



AGENDA

California Olive Committee Marketing Subcommittee Meeting

**San Joaquin County Ag. Commissioner Office
2101 E. Earhart Ave.
Stockton, CA 95206**

**Tuesday, August 4, 2025
10:00 am**

**Join Zoom Meeting:
<https://us02web.zoom.us/j/88974953122>**

Meeting ID: 889 7495 3122

Dial-in: +1 (669) 444-9171

I. Call to Order – Chairman Bill McFarland

- a. Roll Call
- b. Marketing Subcommittee Chairman's Comments
- c. Approval of Marketing Subcommittee Minutes: November 24, 2025 (action item)

II. 2026 Marketing Program Review

III. CA Grown Update

IV. Other Business

V. Adjournment