



AGENDA

California Olive Committee Marketing Subcommittee Meeting

San Joaquin County Ag. Commissioner Office
2101 E. Earhart Ave.
Stockton, CA 95206
ZOOM/Conference Call

August 7, 2025
10:00 AM

Join Zoom Meeting:

<https://us02web.zoom.us/j/86777522055>

Meeting ID: 867 7752 2055

Dial-in: +1 (669) 900-6833

- I. **Call to Order – Chairman Bill McFarland**
 - a. Roll Call page 2
 - b. Marketing Subcommittee Chairman’s Comments
 - c. Approval of Marketing Subcommittee Minutes
 - i. November 13, 2024 Minutes (action item) page 3
- II. **2025 Marketing Program Review** page 8
- III. **Approval of 2025 Contingency Fund** (action item) page 23
- IV. **CA Grown Update** page 35
- V. **Other Business**
- VI. **Adjournment**