



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. **2025 Contingency Fund** page 23
- IV. **CA Grown Update** page 35
- V. **Other Business**
- VI. **Adjournment**



2023-2025 Marketing Subcommittee

Producer Members:

Jorge Inestroza
Edward Garcia
Michael Silveira
Joan Whelan-Vanderhorst
Giulio Zavolta
Mark Hendrixson
Rick Benson
Vito DeLeonardis
Pat Ricchiuti

Handler Members:

Bill McFarland-Chairman
Tracy Wood
Scott Hamilton
Felix Musco
Joyner Yu
Scott McCoy
Stefan Matthews
America Garman



California Olive Committee

Marketing Subcommittee Meeting

November 13, 2024

2:30 p.m.

ZOOM/Conference Call

<https://us02web.zoom.us/j/85221668631>

I. CALL TO ORDER

Chairman Bill McFarland called to order the meeting of the Marketing Subcommittee at 2:32 p.m., and the following members were present:

Members

Jorge INESTROZA
Edward GARCIA
Michael SILVEIRA
Joan WHELAN-VANDERHORST
Giulio ZAVOLTA
Mark HENDRIXSON
Rick BENSON
Pat RICCHIUTI
Bill MCFARLAND-Chairman
Tracy WOOD
Scott HAMILTON
Felix MUSCO
Scott McCOY
America GARMAN

Affiliation:

Producer
Producer
Producer
Producer
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 SASSILLI USDA



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

- **MOVED by RICCHIUTI, duly seconded by HENDRIXSON, and unanimously carried THAT the minutes of December 7, 2023, be approved as presented. (MOTION 11-13-24 #1)**

II. 2024 MARKETING PROGRAM REVIEW

Elise Oliver presented to the Marketing Subcommittee the 2024 Marketing Program Review. Elise spoke on the following topics:

2024 Marketing Program Review

CA Grown Opt-In

- Opt-in Details
- Global Produce and Floral Show
- CA Grown Opt-In: Analytics
- CA Grown Opt-In: Influencer Analytics
- CA Grown Member Feature Program
- Social Media

III. 2025 MARKETING PROGRAM PLANS

Elise Oliver presented to the Marketing Subcommittee the 2025 Marketing Program Plans. Elise spoke on the following topics:

- CA Grown Opt-In
- Restaurant Promotions
- Restaurant Promotion Example-Canada

IV. APPROVAL OF 2025 MARKETING PLAN AND BUDGET

ACTION

Each year, the Marketing Subcommittee approves a marketing plan.

The Committee needs to approve Internal Marketing Programs totaled at \$57,500

- 1. Internal Marketing Programs - \$57,500
 - a. CA Grown
 - b. Other Partnerships
 - c. Travel



- d. Olive Day
- e. Domestic 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.

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

FISCAL YEAR	2024	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.

Pat Ricchiti made a motion to accept the \$207,500.00, after much discussion with the Board, Pat then rescinded his motion for a different alternative.

- **MOVED by RICCHIUTI, duly seconded by Scott McCOY, and unanimously carried THAT the Marketing Subcommittee approve the Marketing Budget for the 2025 Fiscal Year of \$207,500, as is, and bring back a plan to utilize the contingency fund to the Full Committee in December, for further in-depth review, and consideration. (MOTION 11-13-24 #2)**

V. APPROVAL OF AUTHORITY TO THE EXECUTIVE DIRECTOR AND CHAIRMAN FOR INTER-ITEM TRANSFERS OF THE MARKETING SUBCOMMITTEE BUDGET

ACTION

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



- **MOVED by HENDRIXSON, duly seconded by BENSON and unanimously carried THAT the Committee grant authority to the Executive Director and Chairman for Inter-Item transfers of the Marketing Subcommittee Budget. (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.

VII. ADJOURNMENT

Chairman Bill McFarland adjourned the Marketing Subcommittee meeting at 3:00 p.m.

Todd W. Sanders
Executive Director
California Olive Committee



SUMMARY OF MOTIONS FOR NOVEMBER 13, 2024

MOTION 11-24-2024 #1 APPROVED

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

MOTION 11-13-24 #2 APPROVED

- **MOVED by RICCHIUTI, duly seconded by Scott McCOY and unanimously carried THAT the Marketing Subcommittee approve the Marketing Budget for the 2025 Fiscal Year of \$207,500, as is, and bring back a plan to utilize the contingency fund to the Full Committee in December, for further in-depth review, and consideration. (MOTION 11-13-24 #2)**

MOTION 11-13-24 #3 APPROVED

MOVED by HENDRIXSON, duly seconded by BENSON and unanimously carried THAT the Committee grant authority to the Executive Director and Chairman for Inter-Item transfers of the Marketing Subcommittee Budget.



RIPE OLIVES

ENJOYED BY FAMILIES EVERYWHERE

**MARKETING PROGRAM
REVIEW 2025**

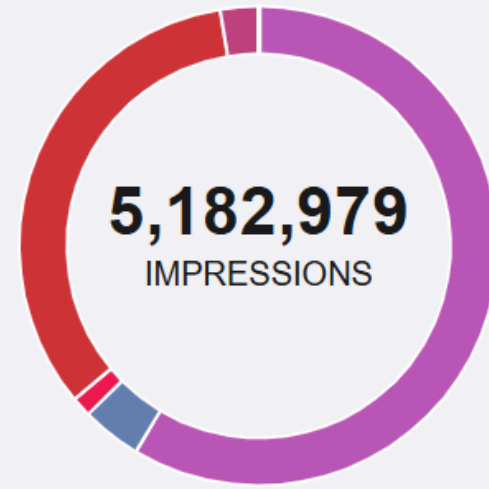


FALL 2024

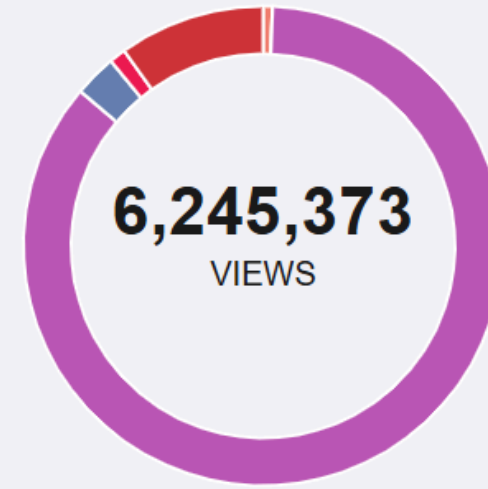


CA GROWN OPT IN ANALYTICS

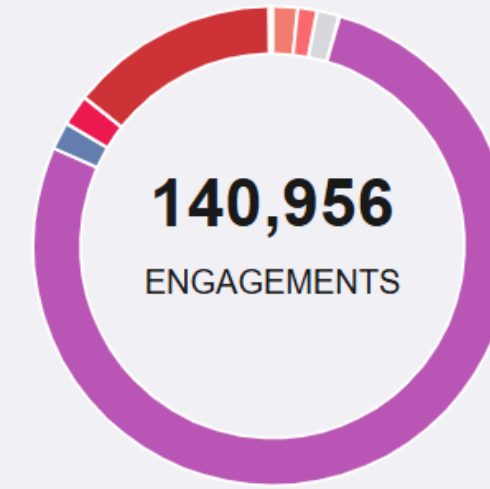
10



- Convertkit
- Instagram
- Facebook
- TikTok
- Pinterest
- Instagram Stories
- Mailchimp



- Twitter
- Articles
- Threads
- Instagram
- Facebook
- TikTok
- Pinterest



- Articles
- Convertkit
- Flodesk
- Threads
- Instagram
- Facebook
- TikTok
- Pinterest
- Instagram Stories
- Mailchimp

12,142

YouTube VIEWS

143

YouTube LIKES & COMMENTS

Influencer Analytics

@nocrumsleft



Terri Turner



Creamy Olive Dressing



910K followers

3,990,137 impressions

6,034,508 views

108,203 engagements

@cagrownofficial



CA Grown



68.4K followers

382,743 impressions

88,242 views

8,693 engagements

Influencer Analytics

@thismessisours



Meg Van Der Kruik



60.3K followers

51,549 impressions

43,499 views

3,508 engagements



Potato Skins

@agirl_defloured



Alison Needham

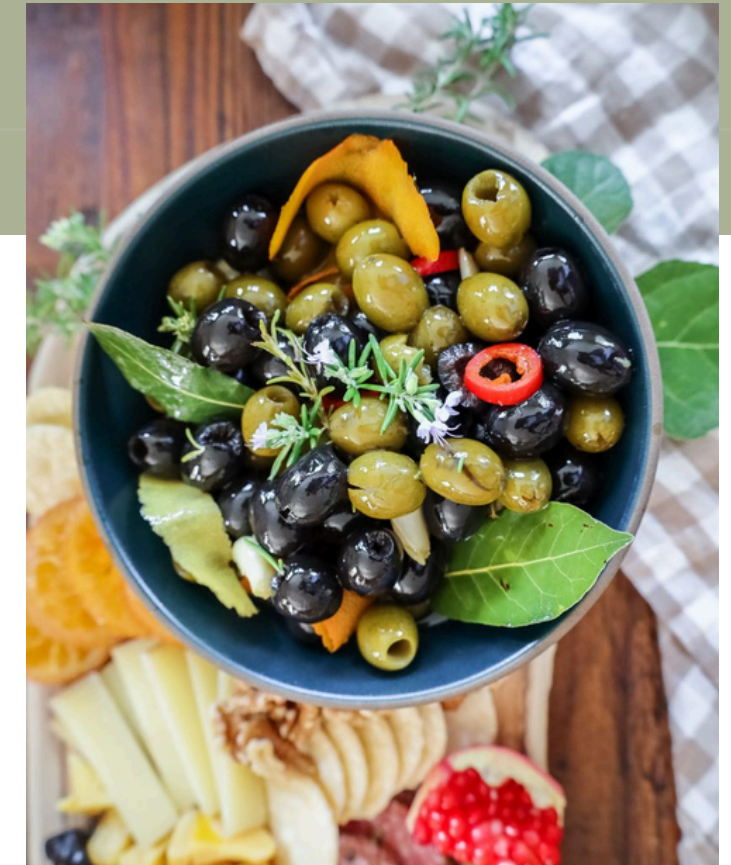


3,962 followers

620,053 impressions

18,940 views

13,276 engagements



Garlic Marinated Olives

Influencer Analytics

@holajalapeno



Kate Ramos



32.3K followers
3,276 impressions
10,102 views
422 engagements



Pescado a La Veracruzana

@mackievicz



Jaine Mackievicz



31K followers
10,599 impressions
23,257 views
2,304 engagements



Pissaladiere

Influencer Analytics

@tahiri_flowers



Tahiri Flores



56.6K followers
74,280 impressions
22,992 views
1,892 engagements

@bigdeliciouslife



Olive and Pepper
Queso



Jessica Lawson



8,591 followers
19,221 impressions
6,517 views
481 engagements



Stuffed Jalapeno
Poppers

Influencer Analytics

@aidamollenkamp



Aida Mollenkamp



Olive Dip Recipe

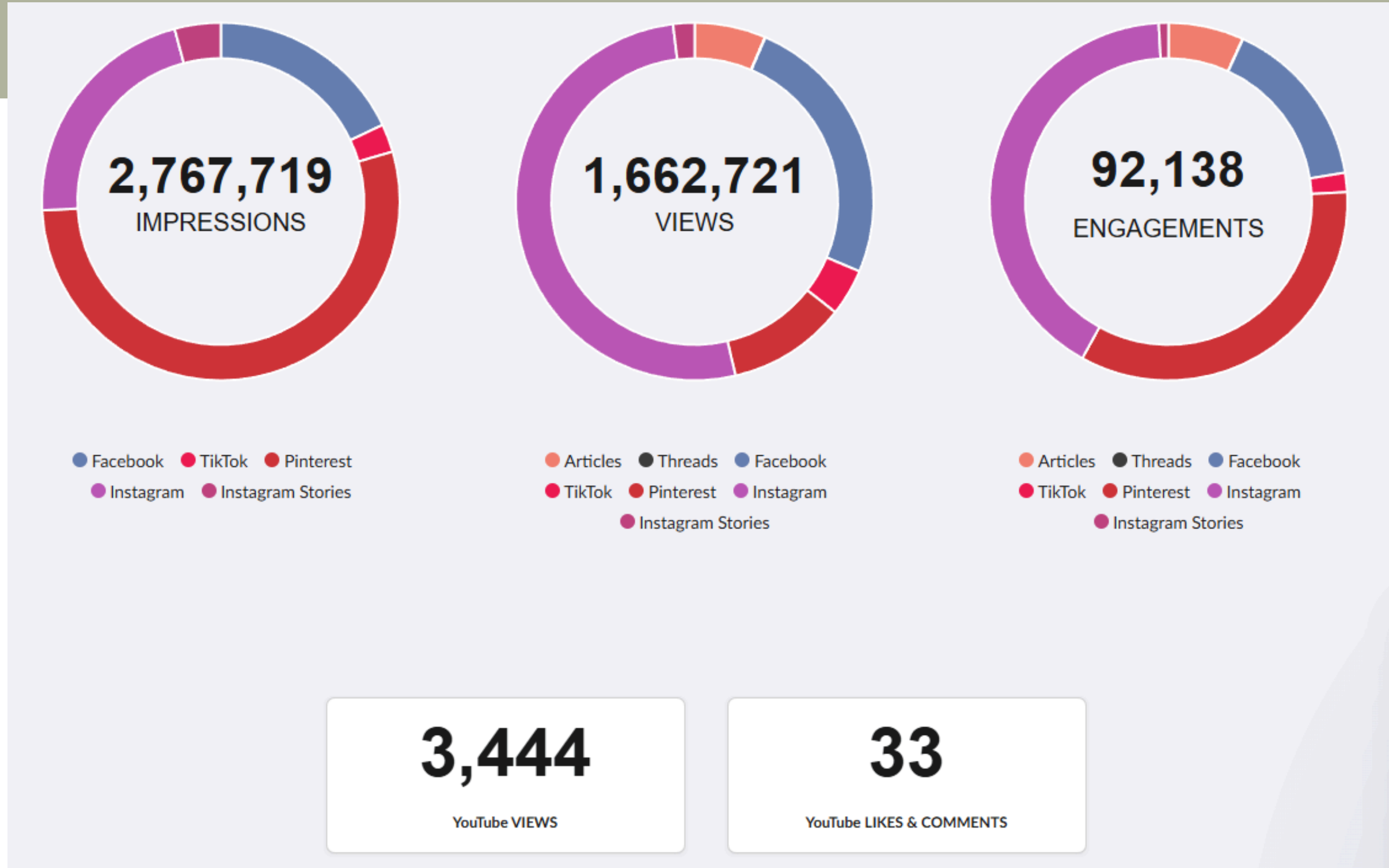


34.3K followers
31,124 impressions
9,461 views
2,320 engagements



SPRING 2025

CA GROWN OPT IN ANALYTICS



CA GROWN Opt-In: Analytics

Opt-In content is further shared across the California Grown and California Olive Committee social platforms, including Facebook and Instagram, to expand reach.

CA GROWN created a new blog post which houses links to the newly developed recipes.

@cagrownofficial



68.4K followers
621,371 impressions
142,536 views
26,507 engagements



Fresh & Flavorful Olive Salad Recipes

Discover fresh, flavorful olive salad recipes from our California Grown Creators!

California Ripe Olives bring a buttery, slightly briny richness that makes them a natural fit for salads. Their firm texture holds up beautifully against tender greens, roasted vegetables, grains, and pasta,



- CATEGORIES
- Recent Posts
 - Recipes
 - Cooking with Kids
 - How It's Grown
 - Meet a Farmer
 - CA GROWN Garden
 - Tutorials
 - Eateries
 - Out & About
 - Guest Bloggers
 - Always in Season Recipes



Influencer Analytics

@nocrumsleft



Terri Turner



Herby Pasta Salad

@jerryjamesstone



Jerry James Stone



Roasted Asparagus and
Pickled Egg Salad w/
Olives



910K followers

1,367,786 impressions

1,282,623 views

53,865 engagements



9,829 followers

156,721 impressions

165,459 views

526 engagements

Influencer Analytics

@aidamollenkamp



Aida Mollenkamp



34.3K followers

211,878 impressions

15,987 views

3,283 engagements



Olive Pasta Salad

@agirl_defloured



Alison Needham



3,962 followers

280,084 impressions

16,429 views

5,807 engagements



Spring Orzo Salad

Influencer Analytics

@thejamlab



Amisha Gurbani



73.9K followers
26,057 impressions
15,208 views
780 engagements



Artichoke Green Peas
and Ca Ripe Olives
Pasta

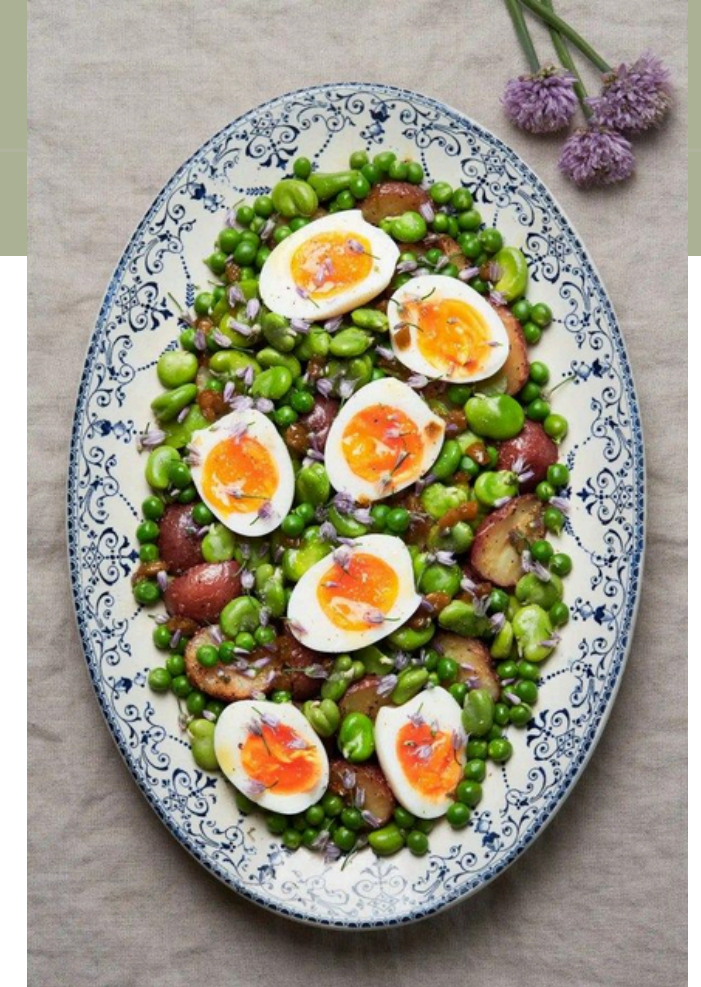
@beyondsweetandsavory



Vy Tran



26.8K followers
5,945 impressions
1,968 views
170 engagements



Spring Potato Salad
with Olive Dressing

Influencer Analytics

@tahiri_flowers



Tahiri Flores



56.6K followers
22,307 impressions
21,734 views
1,125 engagements



Fried Olive and Jalapeno Bites

@bigdeliciouslife



Jessica Lawson



8,591 followers
91,176 impressions
8,428 views
2,559 engagements



**MARINATED ASPARAGUS
OLIVE & TOMATO SALAD**
with California Ripe Olives

Marinated Asparagus,
Olive, and Tomato
Salad

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

FROM: COC MARKETING SUBCOMMITTEE

SUBJECT: 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, and staff recommended this to the Executive Committee for consideration.

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

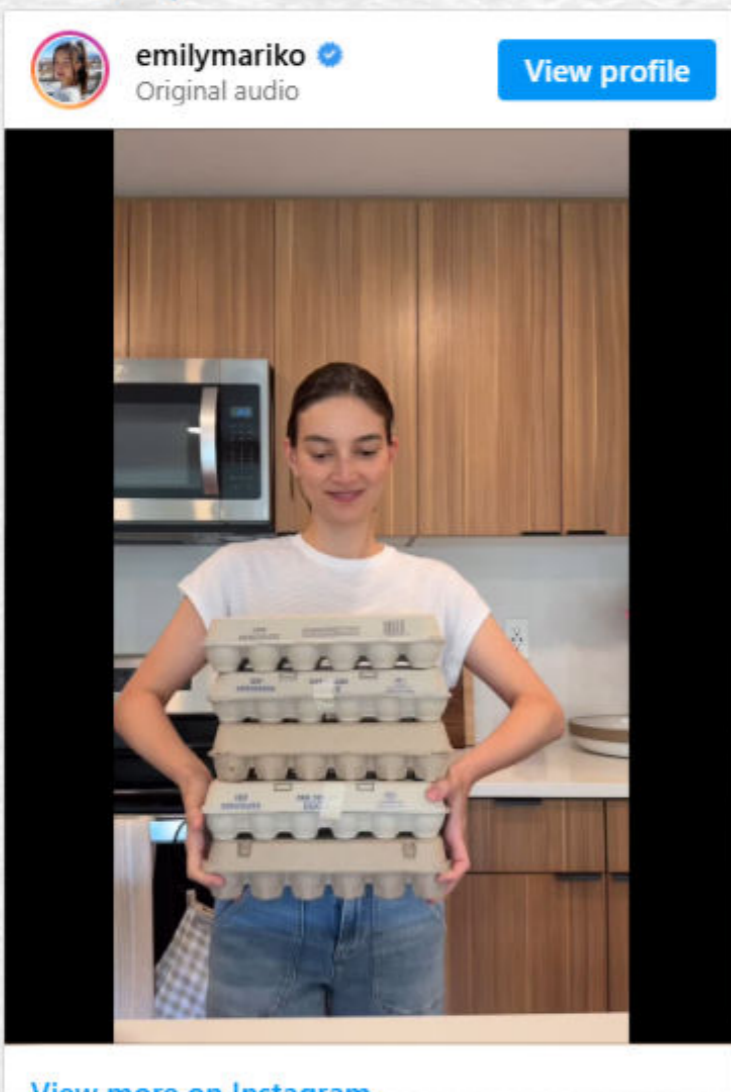
12M+ TikTok followers | 2M+ Instagram followers

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

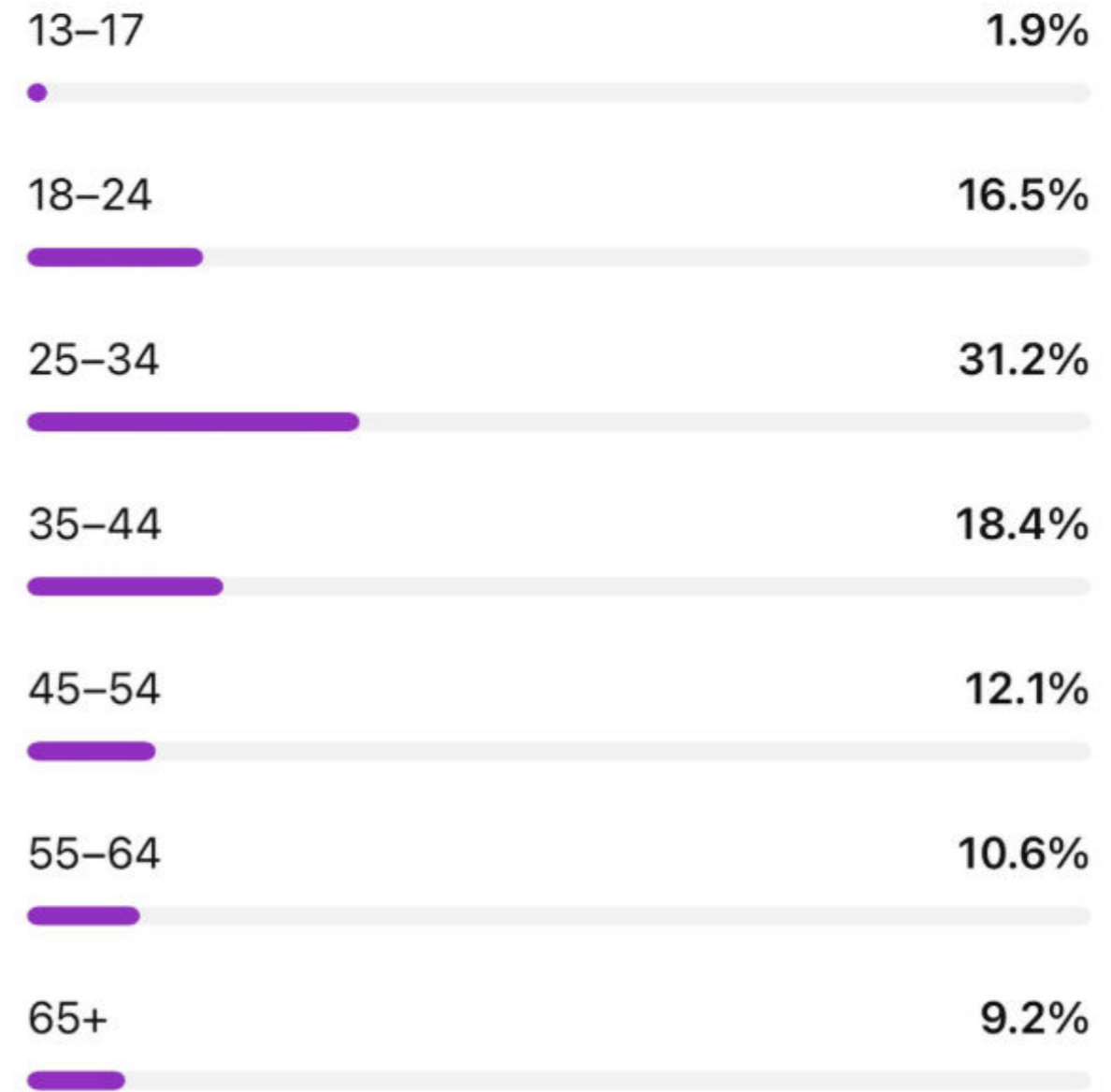
Accounts reached (last 30): 10,831,973

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.



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

BLUELAND

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

**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.

Wild

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

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

FROM: COC MARKETING SUBCOMMITTEE

SUBJECT: CA GROWN UPDATE

BACKGROUND:

The CA GROWN 2024 Year at a Glance can be seen on the following pages.

YEAR



20

CALIFORNIA
CA GROWN

24



AT A GLANCE

— CA GROWN KEY STATS —

PERFORMANCE METRICS:

@CAGROWNOFFICIAL



FACEBOOK

AUDIENCE
229,691



INSTAGRAM

IMPRESSIONS + VIEWS
74.8M



X

ENGAGEMENTS
554K



THREADS



YOU TUBE

LINK CLICKS
90K



TIK TOK



PINTEREST

AUDIENCE
14.6M

IMPRESSIONS
57.71M

ENGAGEMENTS
1.3M

EXTERNAL IMPRESSIONS + VIEWS
30.8M
(FROM CA GROWN CREATORS)



2 PAID CAMPAIGNS:

Sound of Good & Agritourism, garnered
121 MILLION IMPRESSIONS
combined

NUTRITION:

6 CROP SECTIONS
ADDED

to the CA GROWN Retail Nutrition Marketing Kit,
25 Retail Dietitians took a Yolo County Agritour

FOODSERVICE:

2 restaurant partnerships,
2 school partnerships



TOP INFLUENCER + CAMPAIGN CONTENT



Labneh Dip with Roasted Garlic and Blistered Tomatoes from Cook by Color



Herby Olive Goat Cheese Tartlets from Baking the Goods



Grilled Cauliflower Steak With California Olive Pepper Relish from This Mess is Ours

OTHER CONTENT FEATURING YOUR CROP



The Easiest Olive Recipe: How To Make Garlic Confit Stuffed Olives



The Best Bruschetta Stuffed Artichoke Recipe For Entertaining



The Lambrusco Spritz: Say Hello to Your New Favorite Cocktail

— RETAIL AND INTERNATIONAL EVENTS, —
NUTRITION + FOODSERVICE

RETAIL + INTERNATIONAL EVENTS

CA GROWN participated in several retail-focused events in 2024, including the California Grocers Association (CGA) Strategic Conference and International Fresh Produce Association (IFPA) Global Produce and Floral Show. CA GROWN executed International promotions in Canada, Japan, Dubai, Vietnam and India in 2024. Activations included trade missions and participation in trade shows, retail, foodservice, and media via CDFA and CAEC, as well as providing assets to CDFA, CAEC and related partners in support of efforts in Canada, Japan, UAE, Mexico and other markets.



NUTRITION

Sections of the CA GROWN Retail Nutrition Marketing Kit were added for almonds, artichokes, citrus, dates, leafy greens, and pomegranates. CA GROWN provided an education grant to the 2024 Shopping for Health Conference, where 25 retail dietitians joined an Agritour that included a vegetable seed breeding facility, a guided tasting of California mono-floral honeys, a specialty crop sampling lunch, and touring a walnut orchard and processing facility.

FOOD SERVICE

Our foodservice partnership with Black Angus Steakhouse continued in 2024, with a Spring promotion that included artichokes, asparagus and strawberries across the 58-restaurant chain with locations in CA, WA, AZ, NM, and HI. Bella Bru Café, a 2-unit operation in Sacramento, did four seasonal promotions, featuring a wide variety of specialty crops on their menus.

CA GROWN worked with two school nutrition programs in 2024. Five CA GROWN salad recipes that included romaine lettuce, spinach, strawberries, grapes, cucumbers, sweet potatoes, avocados, tomatoes, mushrooms, and ripe olives were developed by CA GROWN and the Sodexo Education culinary team, and included in a spring 2024 pilot program in 92 school sites across Northern California. All school sites participating in this promotion posted CA GROWN What's In Season posters in English and Spanish in their cafeterias. Sweetwater Union High School District partnered with California Grown on a number of activities, including facilitating a CA GROWN Fruit of the Month program that ran January through May 2024, placing What's In Season posters in English and Spanish in all 23 cafeterias across the district, and wrapping a van used for delivering locally grown produce to school sites.



CA GROWN hosted a group of 15 foodservice leaders at the Culinary Institute of America's 2024 Worlds of Flavor Conference, including an education session and an Agritour.

LOOKING FORWARD

CA GROWN will continue to share existing California Ripe Olive content (features, how it's grown and recipes) in our newsletter and on our social channels. Look for new recipes including *A Crispy Hasselback Potatoes Recipe with Herbs and Olives*, *A Simple Spring Salad Recipe*, *Fresh & Flavorful Olive Salad Recipes* and *An Easy Mediterranean Chickpea Salad*. Our new agritourism website, Experience California Agriculture, will highlight growers, farm-to-table restaurants and farm stands showcasing CA GROWN commodities and products, including California Ripe Olives.



CONTACT US!



info@californiagrown.org
californiagrown.org



[@cagrownofficial](https://www.instagram.com/cagrownofficial)