staff sent each canner a form to nominate their respective members and alternates to the Full Committee for the 2025-2027 term. This meeting will serve as the formal Nomination Meeting for handlers.

MUSCO – The Musco Team were in favor of reappointing their current Producers and Alternates to remain the same, with the exception of Janet Edwards who will be stepping down as Alternate. The Musco Team has appointed David K. Ormonde, in place of Janet Edwards, as alternate to Dennis Burreson.

- **MOVED by MUSCO, duly seconded by D. BURRESON, and unanimously carried THAT the Full Committee approve and reappoint Musco's current Producers and Alternate members, and THAT the Board appoint David K. Ormonde as alternate, to take the place of Janet Edwards who is stepping down. The Board approved all for the COC 2025-2027, Board of Directors term. (MOTION 12-19-24 #2)**



BELL CARTER - The Bell Carter Team were all in favor to reappoint their current Producers and Alternate members.

- **MOVED by McCOY, duly seconded by TINSLEY, and unanimously carried THAT the Full Committee reappoint Bell Carter’s current Producers and Alternate members, for the 2025-2027 Board of Directors term. (MOTION 12-19-24 #3)**

b. Approval of MOUs - **ACTION**

The Full Committee needs to approve the Memorandum of Understandings (MOUs) between the California Olive Committee, and the additional organizations that the California Apple Commission manages. The MOUs were in the packet.

- **MOVED by RICCHIUTI, duly seconded by TINSLEY, and unanimously carried THAT the Full Committee approve the MOUs between the California Olive Committee and the California Apple Commission contract, and additional organizations the CAC manages. In addition, the Board granted the authority to the Executive Director to sign the MOUs with coordination with the Chairman. (MOTION 12-19-24 #4)**

c. Approval of 2025 Administration 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	2025	2024	2023	2022	2021
ADMIN	\$344,450	\$350,250	\$399,700	\$390,700	\$357,800
\$ Change	\$(6,800)	\$(49,450)	\$9,000	\$32,000	\$(100,000)
Exports	\$165,650	\$164,650	\$148,000	\$148,000	\$173,500
\$ Change	\$1,000	\$16,650	-	\$(25,500)	-
MAP/EMP/RAPP	\$4,387,883**	\$1,021,656	\$380,480	\$422,325	\$318,529
\$ Change	\$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: \$510,100 for FY 2025



- **MOVED** by TINSLEY, duly seconded by MUSCO, and unanimously carried **THAT the Full Committee approve the General Administration Budget of \$510,100 for the 2025 Fiscal Year (MOTION 12-19-24 #5)**

- 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 Committee discussed granting authority to the Executive Director and Chairman for inter-item transfers of the administrative budget.

- **MOVED** by TINSLEY, duly seconded by D. BURRESON, and unanimously carried **THAT the Full Committee grant authority to the Executive Director and Chairman for inter-item transfers of the administrative budget. (MOTION 12-19-24 #6)**

III. INSPECTION SUBCOMMITTEE

- a. Approval of 2025 Inspection Budget - **ACTION**

For the 2025 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. 2025 Weekly Receipts - \$2,000
- 5. Contingency - \$20,000

Staff has put together a history of previous Inspection Subcommittee Budgets. 2024 FY Line-Item Budget Breakout:

- 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

FISCAL YEAR	2025	2024	2023	2022	2021
Inspect	\$65,000	\$85,000	\$88,000	\$42,900	\$48,000
Differ	\$(20,000)	\$(3,000)	\$45,100	\$(5,100)	\$7,000

The Subcommittee must decide:

- 1) Approval of the 2025 Inspection Budget

FISCAL IMPACT: \$65,000 for FY 2025



- **MOVED by TINSLEY, duly seconded by PIERETTI and unanimously carried THAT the Full Committee approve the Inspection Budget of \$65,000, for the 2025 Fiscal Year and delegate the authority to the Subcommittee to utilize the contingency fund. (MOTION 12-19-24 #7)**

- b. Delegation of Authority from the Committee to the Executive Director with oversight by the Chairman for inter-item transfer of the Inspection Budget

The Committee discussed granting authority 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 unanimously carried THAT the Full Committee grant authority to the Executive Director with oversight by the Chairman for inter-item transfer of the Inspection Budget. (MOTION 12-19-24 #8)**

IV. MARKETING SUBCOMMITTEE

- a. Approval of 2025 Plan & Budget - **ACTION**

Each year the Marketing Subcommittee approves a marketing plan

The committee needs to approve Internal Marketing Programs totaled at \$57,500.00 .

1. Internal Marketing Programs

- a. CA Grown - \$57,500.00
- b. Partnerships
- c. Travel
- d. Olive Day
- e. Trade Show IFPA
- f. Social Media Promotions
- g. Website Maintenance

Additionally, the Committee can decide to approve additional external marketing programs to conduct further marketing and promotional activities in 2025. The following pages in the packet contained an updated plan for the contingency funds.

	Budget
CA Grown Opt Ins	\$75,000.00
Contingency	\$75,000.00
Total:	\$150,000.00



RIPE OLIVES

ENJOYED BY FAMILIES EVERYWHERE

FISCAL YEAR	2025	2024	2023	2022	2021
MARKETING	\$207,500	\$197,500	\$193,000	\$200,000	\$238,000
Difference	\$10,000	\$4,500	\$(7,000)	\$(38,000)	\$114,500

FISCAL IMPACT: \$207,500 for the 2025 FY.

- **MOVED by PFEIFFER, duly seconded by MUSCO, and unanimously carried THAT the Full Committee approve the Marketing Budget Plan for \$132,500, with an additional \$75,000, to go to the Executive Committee, as a contingency. (MOTION 12-19-24 #9)**

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**

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

- **MOVED by PIERETTI, duly seconded by TINSLEY, 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 12-19-24 #10)**

V. RESEARCH SUBCOMMITTEE

- a. Approval of 2025 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 \$392,097 (with no-cost extensions) is proposed based on the submitted projects.

#	Researcher	Project	11.13.24 Amount	12.19.24 Amount
1	Dr. Jim Adaskaveg*	Epidemiology and management of olive knot caused by Pseudomonas savastanoi pv. Savastanoi (year 1)	\$15,490	\$15,490
2	Rodrigo Almeida Franklin Lewis	Survey of Xylella fastidiosa genetic diversity within California olive trees (year 2)	\$30,361	\$31,151
3	Georgia Drakakaki and Becky Wheeler-Dykes**	Evaluation of effects of Accede® (ACC) at two different application rates on enhancing horticultural maturity and abscission zone development and commercial trunk shaking efficiency in table olives (year 3)	\$115,129.20	\$115,129.20
4	Dr. Carol Lovatt and Elizabeth Fichtner	Integrating Alternate Bearing Mitigation Strategies in a Commercial Table Olive Orchard (year 3)	\$29,156	\$34,984
5	Elizabeth Fichtner	Designing a web app for predicting risk of olive fruit fly—a tool for California olive growers and pest control advisors	\$19,860	\$19,860



RIPE OLIVES

ENJOYED BY FAMILIES EVERYWHERE

6	Franklin Lewis	Development of screening tools to determine Xylella fastidiosa tolerance in olives	\$10,443	-
7	Nicholas Manoukis	New prospects for the control of black scale in California olive groves	\$73,000	\$73,000
8	Ernie Simpson	Sacramento Valley Olive Fruit Fly Monitoring Project	\$12,500	\$12,500
9	Jim Stewart	Southern San Joaquin Valley Olive Fruit Fly Monitoring Project	\$12,000	\$12,000
	2024 NCE-Carol Lovatt	Integrating Alternate Bearing Mitigation Strategies in a Commercial Table Olive Orchard	\$13,530	\$13,530
	2024 NCE-Drakakaki	Evaluation of effects of Acceede (ACC) on tree architecture, and harvester type on enhancing horticultural maturity and abscission zone development and commercial trunk shaking efficiency in table olives	\$52,552	\$52,552
	2024 NCE-Rodrigo Almeida	Survey of Xylella fastidiosa diversity within California olive trees	\$11,900.80	\$11,900.80
		Contingency Fund	\$0	\$0
		Total with No-Cost Extensions	\$395,742	\$392,097
		Total without No-Cost Extensions	\$317,939.20	\$314,114.20

*The COC traditionally co-funds this project with the OCCC.

**The COC will ask Valent if they are able to contribute any funds to reduce the fiscal impact as they did in 2024.

- **MOVED by TINSLEY, duly seconded by D. BURRESON, and unanimously carried THAT the Full Committee approve the research projects totaling \$314,114.20. (MOTION 12-19-24 #11)**

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

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

- **MOVED by D. BURRESON, duly seconded by TINSLEY, and unanimously carried THAT the Full Committee grant authority to the Executive Director with oversight by the Chairman for inter-item transfers of the Research Budget. (MOTION 12-19-24 #12)**

VI. REVIEW OF FISCAL 2025 BUDGET

- a. Approval of 2025 Fiscal Budget – **ACTION**

The following is the proposed total 2025 FY Budget.

TOTAL 2025 BUDGET

BUDGETS	MARKETING	RESEARCH	INSPECTION	EXECUTIVE	TOTAL
2025	\$207,500	\$392,097 \$314,114.20 (w/o NCEs)	\$65,000	\$510,100	\$1,174,697 \$1,096,714.20 (w/o NCEs)



- **MOVED by RICCHIUTI, duly seconded by PFFEIFER, and unanimously carried THAT the Full Committee approve the Budget of \$1,174,697.00 for the 2025 Fiscal Year. (MOTION 12-19-24 #13)**

b. Approval of 2025 Assessment Rate - **ACTION**

The Committee discussed adopting the 2025 Assessment Rate.

The following is the proposed 2025 Assessment Rate.

HISTORIC BUDGET, TONNAGE & ASSESSMENT COMPARISON

FISCAL YEAR	2024	2023	2022	2021
Budget	\$1,100,150.80	\$1,154,412.20	\$1,245,085.30	\$1,151,831.62
	\$1,0148,472 (w/o NCEs)	\$1,096,665.30 (w/o NCEs)	\$1,176,980.10 (w/o NCEs)	\$1,135,660.42 (w/o NCEs)
\$ Change	\$(54,261.40)	\$(90,673.10)	\$93,253.68	\$116,425.62
Tonnage	37,840.84	19,912.36	46,359.40	23,192.73
Assessment Rate	\$28	\$35	\$16	\$30

2025 (Proposed)	
Budget	\$1,174,697 \$1,096,714.20 (w/o NCEs)
\$ Change	\$74,546.20
Tonnage	48,560.34
Assessment Rate	Unknown

- **MOVED by TINSLEY, duly seconded by RICCHIUTI, and carried THAT the Full Committee adopt the 2025 assessment rate at \$24.00 per ton. (MOTION 12-19-24 #14)**

VII. OTHER BUSINESS

- Todd Sanders announced that, staff member; Elise Oliver has submitted her resignation and therefore, will be leaving the California Olive Committee at the end of January.
- Todd Sanders discussed with the Board, that Alex Ott, former Executive Director, for the California Olive Committee, is currently pursuing his Doctorate degree. Alex’s research project is titled ‘Organizational Management’ and is interested in the California Olive



Committee as his research project. Alex would like to reach out to COC Board Members for interviews and further discussion.

VIII. CLOSED SESSION

No Closed Session

IX. ADJOURNMENT

Chairman Mike Silveira adjourned the Full Committee meeting at 10:48 a.m.

A handwritten signature in blue ink, appearing to read "T. Sanders", is positioned above a horizontal line.

Todd W. Sanders
Executive Directors
California Olive Committee



SUMMARY FOR MOTIONS FOR DECEMBER 19, 2024

MOTION 12-19-2024 #1

APPROVED

MOVED by BENSON, duly seconded by RICCHIUTI, and carried **THAT** the minutes of August 7, 2024, be approved as presented.

MOTION 12-19-2024 #2

APPROVED

MOVED by MUSCO, duly seconded by D. BURRESON, and unanimously carried **THAT** the Full Committee approve and reappoint the current Producers and Alternate members, and **THAT** the Board appoint David K. Ormonde as alternate, to take the place of Janet Edwards who is stepping down. The Board approved all for the COC 2025-2027, Board of Directors term.

MOTION 12-19-2024 #3

APPROVED

MOVED by McCOY, duly seconded by TINSLEY, and unanimously carried **THAT** the Full Committee reappoint Bell Carter's current Producers and Alternate members, for the 2025-2027 Board of Directors term.

MOTION 12-19-2024 #4

APPROVED

MOVED by RICCHIUTI, duly seconded by TINSLEY, and unanimously carried **THAT** the Full Committee approve the MOUs between the California Olive Committee and the California Apple Commission contract, and additional organizations the CAC manages. In addition, the Board granted the authority to the Executive Director to sign the MOUs with coordination with the Chairman.

MOTION 12-19-2024 #5

APPROVED

MOVED by TINSLEY, duly seconded by MUSCO, and unanimously carried **THAT** the Full Committee approve the General Administration Budget of \$510,100 for the 2025 Fiscal Year

MOTION 12-19-2024 #6

APPROVED

MOVED by TINSLEY, duly seconded by D. BURRESON, and unanimously carried **THAT** the Full Committee grant authority to the Executive Director and Chairman for inter-item transfers of the administrative budget.



MOTION 12-19-2024 #7

APPROVED

MOVED by TINSLEY, duly seconded by PIERETTI and unanimously carried THAT the Full Committee approve the Inspection Budget of \$65,000, for the 2025 Fiscal Year and delegate the authority to the Subcommittee to utilize the contingency fund..

MOTION 12-19-2024 #8

APPROVED

MOVED by TINSLEY, 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 transfer of the Inspection Budget.

MOTION 12-19-2024 #9

APPROVED

MOVED by PFEIFFER, duly seconded by MUSCO, and unanimously carried THAT the Full Committee approve the Marketing Budget Plan for \$132,500, with an additional \$75,000, to go to the Executive Committee, as a contingency. (MOTION 12-19-24 #9)

MOTION 12-19-2024 #10

APPROVED

MOVED by PIERETTI, duly seconded by TINSLEY, 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 12-19-2024 #11

APPROVED

MOVED by TINSLEY, duly seconded by D. BURRESON, and unanimously carried THAT the Full Committee approve the research projects totaling \$314,114.20.

MOTION 12-19-2024 #12

APPROVED

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



MOTION 12-19-2024 #13

APPROVED

MOVED by RICCHIUTI, duly seconded by PFFEIFER, and unanimously carried THAT the Full Committee approve the Budget of \$1,174,697.00 for the 2025 Fiscal Year.

MOTION 12-19-2024 #14

APPROVED

MOVED by TINSLEY, duly seconded by RICCHIUTI, and carried THAT the Full Committee adopt the 2025 assessment rate at \$24.00 per ton.