



**CALIFORNIA OLIVE COMMITTEE**  
**MARKETING SUBCOMMITTEE MEETING**

**AUGUST 7, 2025**  
**10:00 a.m.**

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

**ZOOM/Conference Call**

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

**I. CALL TO ORDER**

Chairman Bill McFarland called the meeting of the Marketing Subcommittee to order at 10:02 a.m. The following Marketing Committee members were present:

a. Roll Call

**Members**

Michael Silveira  
Joan Whelan-Vanderhorst  
Giulio Zavolta  
Rick Benson  
Pat Ricchiuti  
Bill McFarland  
Tracy Wood  
Scott Hamilton  
Felix Musco  
Joyner Yu  
Scott McCoy  
America Garman

**Affiliation:**

Producer  
Producer  
Producer  
Producer  
Producer  
Handler  
Handler  
Handler  
Handler  
Handler  
Handler  
Handler

**STAFF**

Todd Sanders California Olive Committee  
Michelle Borges California Olive Committee  
Mary McDonnell California Olive Committee  
Ethan Cranmer California Olive Committee  
Janette Ramos California Olive Committee

**GUESTS**

Abby Maharaj USDA



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

b. Chairmans Comments

None

c. Approval of Marketing Subcommittee previous Minutes – **ACTION**

- **MOVED by RICCHIUTI, duly seconded by ZAVOLTA, and unanimously carried THAT the minutes of November 13, 2024, be approved as presented. (MOTION 8-7-25 #1)**

## II. 2025 MARKETING PROGRAM REVIEW

Mary McDonnell presented to the Marketing Subcommittee the 2025 Marketing Program Review. Mary spoke on the following topics:

### Fall 2024

- CA Grown Opt-In Analytics
- Influencer Analytics

### Spring 2025

- CA Grown Opt-In Analytics
- Influencer Analytics

## III. 2025 CONTINGENCY FUND

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

## IV. CA GROWN UPDATE

Mary McDonnell spoke on the CA Grown 2024 Year at a Glance. Topics included:

- Performance Metrics
- Paid Campaigns
- Nutrition
- Foodservice
- Top Influencer Retail Partnerships-
- Other Content Featuring Your Crop
- Other notable activities



**V. OTHER BUSINESS**

None

**VI. ADJOURNMENT**

Chairman Bill McFarland adjourned the Marketing Subcommittee meeting at 10:28 a.m.

A handwritten signature in blue ink, appearing to read "T. Sanders", is positioned above a horizontal line.

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Todd W. Sanders  
Executive Director  
California Olive Committee



**SUMMARY OF MOTIONS FOR AUGUST 7, 2025**

**MOTION 8-7-25 #1**

**APPROVED**

**MOVED by RICCHIUTI, duly seconded by ZAVOLTA, and unanimously carried  
THAT the minutes of November 13, 2024, be approved as presented.**