



RIPE OLIVES
ENJOYED BY FAMILIES EVERYWHERE

Janet Edwards
Tracy Wood
Scott Hamilton

Handler
Handler
Handler

STAFF

Todd Sanders
Elise Oliver
Jackie Nakashian
Janette Ramos

California Olive Committee
California Olive Committee
California Olive Committee
California Olive Committee

GUESTS:

Jeremy Sasselli
Gary Keough
Shawn Clark
Michael Harutinian
Katy Sampson
Linda Pfeiffer

USDA
USDA
USDA
USDA
Sampson & Sampson
Guest

*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 December 12, 2023, be approved as presented. (MOTION 8-7-24 #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.

II. EXECUTIVE SUBCOMMITTEE

- a. Sampson & Sampson 2023 Audit Review - **ACTION**

Katy Sampson of Sampson & Sampson, LLP has completed the California Olive Committee's 2023 FY audit. Katy Sampson presented the findings to the Committee.

- **MOVED by D. BURRESON, duly seconded by RICCHIUTI and unanimously carried THAT the Full Committee approve the 2023 Fiscal Year Audit. (MOTION 8-7-24 #2)**



b. Approval of 2024 Auditor - **ACTION**

As a reminder the COC sent out the Request for Proposals last year and selected Sampson & Sampson. The COC will request Sampson & Sampson to rotate the actual person at the firm who conducts the audit.

- **MOVED by HENDRIXSON, duly seconded by PIERETTI and unanimously carried THAT the Full Committee approve Sampson & Sampson as the 2024 Fiscal Year auditor. (MOTION 8-7-24 #3)**

c. 2023-2024 Crop Year Marketing Policy Statement – **ACTION**

Each year, the California Olive Committee (COC) must approve 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 ZAVOLTA, duly seconded by HENDRIXSON and unanimously carried THAT the Full Committee approve the 2023-2024 Crop Year Marketing Policy Statement as presented. (MOTION 8-7-24 #4)**

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 2c: Added the 'Director of Programs' as the Director of Programs and Director of Operations will conduct handler audits.
2. Question 6b: Updated to discuss current 2024 FY activities.
3. Question 8b: If the committee formally recommends Sampson and Sampson for the 2024 audit, the plan is completed accordingly to update the number of years with the firm.
4. Question 8c: Updated to state that the Committee conducted an RFP in 2023 and Sampson & Sampson was selected.
5. Question 8f: Updated with our 2024 FY MAP figures.
6. Question 9p: Updated to state what we should collect in 2024 FY assessments. Not in there due to confidentiality.
7. Question 9u: If the Committee reviews and approves the Internal Control Policy, the date will reflect 8/7/24.



8. Question 10e: Added Jacqueline Nakashian as she has a credit card.

Changes made to Annual Compliance Plan:

1. Edited “Trade and Marketing Specialist” to “Director of Programs”
2. Edited “Director of Operations and Research” to “Director of Operations”

- **MOVED by PFEIFFER, duly seconded by MUSCO and unanimously carried THAT the Full Committee approve the E-Compliance Plan and Annual Compliance Plan as presented. (MOTION 8-7-24 #5)**

e. Internal Control Policy – **ACTION**

The Internal Control Policy has not been reviewed and approved since 2018. At the request of the USDA, we have reviewed the policy and added in the highlighted language pertaining to a hiring policy.

- **MOVED by RICCHIUTI, duly seconded by HENDRIXSON and unanimously carried THAT the Full Committee approve the Internal Control Policy and add language pertaining to a hiring policy. (MOTION 8-7-24 #6)**

f. Bylaws - **ACTION**

The Bylaws have not been reviewed and approved recently. At the request of the USDA, we have reviewed the Bylaws and are not requesting any changes. The Bylaws accurately describe Committee operations. COC staff did add to the bottom a “Revised On” date for clarification.

- **MOVED by HENDRIXSON, duly seconded by C. BURRESON and unanimously carried THAT the Full Committee approve the Bylaws with the “Revised On” date as presented. (MOTION 8-7-24 #7)**

g. Export Program

ACTIVITIES

- ATP - Southeast Asia
- MAP – Japan & Canada
- EMP - India
- RAPP – Traunche 1 & 2
- USAEDC
- Tradeshow



h. Berry Amendment

In the Berry Amendment (Buy American), olives and olive oil are both listed as a “non-available 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 Olive Growers Council of California’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 production yet DOD only accounts for only 0.2% of domestic production.

In an effort to continue to pursue the waiver removal, the OGCC hosted a booth, in conjunction with the California Olive Committee, at the American Logistics Association (ALA) trade show in Petersburg, VA where representatives from the OGCC were present to discuss the Berry Amendment waiver request with members of the Defense Logistics Association, US Army, among others. 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. A copy of the Amendment is included in the following pages for your review. **Current Update:** The DOD was called to action to provide a briefing to HASC by February 1, 2023. The delivered their report in May to Congressman Garamendi’s office. Please see report in the following pages.

III. INSPECTION SUBCOMMITTEE

a. Incoming and Outgoing 2024-2025 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 in time 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 include 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 an oversupply of small fruit.

These changes remain in effect until the Full Committee decides to initiate a change.

- **MOVED by MUSCO, duly seconded by MASANES AUTARD and unanimously carried THAT the Full Committee approve the Incoming and Outgoing 2024-2025 Inspection Charts. (MOTION 8-7-24 #8)**

b. 2024 Import Inspection Report & Inspection Fees Update

USDA will be providing COC staff the below reports, which will be emailed out to industry next week:

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

COC staff was alerted earlier this year that certain inspection ports were not inspecting brineless product coming in (i.e. snack packs/olives to go, chopped, sliced). Staff worked with USDA-SCI to clarify that brineless olives, domestically produced or imported, need to be inspected.

After this was resolved, COC staff spoke with SCI regarding a “training of the trainers,” or the subject matter experts in Stockton.

Staff has a meeting with both of the canners next week to determine what samples should be sourced and provided along with the topics that should be covered. SCI is allowing industry to lead this session, so we can essentially write a curriculum.

d. OERS Updates

Todd J. will be reaching out to both canners this month to ensure software is working properly ahead of the receiving stations opening.

Last year, we had some issues with sample tag printers. If anyone is having any issues with the OERS software, please reach out and we will address right away.

The updates that COC staff and Todd J. were working on last year related to registering software, consecutive certs, bin names have been resolved.



IV. MARKETING SUBCOMMITTEE

a. Update on 2024 Marketing Activities

- CA Grown Opt-In
- CA Grown Opt-In-Analytics
- CA Grown Opt-In: Influencer Analytics
- Social Media
- CA Grown Member Feature
- CA Grown Member Feature Program
- Marketing Contingency

V. REVIEW OF CROP ESTIMATES

a. NASS 2024 Estimate Forecast

The USDA National Agricultural Statistics Service (NASS) provided the COC with the 2023 Crop Report in preparation for the 2024 Crop Forecast that will be released on August 9, 2024.

b. 2024 Industry Crop Estimate

Each year, the industry creates an internal crop forecast for the California Olive industry. The Committee will discuss and develop a 2024 crop estimate.

The Full Committee estimated a crop of 45,175 tons for the state.

VI. RESEARCH SUBCOMMITTEE

a. 2023 Final Research Reports

2023 RESEARCH PROJECTS FOR THE CALIFORNIA OLIVE COMMITTEE

• Projects in red had No Cost Extensions and are now complete. Final Reports can be found in the following pages of the packet.

Researcher	Project	Amount	No Cost Extension
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	



RIPE OLIVES

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Carol Lovatt and Elizabeth Fichtner	Integrating Alternate Bearing Mitigation Strategies in a Commercial Table Olive Orchard	\$36,511	6/30/2024
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	6/30/2024
Jim Stewart	Southern San Joaquin Valley Olive Fruit Fly Monitoring	\$11,000	
Ernie Simpson	Sacramento Valley Olive Fruit Monitor Project	\$9,250	
	Contingency Fund	\$0	
	Total	\$203,097	

b. Review and Update on 2024 projects

- 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
- On the following page are the 2024 Research Priorities.

2024 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	\$13,715
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	\$33,825
Georgia Drakakaki and Becky Wheeler-Dykes	Evaluation of effects of Accede (ACC), tree architecture, and harvester type on enhancing horticultural maturity and abscission zone development and commercial trunk shaking efficiency in table olives	\$315,380
Rodrigo Almeida	Survey of Xylella fastidiosa diversity within California olive trees	\$29,750
Jim Stewart	Southern San Joaquin Valley Olive Fruit Fly Monitoring	\$12,000
Ernie Simpson	Sacramento Valley Olive Fruit Monitor Project	\$9,250

Total \$251,072

VII. OTHER BUSINESS

None



VIII. ADJOURNMENT

Chairman Mike Silveira adjourned the Full Committee meeting at 1:09 p.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 AUGUST 7, 2024

MOTION 8-7-2024 #1

APPROVED

MOVED by RICCHIUTI, duly seconded by PFEIFFER and carried **THAT** the minutes of December 12, 2023, be approved as presented.

MOTION 8-7-2024 #2

APPROVED

MOVED by BURRESON, duly seconded by RICCHIUTI and unanimously carried **THAT** the Full Committee approve the 2023 Fiscal Year Audit.

MOTION 8-7-2024 #3

APPROVED

MOVED by HENDRIXSON, duly seconded by PIERETTI and unanimously carried **THAT** the Full Committee approve Sampson & Sampson as the 2024 Fiscal Year auditor.

MOTION 8-7-2024 #4

APPROVED

MOVED by ZAVOLTA, duly seconded by HENDRIXSON and unanimously carried **THAT** the Full Committee approve the 2023-2024 Crop Year Marketing Policy Statement as presented.

MOTION 8-7-2024 #5

APPROVED

MOVED by PFEIFFER, duly seconded by MUSCO and unanimously carried **THAT** the Full Committee approve the E-Compliance Plan and Annual Compliance Plan as presented.

MOTION 8-7-2024 #6

APPROVED

MOVED by RICCHIUTI, duly seconded by HENDRIXSON and unanimously carried **THAT** the Full Committee approve the Internal Control Policy and add language pertaining to a hiring policy.

MOTION 8-7-2024 #7

APPROVED

MOVED by HENDRIXSON, duly seconded by C. BURRESON and unanimously carried **THAT** the Full Committee approve the Bylaws with the “Revised On” date as presented.

MOTION 8-7-2024 #8

APPROVED

MOVED by MUSCO, duly seconded by MASANES AUTARD and unanimously carried **THAT** the Full Committee approve the Incoming and Outgoing 2024-2025 Inspection Charts.