



## FULL COMMITTEE MEETING

Thursday  
August 7, 2025  
11:30 a.m.

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

ZOOM/Conference Call

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

## MINUTES

### I. CALL TO ORDER

Executive Director Todd Sanders, of the California Olive Committee called the Full Committee meeting to order at 11:32 a.m. The following Directors were in attendance:

a. Roll Call

**Members**

Andy Weinrich\*

Mike Silveira\*

Michael Stokes

Vito DeLeonardis\*

Pat V. Ricchiuti\*

Giulio Zavolta\*

Rick Benson\*

Galen Pfeiffer\*

Mark Heuer

Milo Gorden

Felix Musco\*

Dennis Burreson\*

John Pieretti\*

Tomas Masanes Autard\*

Scott McCoy\*

America Garman\*

Phil Quigley\*

Julia Tinsley\*

Bill McFarland

Tracy Wood

Scott Hamilton

**Affiliation:**

Producer

Producer

Producer

Producer

Producer

Producer

Producer

Producer

Producer

Producer

Handler

Handler

Handler

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### **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
Mark Spomer	USDA
Michael Harutinian	USDA
Jacob Peters	Producer
Allison Gregg	Sampson & Sampson
Jennifer Van Court	NASS
Dennis Koong	NASS
Claire Little	Bryant Christie Inc.

\*Denotes voting members for the Committee.

#### b. Establish Quorum

With the appropriate number of Directors from producers and handlers in, 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 RICCHIUTI, duly seconded by ZAVOLTA, and carried THAT the minutes of December 19, 2024, be approved as presented. (MOTION 8-7-25 #1)**

### **Chairman's Comments**

Chairman Mike Silveira, thanked everyone who took the time out their day to be here in person, and on zoom for the olive meeting.

## **II. USDA RISK MANAGEMENT AGENCY CROP INSURANCE**

Guest speaker Laura Hernandez of the USDA Risk Management Agency (RMA), which administers the Federal Crop Insurance Program, spoke on the subject of crop insurance to the board.

## **III. INSTALLATION OF 2025-2027 COMMITTEE**

#### a. Election of Officers – **ACTION**

The California Olive Committee is comprised of 32 seats (members and alternates). All members 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.



- **MOVED by BURRESON, duly seconded by PFFEIFER, and unanimously carried THAT the Full Committee approve the new 2025-2027 Full Board of Directors, including David K. Ormonde, and Jacob Peters as new directors. (MOTION 8-7-25 #2)**
- **MOVED by RICCHIUTI, duly seconded by MUSCO, and unanimously carried THAT the Full Committee approve, Mike Silveira as Chairman, Dennis Burreson as Vice Chairman, and Scott McCoy as Treasurer for the COC. (MOTION 8-7-25 #3)**

- b. Approval to Authorize the Chairman to Appoint Members and Alternates to Necessary Subcommittee - **ACTION**

The California Olive Committee needs to approve the Chairman from its members and alternates to such subcommittees as deemed necessary .

- **MOVED by HEUER, duly seconded by DELEONARDIS, and unanimously carried THAT the Full Committee approve Chairman Mike Silveira, to appoint members and alternates to necessary Subcommittees. (MOTION 8-7-25 #4)**

#### **IV. EXECUTIVE SUBCOMMITTEE**

- a. Sampson & Sampson 2024 Audit Review - **ACTION**

Allison Gregg of Sampson & Sampson, LLP, completed the California Olive Committee's 2024 Fiscal Year audit. Allison Gregg presented the findings to the Committee.

- **MOVED by BURRESON, duly seconded by MCCOY, and unanimously carried THAT the Full Committee approve the 2024 Fiscal Year Audit. (MOTION 8-7-25 #5)**

- b. Approval of 2025 Auditor - **ACTION**

The Full Board discussed approving Sampson & Sampson as their 2025-2026 Fiscal Year auditor.

- **MOVED by RICCHIUTI, duly seconded by HEUER, and unanimously carried THAT the Full Committee approve Sampson & Sampson, LLP as the 2025-2026 Fiscal Year auditor. (MOTION 8-7-25 #6)**

- c. 2024-2025 Crop Year Marketing Policy Statement – **ACTION**

Each year, the California Olive Committee (COC) must approve a Marketing Policy Statement. In addition, the California Olive Committee needs to approve an extension request of the 2025-2026 Crop Year Marketing Policy Statement (MPS) for COC staff to ask the USDA for the extension.



- **MOVED by PFFEIFER, duly seconded by DELEONARDIS, and unanimously carried THAT the Full Committee approve 2024-2025 Crop Year Marketing Policy Statement as presented. (MOTION 8-7-25 #7)**

- i. 2025-2026 Crop Year Marketing Policy Extension – **ACTION**

The California Olive Committee discussed approving an extension request for the 2025-2026 Crop Year Marketing Policy Statement.

- **MOVED by HEUER, duly seconded by ZAVOLTA, and unanimously carried THAT the Full Committee approve an extension request for the 2024-2025 Crop Year Marketing Policy Statement (MPS) as presented. (MOTION 8-7-25 #8)**

- d. E-compliance Plan and Annual Compliance Plan - **ACTION**

The Full Board discussed approving the 2025-2026 E-Compliance Plan and Annual Compliance Plan.

- **MOVED by RICCHIUTI, duly seconded by SILVEIRA, and unanimously carried THAT the Full Committee approve the 2025-2026 E-Compliance Plan and Annual Compliance Plan as presented. (MOTION 8-7-25 #9)**

- e. Internal Control Policy – **ACTION**

The Internal Control Policy was last received and approved in 2024. There have been no changes made to the document. The Board approved the Internal Control Policy for 2025.

- **MOVED by BURRESON, duly seconded by PFEIFFER, and unanimously carried THAT the Full Committee approve the Internal Control Policy as presented. (MOTION 8-7-25 #10)**

- f. Export Program Update

Michelle Borges presented the Export activities. The presentation included the following:

**ACTIVITIES**

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

- g. OGCC Update on Berry Amendment

In the Berry Amendment (Buy American), olives and olive oil are both listed as a “non-available article” (Section 25.104). At the time the Berry Amendment was written, the domestic olive



industry was in its infancy. Currently, our industry believes that they do have the necessary supply and should be removed from this list. We have submitted a request on behalf of table olives, however, the DOD claims that we still not have sufficient supply to meet the military's demands. We made an initial application to the DOD requesting the waiver, however this request was denied on the basis that the CA olive industry does not produce enough to meet 50% of the domestic consumption.

## V. INSPECTION SUBCOMMITTEE

### a. Incoming and Outgoing 2025-2026 Inspection Charts - ACTION

On March 20, 2021, the Full Committee accepted recommendations made by the Inspection Subcommittee to modify the Incoming and Outgoing Charts. Changes made to Incoming Inspection Requirements include changing the average count per pound range for size small designation to 128-150 and changing the average count per pound range for size petite designation to 151-180. Changes made to Outgoing Inspection Requirements include changing the tolerance by count 35% under to 1/150 and changing the tolerance for all canning sizes to 1/150 lbs. These changes were motivated by an oversupply of small fruit.

- **MOVED by B URRESON, duly seconded by RICCHIUTI, and unanimously carried THAT the Full Committee approve the Incoming and Outgoing 2025-2026 Inspection Charts. (MOTION 8-7-25 #11)**

### b. 2025 Import Inspection Fees Update

USDA provided the COC staff with inspection fees update.

### c. OERS Updates

Todd Jahangiri will be reaching out to both canners this month to ensure the Olive Electronic Reporting System (OERS) software is working properly ahead of the receiving stations' opening.

### d. Calibration Training for USDA Inspector

COC Staff and USDA AMS Specialty Crops Inspection Division will be meeting with the canners in August for a meeting to brainstorm ideas on how to conduct a calibration training for USDA Inspectors. The goal will be to inform the inspectors about the quality and flavor of the olives.

## VI. MARKETING SUBCOMMITTEE

### a. Update on 2025 Marketing Activities

Mary McDonnell discussed the 2025 Marketing Activities which included:

- Influencer Analytics
- CA Grown Opt In Analytics



b. Approval of 2025 Contingency Fund (Marketing Opportunity) - **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 ZAVOLTA, duly seconded by BENSON, and unanimously carried THAT the Full Committee approves \$75,000 to promote California Ripe Olives with an influencer marketing campaign. (MOTION 8-7-25 #12)**

c. 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

**VII. RESEARCH SUBCOMMITTEE**

a. 2024 Final Research Reports

**2024 RESEARCH PROJECTS FOR THE CALIFORNIA OLIVE COMMITTEE**

2025 Projects in **red** had No Cost Extensions and are now complete.

Researcher	Project	Amount	No Cost Extension
Dr. Jim Adaskaveg*	Management of Foliar Diseases-A. Olive Knot and B. Evaluation of New Fungicides for Control of Olive Leaf Spot	\$13,715	
Dr. Jim Adaskaveg*	Epidemiology and Management of Olive Knot caused by Pseudomonas Svastanoi pv.Savastanoi	\$31,150	
Carol Lovatt and Elizabeth Fichtner	Integrating Alternate Bearing Mitigation Strategies in a Commercial Table Olive Orchard	\$33,825	10/31/25
Georgia Drakakaki and Becky Wheeler-Dykes**	Evaluation of effects of Accede® (ACC) at two different application rates on enhancing horticultural maturity and abscission zone development and commercial trunk shaking efficiency in table olives	\$131,380	6/30/25
Rodrigo Almeida	Survey of Xylella fastidiosa genetic diversity within California olive trees	\$29,752	6/30/25
Jim Stewart	Southern San Joaquin Valley Olive Fruit Fly Monitoring	\$12,000	
Ernie Simpson	Sacramento Valley Olive Fruit Fly Monitoring Project	\$9,250	
	<b>TOITAL</b>	<b>\$251,072</b>	

\*Projects co-funded by the Olive Oil Commission of California.

\*\*Project that Valent has contributed \$8,500 to, reducing fiscal impact to \$122,880.

b. Approval of 2026 Recommended Research Priorities

Each year the Research Subcommittee sets priorities of research they would like executed on their behalf for the following year. These efforts are to fund more specific and calculated



research to enhance the benefits to the industry. Once the priorities are set, they are provided to the University of California liaisons to request proposals from researchers. Additionally, priorities are distributed to land grant universities across the nation and to private research facilities. Proposals will be reviewed for funding in November by the subcommittee.

#	Researcher	Project	Amount
1	Dr. Jim Adaskaveg*	Epidemiology and Management of Olive Knot caused by <i>Pseudomonas savastanoi</i> pv. <i>Savastanoi</i>	\$15,490
2	Dr. Carol Lovatt and Elizabeth Fichtner	Integrating Alternate Bearing Mitigation Strategies in a Commercial Table Olive Orchard	\$34,984
3	Georgia Drakakaki and Becky Wheeler-Dykes**	Evaluation of effects of Accede® (ACC) at two different application rates on enhancing horticultural maturity and abscission zone development and commercial trunk shaking efficiency in table olives (year 3)	\$115,129.20
4	Rodrigo Almeida and Franklin Lewis	Survey of <i>Xylella fastidiosa</i> genetic diversity within California olive trees (year 2)	\$31,151
5	Jim Stewart	Southern San Joaquin Valley Olive Fruit Fly Monitoring	\$12,000
6	Ernie Simpson	Sacramento Valley Olive Fruit Fly Monitoring Project	\$12,500
7	Elizabeth Fichtner	Designing a web app for predicting risk of olive fruit fly—a tool for California olive growers and pest control advisors	\$19,860
8	Nicolas Manoukis**	New Prospects for the Control of Black Scale in California Olive Groves	73,000
		<b>TOTAL</b>	<b>\$314,114.2</b>

\*Projects are co-funded by the Olive Oil Commission of California

\*\*No Cost Extension until December 1, 2026.

### California Olive Committee Research Priorities for 2025

- Olive Fruit Fly Trapping
- OFF management techniques with an emphasis on examining new traps that attract flies. Also, OFF management techniques focused on needing a membrane and a new delivery system.
- Management of Olive Knot with an emphasis on developing new methods of control via soil applications. Management of Olive Knot focused on systemic rather than topical treatments.
- Management of Peacock Spot
- Evaluation of drone technology and satellite mapping pertaining to moisture evaluation and crop load estimates
- Mechanical harvesting on existing and new high density orchards
- Development of Loosening Agents
- Olive DNA evaluation to distinguish between different varieties in the market place
- Chemical control of Glassy-winged sharpshooter/Leaf Hoppers
- Determine costs of preventative measures relating to the spread of *Xylella-Fastidiosa* (XF)
- Pollination assist techniques focused on Manzanillo/ Field measurement tool to determine optimal pollination timing
- Investigation of Urea as a thinning agent. What is the cost and optimal application rate? Where is it currently being used?
- Determine what research has already been conducted regarding sterilization of OFF
- Attract and Kill trap for Olive Fruit Fly
- Black Scale Control from a Natural Insect Pest
- GWSS research on mass trapping
- **Biological research on Black Scale**
- **Why we have more Southern crop failures (*What's changed*)**
- **Health claims for Canned Rip Olives (*more information to backup health claims*)**



d. Product Registration Update

Product	Active Ingredient	Registrant	Status
Sanitol 2.4 EC	Fenpropathrin	Valent	2ee is active and ready to use. Please see following page for more information.
Kasugamycin	Kasumin 2L	United Phosphorous, Inc.	Approval to submit Kasumin 2L on olives concurrently. It cannot be approved until they receive EPA registration. However, the submission is in progress.
Syllit	Dodine	United Phosphorous, Inc.	Currently at CDPR- on the most approved label it lists olives, the use is not registered in CA
Ph-D	Poloxin	United Phosphorous, Inc.	New stamped label was received earlier this month. It will begin the process of being updated on Agrian and Crop Data management Systems.

Section 18:

COC Staff has prepared a letter of support for a Section 18 Emergency Exemption request for the use of Arino Insecticide and Nematicide to help manage olive fruit fly pressure. This year, unusually high olive fruit fly populations combined with limited availability of GF-120 (active ingredient: spinosad) have put the industry at significant risk. Arino offers a viable alternative with strong efficacy, a novel mode of action, and a favorable fit for California olive production systems. The COC’s letter emphasizes the urgency of the situation and the potential economic and agronomic impact if effective tools are not made available.

**VIII. REVIEW OF CROP ESTIMATES**

a. NASS 2025 Estimate Forecast

The USDA National Agricultural Statistics Service (NASS) provided the COC with the 2024 Crop Report in preparation for the 2025 Crop Forecast that will be released on August 9, 2025.

b. 2025 Industry Crop Estimate – **ACTION**

Each year, the industry creates an internal crop forecast for the California Olive industry. The Committee will discuss and develop a 2025 crop estimate.

- **MOVED by RICCHIUTI, duly seconded by PFFEIFER, and unanimously carried THAT the Full Committee approve the estimated Industry Crop of 41,781.77 tons for the state. (MOTION 12-19-24 #13)**

**IX. OTHER BUSINESS**

Abby Maharaj of the USDA spoke on the Federal Marketing Order and the Anti-Trust Law, in addition, Abby Maharaj addressed the board, and gave a new member orientation. The presentation is required from USDA, as new board members take their seat, and serves as a reminder to all reoccurring members who hold a board seat of what is expected.



**X. CLOSED SESSION**

No Closed Session

**XI. ADJOURNMENT**

Chairman Mike Silveira adjourned the Full Committee meeting at 1:35 p.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 Directors  
California Olive Committee



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

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

**APPROVED**

**MOVED by RICCHIUTI, duly seconded by ZAVOLTA, and carried THAT the minutes of December 19, 2024, be approved as presented.**

**MOTION 8-7-25 #2**

**APPROVED**

**MOVED by BURRESON, duly seconded by PFFEIFER, and unanimously carried THAT the Full Committee approve the new 2025-2027 Full Board of Directors, including David K. Ormonde, and Jacob Peters as new directors.**

**MOTION 8-7-25 #3**

**APPROVED**

**MOVED by RICCHIUTI, duly seconded by MUSCO, and unanimously carried THAT the Full Committee approve, Mike Silveira as Chairman, Dennis Burreson as Vice Chairman, and Scott McCoy as Treasurer for the COC.**

**MOTION 8-7-25 #4**

**APPROVED**

**MOVED by HEUER, duly seconded by DELEONARDIS, and unanimously carried THAT the Full Committee approve Chairman Mike Silveira, to appoint members and alternates to necessary Subcommittees.**

**MOTION 8-7-25 #5**

**APPROVED**

**MOVED by BURRESON, duly seconded by MCCOY, and unanimously carried THAT the Full Committee approve the 2024 Fiscal Year Audit.**

**MOTION 8-7-25 #6**

**APPROVED**

**MOVED by RICCHIUTI, duly seconded by HEUER, and unanimously carried THAT the Full Committee approve Sampson & Sampson, LLP as the 2025-2026 Fiscal Year auditor.**

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

**APPROVED**

**MOVED by PFFEIFER, duly seconded by DELEONARDIS, and unanimously carried THAT the Full Committee approve 2024-2025 Crop Year Marketing Policy Statement as presented.**



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

**APPROVED**

**MOVED** by HEUER, duly seconded by ZAVOLTA, and unanimously carried **THAT** the Full Committee approve an extension request for the 2024-2025 Crop Year Marketing Policy Statement (MPS) as presented.

**MOTION 8-7-25 #9**

**APPROVED**

**MOVED** by RICCHIUTI, duly seconded by SILVEIRA, and unanimously carried **THAT** the Full Committee approve the 2025-2026 E-Compliance Plan and Annual Compliance Plan as presented.

**MOTION 8-7-25 #10**

**APPROVED**

**MOVED** by BURRESON, duly seconded by PFEIFFER, and unanimously carried **THAT** the Full Committee approve the Internal Control Policy as presented.

**MOTION 8-7-25 #11**

**APPROVED**

**MOVED** by BURRESON, duly seconded by RICCHIUTI, and unanimously carried **THAT** the Full Committee approve the Incoming and Outgoing 2025-2026 Inspection Charts.

**MOTION 8-7-25 #12**

**APPROVED**

**MOVED** by ZAVOLTA, duly seconded by BENSON, and unanimously carried **THAT** the Full Committee approves \$75,000 to promote California Ripe Olives with an influencer marketing campaign.

**MOTION 8-7-25 #13**

**APPROVED**

**MOVED** by RICCHIUTI, duly seconded by PFEIFFER, and unanimously carried **THAT** the Full Committee approve the estimated Industry Crop of 41,781.77 tons for the state.