



AGENDA

California Olive Committee Executive Subcommittee Meeting

San Joaquin County Ag Commissioner's Office
2102 E. Earhart Ave.
Stockton, CA 95206

Thursday, August 7, 2025
8:15 A.M.

Join Zoom Meeting:

<https://us02web.zoom.us/j/85306377336>

Meeting ID: 830 1231 4119

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

- I. Call To Order-Chairman Mike Silveira
 - a. Roll Call
 - b. Chairman's comments
 - c. Approval of November 13, 2024 Minutes (action item) (page 3)
- II. 2025-2027 Full Committee Elections and Installation of Officers (page 7)
- III. 2025 Export Program Update (page 9)
- IV. Approval of 2025 Contingency Fund (action item) (page 24)
 - v. Approval of OMB Form/Marketing Order Working Group (action item) (page 36)
- 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 Burreson
John Pieretti
Felix Musco
Julia Tinsley
Paul Adcock
Scott McCoy



CALIFORNIA OLIVE COMMITTEE

EXECUTIVE SUBCOMMITTEE MEETING

NOVEMBER 13, 2024

1:00 p.m.

COC

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

ZOOM / CONFERENCE CALL

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

MINUTES

I. CALL TO ORDER

Chairman Mike SILVEIRA called the meeting of the Executive Subcommittee to order at 1:02 p.m. The following Executive Subcommittee members were in attendance.

MEMBERS:

Michael SILVEIRA
Edward GARCIA
Mark HENDRIXSON
Mark HEUER
Galen PFEIFFER
Dennis BURRESON
John PIERETTI
Felix MUSCO
Julia TINSLEY
Paul ADCOCK
Scott McCOY

AFFILIATION:

Producer
Producer
Producer
Producer
Producer
Handler
Handler
Handler
Handler
Handler
Handler

STAFF:

Todd SANDERS California Olive Committee
Elise OLIVER California Olive Committee
Ethan CRANMER 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 HENDRIXSON, duly seconded by PIERETTI, and unanimously carried THAT the minutes for December 7, 2023, be approved as presented. (Motion 11-13-24 #1)**

II. 2024/2025 EXPORT PROGRAM UPDATE

Elise Oliver gave an update on the Export Program.

ACTIVITIES

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

III. 2025 FULL COMMITTEE ELECTIONS

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.

IV. APPROVAL OF 2025 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>	2025	2024	2023	2022	2021
<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

\$ Change	\$3,366,227	\$641,176	\$(41,845)	\$103,796	\$(48,870)
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**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

- **MOVED by PFEIFFER, duly seconded by PIERETTI and unanimously carried THAT the Executive Subcommittee approve the General Administration Budget for \$509,100 for the 2025 Fiscal Year. (Motion 11-13-24 #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 for Fiscal Year 2025. (Motion 11-13-24 #3)**

VI. OTHER BUSINESS

- Sanders formally introduced, and welcomed our new employee, Ethan Cranmer. Ethan, will be Program Supervisor for the California Olive Committee.

VI. ADJOURNMENT

Chairman Mike SILVEIRA adjourned the Executive Subcommittee Meeting at 1:37 p.m.

Todd Sanders
Executive Director
California Olive Committee

SUMMARY OF MOTIONS FOR NOVEMBER 13, 2024

MOTION 11-13-24 #1

APPROVED3

MOVED by HENDRIXSON, duly seconded by PIERETTI, and unanimously carried THAT the minutes for December 7, 2023, be approved as presented.

MOTION 11-13-24 #2

APPROVED

MOVED by PFEIFFER, duly seconded by PIERETTI and unanimously carried THAT the Executive Subcommittee approve the General Administration Budget for \$509,100 for the 2025 Fiscal Year.

MOTION 11-13-24 #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 for Fiscal Year 2025.

*****INFORMATION ONLY*****

FROM: COC EXECUTIVE SUBCOMMITTEE

SUBJECT: 2025-2027 FULL COMMITTEE ELECTIONS AND INSTALLATION OF OFFICERS

BACKGROUND: The California Olive Committee comprises 32 seats (members and alternates). All have been approved to serve a two-year term of office ending May 31, 2027. The committee list for 2025-2027 is on the following page. In addition to the new committee list of members and alternates, the committee will need to elect a Chairman, Vice-Chairman, and Treasurer at the full committee meeting on August 7, 2025.

Current Officers:

Chairman: Mike Silveira

Vice-Chairman: Dennis Burreson

Treasurer: Scott McCoy

CALIFORNIA OLIVE COMMITTEE

June 1, 2025 – May 31, 2027

PRODUCERS

DISTRICT #1 (Counties of Alpine, Tuolumne, Stanislaus, Santa Clara, Santa Cruz all counties north thereof)

Members	Alternates
Michael Silveira - Chairman	Carolina Burreson
Michael Stokes	Kevin Neeley
Andy Weinrich	Edward Garcia

DISTRICT #2 (Counties of Mono, Mariposa, Merced, San Benito, Monterey, and all counties south thereof)

Members	Alternates
Joan Whelan-Vanderhorst	Mark Heuer
Mark Hendrixson	Vito DeLeonardis
Galen Pfeifer	Rick Benson
Pat V. Ricchiuti	Milo Gorden
Giulio Zavolta	Jorge Inestroza

HANDLERS

Members	Alternates
Felix Musco	Bill McFarland
Dennis Burreson – Vice-Chairman	David K. Ormonde II
John Pieretti	Tracy Wood
Tomas Masanes Autard	Scott Hamilton
Scott McCoy - Treasurer	Stefan Matthews
America Garman	Paul Adcock
Phil Quigley	Jacob Peters
Julia Tinsley	Joyner Yu

*****INFORMATION ONLY*****

FROM: COC EXECUTIVE SUBCOMMITTEE

SUBJECT: EXPORT UPDATE

BACKGROUND: Staff will present on the federally funded programs to support the exports of California ripe olives. The presentation is included on the following page.



CALIFORNIA OLIVE COMMITTEE

EXPORT UPDATE

August 2025

ACTIVITIES

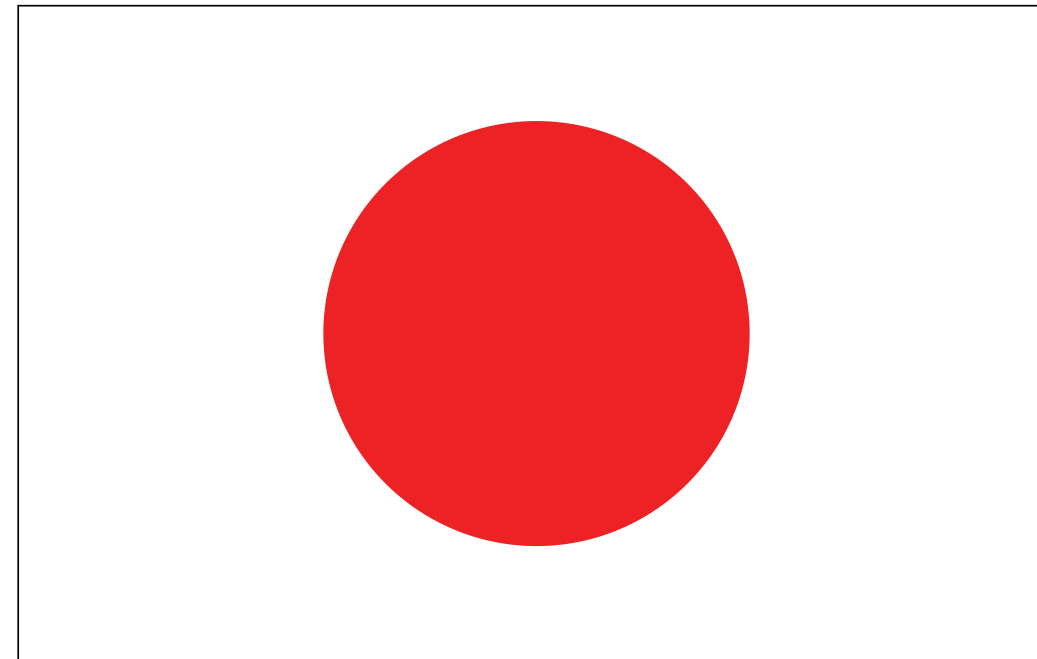
- **MAP-Canada & Japan**
- **EMP-India**
- **RAPP-Traunche 1 & 2**
- **USAEDC**
- **Tradeshows**



MAP

2025 BUDGET

- Allocation: **\$248,833**
 - Canada: \$118,833
 - Japan: \$130,000
- 2026 UES submitted in June



MAP - CANADA

2025 BUDGET: \$118,833

- Canadian Produce Marketing Association April 8-10
 - U.S. Consul General Reception with Robert P. Sanders
 - Retail visits in Montreal
- Planned Activities:
 - French Language Labeling
 - Food Service Restaurant Activations
 - Tasting Events with Influencers
 - Limited Time Offers
 - Geo-targeted ads for retail promotions



MAP- JAPAN

2025 BUDGET: \$130,000

- California Festival Trade and Media Event: May 23
- World Gourmet Festival: June 7 & 8
- Amazing Embassy Cooking: June 7 & 8
- American Food Fair: June 18-20
 - ATO Osaka
 - American Food Fair Executive Committee
 - 14 cooperators and companies
 - Approx. 6,2000 visitors
 - California Olive Marinated Appetizer with nuts, garlic, anchovies, sun-dried tomatoes, and olive oil
- US Independence Day Event: June 18-July 4
- DD Plus Flyer Publication: June 15-October 31



MAP- JAPAN

- Renewed partnership with salad chain Green Brothers
 - Shift consumer perception of olives from a garnish to a healthy, versatile food
- Summer Lifestyle campaign in collaboration with camping and outdoor retailers
 - Sold over 550 cans so far
- FoodEx Japan and Wellness Food Tokyo
- Fukushima Pop Up Shop
 - Tastings at the supermarket
- Foodservice partnerships with cafes, restaurants, and wine bars
 - 3,300 servings
 - \$16,100 in sales
- FarmDo
 - Consumer exposure to table olives
 - \$10,000 in sales



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 **\$244,955 in 2025.**

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

Activities in Mumbai and Delhi:

- Market Research: July & August
- Sensory Analysis: July, August, & September
- Culinary School Training Program: September
- Olive Connect Workshops: September
- Recipe Contest: September & October
- Chef Training Workshop: October & November



RAPP 1

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.

The 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 applied to conduct programs in Brazil and Colombia. We are pleased to announce that the COC received **\$600,000** in funding.

*ATP 2.0 could be the replacement of the RAPP program under the Trump Administration.



BRAZIL MARKET OVERVIEW

- Processed food industry continues to grow in 2025, building on the R\$233 billion in revenue reached in 2024, which represented 10.8% of the country's GDP
- Brazil's healthy food market reached **USD 59.3 billion in 2024** and is projected to grow at a compound annual growth rate (CAGR) of approximately **5.7% through 2035**.
- More than 1 million pizzas are baked daily, with a popular trend for imported table olives in the foodservice sector
- In June 2025, Brazil imported a total of **10,914 metric tons of olives** with a total FOB value of US\$15.53 million, which represents a **20% increase in volume**
 - Main suppliers of imported table olives:
 - Argentina (5,341 MT / USA 7.94M)
 - Egypt (2,986 MT / USA 4.23M)
 - Peru (2,132 MT / 2.43 M)



BRAZIL TRADE MISSION

COC Staff traveled to Brazil May 19–24, 2025, as an exploratory trade mission. Staff conducted retail visits, met with individuals from the food service and media spaces, and met with importers.

California olives show a huge opportunity in the Brazilian market due to the daily consumption of olives, the mild and buttery taste, especially in the food service space, and the excitement from industry leaders and chefs.



COLOMBIA MARKET OVERVIEW

- Total consumption represents 92.2% of Colombia's GDP of which 76.1% corresponds to private consumption (households and businesses) and 16% to public consumption (government spending)
- In June 2025, Colombia's annual inflation dropped 4.8% driven by slower food price growth and a 0.10% increase in consumer prices
- In April 2025, Colombia imported a total of 168 metric tons of olives with a FOB value of USD 639,577
 - Main suppliers of imported table olives:
 - Spain (94 MT / USD 344,059)
 - Argentina (34 MT / USD 63,211)
 - Poland (20 MT / USD 131,919)
 - Peru, Morocco, and Italy
- Trade mission to Colombia in 1st or 2nd quarter of 2026

RAPP 2

USDA announced the opening of the second round of RAPP applications, which were due beginning of October 2024.

The COC applied to conduct programs in South Korea and Central America. We are pleased to announce that the COC received **\$640,000** in funding.

Trade missions will happen in 2026. If the canners are interested in sending a representative, please let me know.



USAEDC

COC Staff attended the annual United States Agricultural Export Development Council (USAEDC) meeting in July.

Main Conclusions:

- Huge opportunity for cross promotions and collaborations with other commodities. A bigger push this year compared to the past couple of years
- Promotional Experiences are where it is at!
- We need more opportunities for growth in export markets

Staff will attend the USAEDC Annual Workshop in November in Baltimore, MD.



TRADESHOWS/TRADE MISSIONS

COC has attended the following trade shows this year on behalf of CA Ripe Olives:

- Berlin Fruit Logistica
- Canadian Produce Marketing Association

Upcoming Tradeshows:

- Asia Fruit Logistica-Hong Kong
- Fruit Attraction-Madrid
- IFPA Global Produce and Floral Show-Anaheim

Upcoming Trade Missions:

- India: September
- Mexico: November
- Japan: December
- Colombia
- South Korea
- Central America



*****ACTION REQUIRED*****

FROM: COC EXECUTIVE SUBCOMMITTEE

SUBJECT: APPROVAL OF 2025 CONTINGENCY FUND

BACKGROUND: COC staff has contacted influencer Emily Mariko to produce two social media reels—one highlighting black olives and one featuring green olives—to be shared on her platforms. The proposed partnership has a fiscal impact of \$75,000.

Additional details are provided on the following pages.

COC CONTINGENCY FUND: INFLUENCER



Emily Mariko





WHO IS EMILY MARIKO

TikTok star known for calming, aesthetic food content

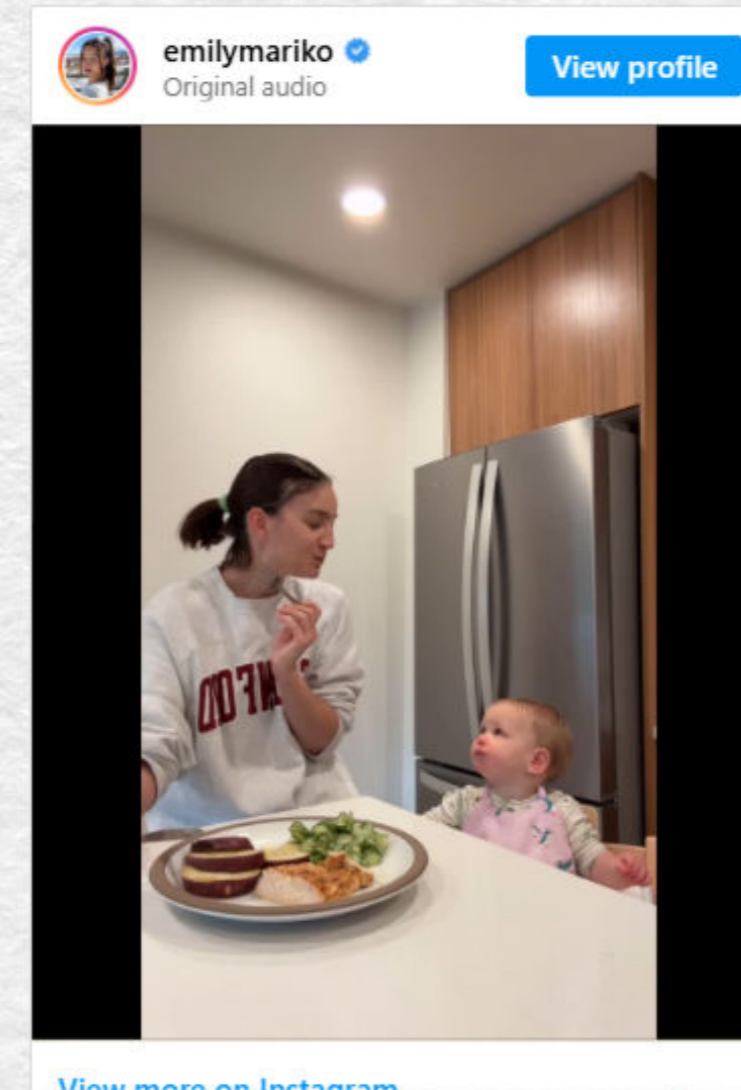
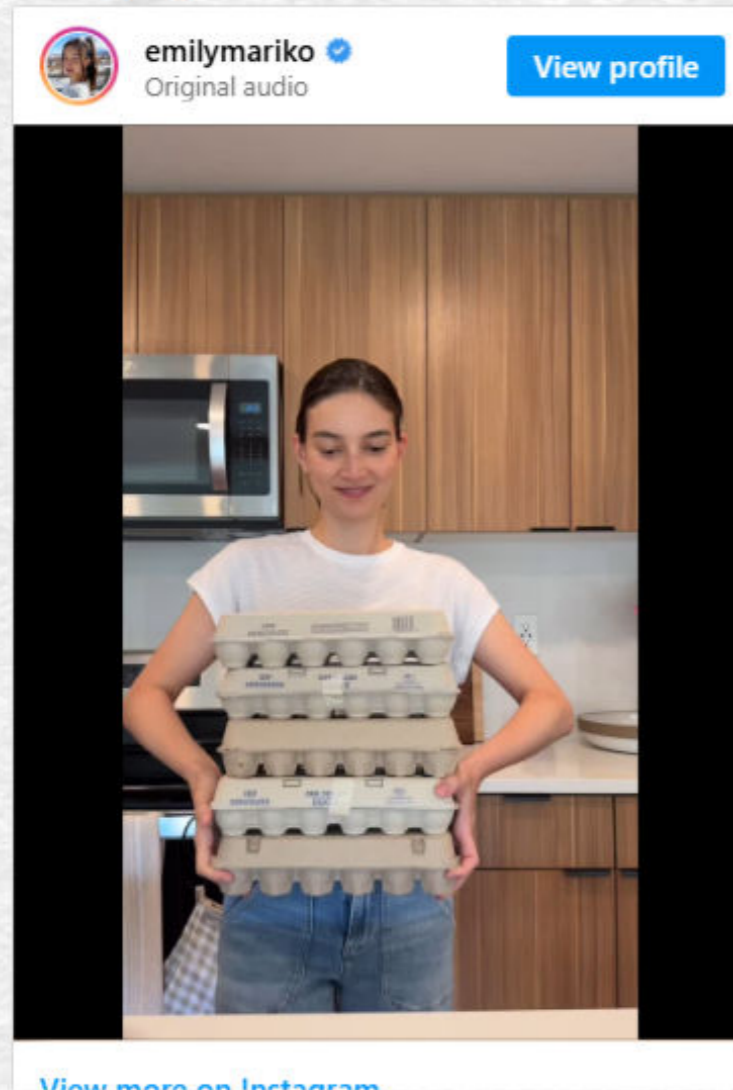
12M+ TikTok followers | 2M+ Instagram followers

Based in the Bay Area-emphasizing clean eating, simple meals, and wholesome ingredients



HER INFLUENCE IN FOOD CULTURE

Known for Her Viral Salmon Video



ENGAGEMENT METRICS PER EACH SOCIAL MEDIA

Platform	Followers	Avg Views/Video	Engagement Style
TikTok	12.4M+	2-10M	ASMR, no voice, relaxing
Instagram	2M+	300K+ likes	Reels, Stories, lifestyle
YouTube	700K+	250K-1M views	Longer food vlogs



Primary Demographic:
Health conscious Gen Z
and Millennials



High Interest Topics:

- Gut Health
- Mediterranean Diet
- Charcuterie Boards

ASMR

Autonomous Sensory Meridian Response

- ASMR (whispers, soft tapping, brushing sounds) help create a calming, almost meditative effect
- It acts as a digital comfort blanket- self soothing, or reduce stress
- It has no speech, it makes it inclusive and accessible to an international audience- global appeal

Gen Z/ Millennials :

- ASMR is visual ad auditory- making it perfect for TikTok, YouTube Shorts, and Instagram Reels
- This generation loves fast, aesthetic, sensory content which ASMR offers immediate satisfaction



01 Authenticity

- Videos are not overly edited or commercialized
- Shows her daily life- makes her relatable

02 Calm & Comfort

- Content is soothing, minimalist, and aesthetically pleasing
- No loud music or talking- relaxing routines and soft sounds

03 Silent Storytelling

- Content is universal
- Global connection

04 Healthy Lifestyle

- Promotes balanced eating, shopping at farmer's markets, cooking from scratch all without being pushy or diet focused
- Gen Z values wellness

05 Recreatable

- Her meals, snacks, and routines are easy to replicate
- Gen Z enjoys content that feels achievable

06 Influence

- She doesn't feel like an ad but when she recommends something Gen Z listens

MARKETING OPTIONS

01

Timeline

- FALL 2025

02

Option 1

- Deliverables:
 - 2 Instagram Reels
 - 75k

03

Option 2

- Deliverables:
 - 2 Instagram Reels
 - 1 Instagram Story Set (3-4 frames with link)
 - 81k-Discounted (Story set starts at 15k normally)



- Emily Mariko's Instagram Reels typically garner an average of approximately 32,900 likes and 154 comments per post.
- COC would ask her to make one reel highlighting Green ripe olives and one reel highlighting black olives.



EMILY'S IG DEMOGRAPHICS

Followers: 2,053,499

Age Range: See screenshot

Gender: See screenshot

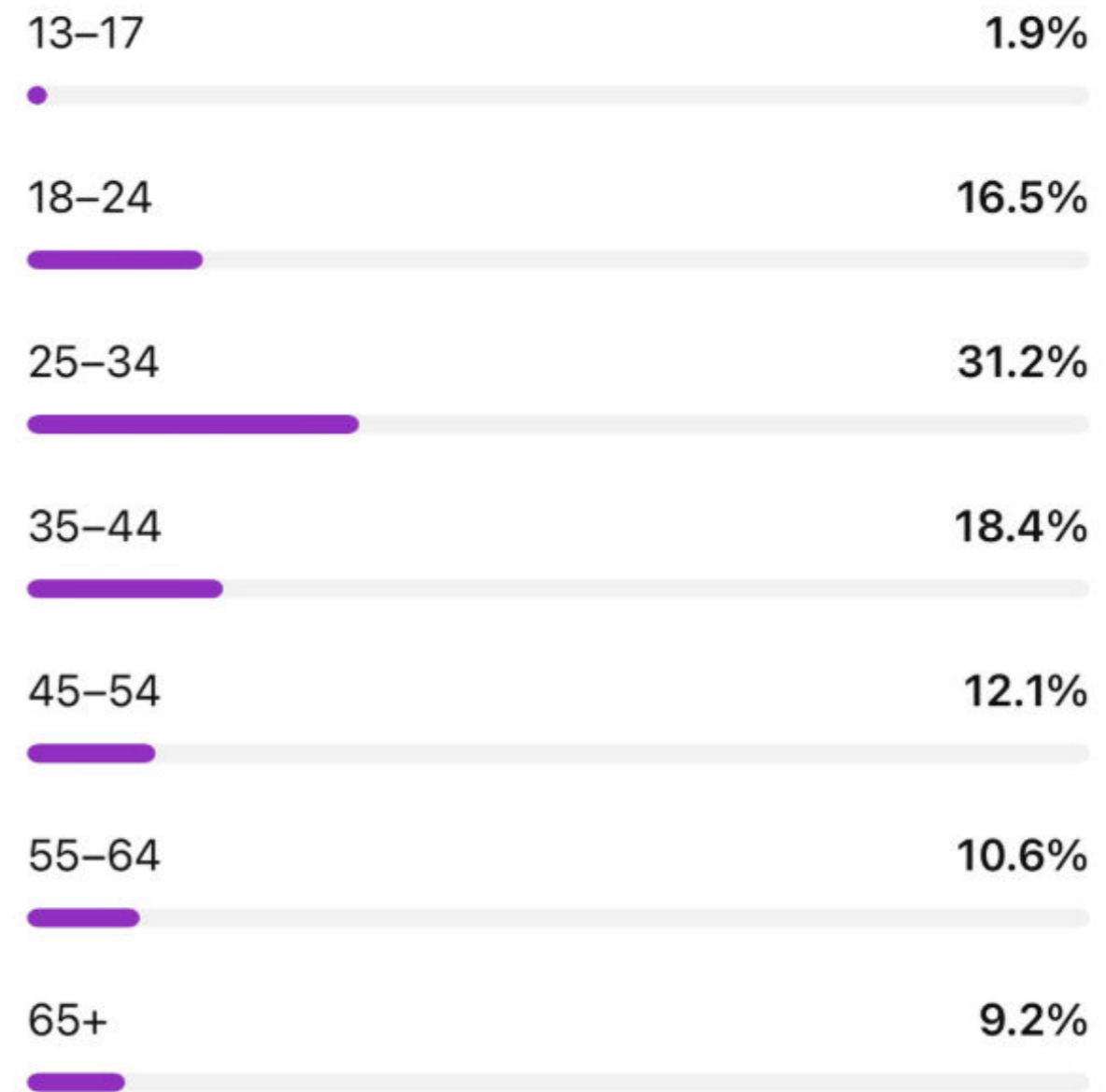
Accounts reached (last 30): 10,831,973

Account views (last 30): 55,168,143

Account interactions (last 30): 1.5M

Age

Last 28 days · Views



Gender

Last 28 days · Views





SPONSORED REELS

- Likes: 48,587
- Comments: 415
- Shares: 207
- Saves: 115
- Views: 720,555
- Interactions: 49,324
- Accounts Reached: 414,431

ADDITIONAL INFORMATION

This content lives on Emily's feed forever and will continue to grow over time

The product is right - content with food tends to perform better, especially when done in a similar style as Emily's organic content.

Emily recently relaunched her Substack where she shares more in depth details around her recipes, products and recommendations. This could be another great chance to get the brand in front of her 373,557 followers

BRANDS SHE'S PARTNERED WITH

brooklinen[™]

Known for high-quality bedding and home essentials. Focused on comfort and minimalist home aesthetics.

BLUELAND

Featured eco-friendly cleaning products. She highlighted their plastic-free formulas during her weekly home routine.

Wild

In a Target shopping trip, picked up products from Wild Refill, a brand offering refillable personal care and household items.



Launched an exclusive recipe series. This collab featured eight curated meals. The recipes emphasized fresh, seasonal ingredients.

**SERENA
& LILY**

Features home products, particularly their towels and linens. She has been promoting them in her home refresh content for the last 5 years.

*****ACTION REQUIRED*****

FROM: COC EXECUTIVE SUBCOMMITTEE

SUBJECT: APPROVAL OF OMB FORMS/MARKETING ORDER WORKING GROUP

BACKGROUND: The USDA Agricultural Marketing Service and COC staff will be working on updating all documents, forms, and compliance procedures. There are forms in the marketing order that may not be used or are outdated and need board approval to be updated.

PROPOSED TIMELINE: August – December: Meet with the working group to review and update the OMB forms and the Marketing Order. December Full Committee Meeting: Propose any updates to the OMB forms and Marketing Order. January: Informal Rulemaking to update section 932.161 of the marketing order, as well as any other necessary changes.

RECOMMENDATION: THAT the Executive Subcommittee approve a working group comprised of two representatives from each handler and one grower to work with staff on reviewing and updating the OMB forms and Marketing Order.