



CALIFORNIA OLIVE COMMITTEE

EXECUTIVE SUBCOMMITTEE MEETING

AUGUST 7, 2025

8:15 a.m.

San Joaquin County Agricultural Center
2101 E. Earhart Ave.
Stockton, CA 95206

ZOOM / CONFERENCE CALL

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

MINUTES

I. CALL TO ORDER

Chairman Mike Silveira called the meeting of the Executive Subcommittee to order at 8:26 a.m. The following Executive Subcommittee members were in attendance.

a. Roll Call

MEMBERS:

Michael Silveira
Mark Heuer
Pat Ricchiuti
Galen Pfeiffer
Dennis Burreson
John Pieretti
Felix Musco
Julia Tinsley
Paul Adcock
Scott McCoy

AFFILIATION:

Producer
Producer
Producer
Producer
Handler
Handler
Handler
Handler
Handler
Handler

STAFF:

Todd Sanders
Michelle Borges
Mary McDonnell
Ethan Cranmer
Janette Ramos

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

GUESTS:

Abby Maharaj
Michael Stokes

USDA
Olive Producer

b. Establish Quorum

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

c. Approval of Previous Minutes – **ACTION**

The minutes of the November 13, 2024, meeting was presented to the Board for approval.

- **MOVED by PIERETTI, duly seconded by MCCOY, and unanimously carried THAT the minutes for November 13, 2024, be approved as presented. (Motion 8-7-25 #1)**

II. 2025 – 2027 FULL COMMITTEE ELECTIONS AND INSTALLATION OF OFFICERS

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. 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

III. 2025 EXPORT PROGRAM UPDATE

Michelle Borges gave an update on the following Export Programs.

ACTIVITIES

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

IV. APPROVAL OF 2025 CONTINGENCY FUND – ACTION

COC staff 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.

- **MOVED by HEUER, duly seconded by PFEIFFER, and unanimously carried THAT the Executive Subcommittee approve the release of the \$75,000, back to the Full Committee to approve at the August 7, 2025, board meeting. (Motion 8-7-25 #2)**

V. APPROVAL OF OMB FORM/MARKETING ORDER WORKING GROUP – ACTION

The USDA Agricultural Marketing Service and COC staff are working on updating all documents, forms, and compliance procedures.

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.

- **MOVED by RICCHIUTI, duly seconded by PIERETTI and unanimously carried 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. (Motion 8-7-25 #3)**

VI. OTHER BUSINESS

None

VII. ADJOURNMENT

Chairman Mike SILVEIRA adjourned the Executive Subcommittee Meeting at 9:05 a.m.



Todd Sanders
Executive Director
California Olive Committee

SUMMARY OF MOTIONS FOR AUGUST 7, 2025

MOTION 8-7-25 #1

APPROVED

- **MOVED** by **PIERETTI**, duly seconded by **MCCOY**, and unanimously carried **THAT** the minutes for November 13, 2024, be approved as presented.

MOTION 8-7-25 #2

APPROVED

- **MOVED** by **HEUER**, duly seconded by **PFEIFFER**, and unanimously carried **THAT** the Executive Subcommittee approve the release of the \$75,000, back to the Full Committee to approve at the August 7, 2025, board meeting.

MOTION 8-7-25 #3

APPROVED

- **MOVED** by **RICCHIUTI**, duly seconded by **PIERETTI** and unanimously carried **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.