2565 Alluvial Ave. Suite #152, Clovis, California 93611 • P. 559 456-9096 • F. 559 456-9099

AGENDA

California Olive Committee
Executive Subcommittee Meeting

San Joaquin County Ag Commissioner's Office
2102 E. Earhart Ave.
Stockton, CA 95206

Tuesday, August 4, 2026
8:15 A.M.

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 Mike Silveira

a. Roll Call
b. Chairman's comments
c. Approval of Previous Minutes: November 24, 2026 (action item) page 3

II. 2026 Export Program Update page 9

III. OGCC Activity Updates page 17

a. Legislative and Regulatory Update

IV. Other Business

V. Adjournment

2025-2027 Executive Subcommittee

Producer Members:

Michael Silveira-Chairman
Edward Garcia
Mark Hendrixson
Mark Heuer
Pat Ricchiuti
Galen Pfeiffer
Vito DeLeonardis

Handler Members:

Dennis Burreson
John Pieretti
Felix Musco
Julia Tinsley
Paul Adcock
Scott McCoy

CALIFORNIA OLIVE COMMITTEE

EXECUTIVE SUBCOMMITTEE MEETING

NOVEMBER 24, 2025
9:00 a.m.

California Olive Committee
2565 Alluvial Ave., Suite 152
Clovis, CA 93611

ZOOM / CONFERENCE CALL
https://us02web.zoom.us/j/87013929481

MINUTES

I. CALL TO ORDER

Chairman Mike Silveira called the meeting of the Executive Subcommittee to order at 9:02 a.m. The following Executive Subcommittee members were in attendance.

a. Roll Call

MEMBERS:	AFFILIATION:
Michael Silveira	Producer
Mark Hendrixson	Producer
Pat Ricchiuti	Producer
Galen Pfeiffer	Producer
Vito DeLeonardis	Producer
Dennis Burreson	Handler
John Pieretti	Handler
Felix Musco	Handler
Paul Adcock	Handler
Scott McCoy	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:	
Jeffery Rymer	USDA

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 August 7, 2025, meeting was presented to the Board for approval.

- **MOVED by RICCHIUTI, duly seconded by PIERETTI, and unanimously carried THAT the minutes for August 7, 2025, be approved as presented. (Motion 11-24-25 #1)**

II. 2025 EXPORT PROGRAM UPDATE

Staff presented the federally funded programs to support the exports of California Ripe Olives. The presentation included the following:

- Activities
- America First Trade Promotion Program
- Map – Canada
- Man – Japan
- EMP India
- RAPP 2
- Tradeshows Participation
- First Trade Promotion Program
- USAEDC
- Tradeshows/Trade Mission

III. MARKETING SUBCOMMITTEE UPDATE

Staff presented an update on the current marketing programs for the 23025 fiscal year.

2025 Marketing Activities:

Spring 2025 Campaign: "Fresh and Flavorful Olive Salad Recipes"

- 3.6M Impressions
- 2.1M Video Views
- 116.9K Engagements

California Grown Influencer Campaign (Fall)

- Partnership with California Grown featuring 8 influencers promoting fall and game-day olive recipes.
- Campaign analytics will be provided once finalized.

Member Spotlight Series

- Highlighting COC board members and their industry contributions.
- Board members interested in participating are encouraged to email staff.

Communications

- Ongoing email newsletters, updates, and annual reports.
- Exploring potential text-message outreach options.

Food Reveal Event – CSU San Marcos

- Featured California Ripe Olives and California Wild Rice at the university wellness fair.
- Successful consumer education and taste experience, targeting younger demographics.

Emily Mariko Social Media Campaign

- 7-Day Performance: 931,628 views | 22,099 interactions
- 30-Day Performance: 1,211,189 views | 24,148 interactions
- Second campaign video scheduled for release on November 17.

Proposed 2026 Marketing Plans:

Internal Marketing Programs- $86,000

a. CA Grown
b. Other Partnerships
c. Domestic Tradeshows
   - Retail
   - Nutrition
   - Culinary
d. Travel
e. Content Creation
f. Deliverables

External Marketing Programs- $146,000

	Budget
CA Grown Opt Ins (Fall + Spring, 8 influencers over 60 days per campaign)	$65,000
Spotify Advertising	$12,000
Consumer Research Study (Glass vs can packaging perception)	$39,000
California Wine Festival Sponsorships	$30,000
Total:	**$146,000**

TOTAL FISCAL IMPACT FOR 2026: $232,000

IV. RESEARCH SUBCOMMITTEE UPDATE

Staff presented an update on the current research for the year and future projects for 2026. This included the eight current research projects, two of which are olive fruit fly trapping reports.

2025 Research Projects

#	**Researcher**	**Project**	**Amount**
1	Dr. Jim Adaskaveg*	Epidemiology and management of olive knot caused by Pseudomonas Savastanoi pv. Savastanoi (year 1)	$15,490
2	Rodrigo Almeida and Franklin Lewis	Survey of Xylella fastidiosa genetic diversity within California olive trees (year 2)	$31,151
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	Dr. Carol Lovatt and Elizabeth Fichtner	Integrating Alternate Bearing Mitigation Strategies in a Commercial Table Olive Orchard (year 3)	$34,984
5	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
6	Nicholas Manoukis**	New prospects for the control of black scale in California olive groves	$73,000
7	Ernie Simpson	Sacramento Valley Olive Fruit Fly Monitoring Project	$12,500
8	Jim Stewart	Southern San Joaquin Valley Olive Fruit Fly Monitoring Project	$12,000
		Total	$314,114.2

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

The research committee met on November 20th, 2025 to discuss which research projects they will be recommending to the Full Board of Directors. Please see the following projects and their fiscal impact.

2026 Research Proposals

#	Researcher	Project	Amount
1	Joel Kimmelshue-Land IQ	Olive Acreage Mapping	$30,700
2	Dr. Carol Lovatt and Elizabeth Fichtner*	Integrating Alternate Bearing Mitigation Strategies in a Commercial Table Olive Orchard (year 4/4)	$36,922
3	Elizabeth Fichtner*	Designing a Web App for Predicting Risk of Olive Fruit Fly- a Tool for California Olive Growers and Pest Control Advisors (Year 2/2)	$22,087
4	Dr. Eve Laroche-Pinel*	Moisture and Crop Load Monitoring in Ripe Olives Using Drone Hyperspectral and Satellite Imagery (Year 1/3)	$38,500
5	Georgia Drakakaki, and Becky Wheeler-Dykes*	Evaluation of Effects of Accede (ACC) at Two Different Application Rates on Abscission Zone Development and Trunk Shaking Efficiency in Table Olives	$97,799
6	Georgia Drakakaki, and Minmin Wang*	DNA Evaluation to Authenticate Manzanilla and Hojiblanca Table Olive Cultivars	$22,625
7	Olivier Ceberio*	Collaborative Nutrient Calibration with California Olive Growers Using Nutriscope	$48,840
8	Rodrigo Almeida*	Ecology of Olive Associated Xylella fastidiosa Strains in California	$46,618
9	Christopher Simpson	Sacramento Valley Olive Fruit Fly Monitoring Project	$13,500
10	Bert Quezada and Jim Stewart	Southern San Joaquin Valley Olive Fruit Fly Monitoring Project	$12,000
		Total	$367,936

V. INSPECTION SUBCOMMITTEE UPDATE

Staff presented an update on the current inspection projects for the year. Information was shared during the COC inspection subcommittee meeting and with the COC Full Board of Directors.

On August 22, 2025, COC staff and both canners met with the USDA Western Inspection team at the San Joaquin Ag Center. Through discussions and a sample tasting, there was an overwhelming agreement on the room for improvement for the inspection of imported olives.

COC staff supplied California ripe olives to showcase the good and reasonably good flavor quality. In addition, we supplied imported olives with good, reasonably good, and poor flavor quality to compare and contrast the two.

The USDA Inspection team is calibrating with the inspectors to distinctly understand the differences, especially with reasonably good and poor flavor.

COC staff will continue to provide updates as we continue our collaboration with USDA.

VI. OMB FORM/MARKETING ORDER WORKING GROUP UPDATE

Staff presented the recommendations on the OMB Form and Marketing Order Working Group. The summary of various forms were discussed and what COC recommends for suspension.

VII. APPROVAL OF 2026 ADMINISTRATIVE BUDGET – ACTION

The following is the General Administration Budget for the California Olive Committee. Exports are separated. Staff put together a history of previous Executive Committee Budgets.

FISCAL YEAR	2026	2025	2024	2023	2022	2021
ADMIN	347,800	$419,450	$350,250	$399,700	$390,700	$357,800
$ Change	$(71,650)	$(69,200)	$(49,450)	$9,000	$32,000	$(100,000)
Exports	$172,500	$165,650	$164,650	$148,000	$148,000	$173,500
$ Change	$6,850	$1,000	$16,650	-	$(25,500)	-
MAP/EMP/RAPP	$1,243,788**	$1,353,430	$1,021,656	$380,480	$422,325	$318,529
$ Change	$(109,642)**	$331,774	$641,176	$(41,845)	$103,796	$(48,870)

**This total reflects the amount of MAP/EMP/RAPP funds applied for the 2026 fiscal year through USDA-FAS. The actual allocations will be announced until the passage of a Farm Bill. 2025 allocations will carry over into 2026.

FISCAL IMPACT: $520,300 for FY 2026

- **MOVED by HENDRIXSON, duly seconded by SILVEIRA, and unanimously carried THAT the Executive Committee approve adjusting the budget to allow $25,000, removed from the strategic plan, and transfer it to the Contingency Fund, and THAT the Executive Committee approve the budget as presented. (Motion 11-24-25 #2)**

VIII. APPROVAL OF AUTHORITY TO THE EXECUTIVE DIRECTOR AND CHAIRMAN FOR INTERN-ITEM TRANSFERS OF THE EXECUTIVE COMMITTEE BUDGET ACTION

The Executive Committee discussed granting authority to the Executive Director and Chairman for Inter-Item Transfers of the Executive Committee Budget for the 2026 Fiscal Year Budget.

- **MOVED by PFEIFFER, duly seconded by DELEONARDIS, and unanimously carried THAT the Executive Subcommittee grant authority to the Executive Director and Chairman for Inter-Item Transfers of the Executive Committee Budget for the 2026 Fiscal Year Budget. (Motion 11-24-25 #3)**

IX. OTHER BUSINESS

Todd Sanders announced the next Full Committee meeting will be December 15, 2025.

X. ADJOURNMENT

Chairman Mike SILVEIRA adjourned the Executive Subcommittee Meeting at 9:58 a.m.



Todd Sanders
Executive Director
California Olive Committee

SUMMARY OF MOTIONS FOR NOVEMBER 24, 2025

MOTION 11-24-25 #1 APPROVED

MOVED by RICCHIUTI, duly seconded by PIERETTI, and unanimously carried THAT the minutes for August 7, 2025, be approved as presented.

MOTION 11-24-25 #2 APPROVED

MOVED by HENDRIXSON, duly seconded by SILVEIRA, and unanimously carried THAT the Executive Committee approve adjusting the budget to allow $25,000, removed from the strategic plan, and transfer it to the Contingency Fund, and THAT the Executive Committee approve the budget as presented.

MOTION 11-24-25 #3 APPROVED

MOVED by PFEIFFER, duly seconded by DELEONARDIS, and unanimously carried THAT the Executive Subcommittee grant authority to the Executive Director and Chairman for Inter-Item Transfers of the Executive Committee Budget for the 2026 Fiscal Year Budget.

****INFORMATION ONLY****

FROM: COC EXECUTIVE SUBCOMMITTEE

SUBJECT: EXPORT UPDATE

BACKGROUND: Staff will present on the federally funded programs to support the exports of California ripe olives. The presentation is included on the following page.



CALIFORNIA OLIVE COMMITTEE

EXPORT UPDATE

August 2026

MAP - CANADA

Activities

- Grocery Innovations Tradeshow
  - October 27-28, 2026 in Toronto
- Restaurant Limited-Time Offer Menus featuring California Ripe Olives
- Influencer Opt-Ins
- SIAL Canada Tradeshow
  - April 27-29, 2026 in Toronto

MAP - JAPAN

Areas of Focus in 3 categories (PR, Retail, and Foodservice):

- Health
- Outdoors
- Ready-to-Eat (Snacking)

Activities:

- FABEX Tradeshow (The World Food and Beverage Great Expo)
- Recipe Creation for retail food service sectors
- ATO Taste of America Event
- DeliciouStock Foodservice Trade Exhibition
- Japan Trade Mission: September 5-9, 2026



AFTPP

American First Trade Promotion Program

- January 1, 2027
- $225,000 in Canada
- Activity Ideas
  - Trade: Industry Familiarization Tour, Retail Data, Instacart Promotions
  - Consumer: Advertising, Chef Spokesperson and Pop-Up Promotions, World Olive Day Promotion

RAPP - SOUTH KOREA

Activities

- Market and consumer research
- ATO America 250 Events
  - Menu Development Initiative
  - Olive Cheese Bread
- 2026 Seoul Cafe Show
- Samples
- Seoul Food and Hotel Tradeshow
  - South Korea Trade Mission June 8-12

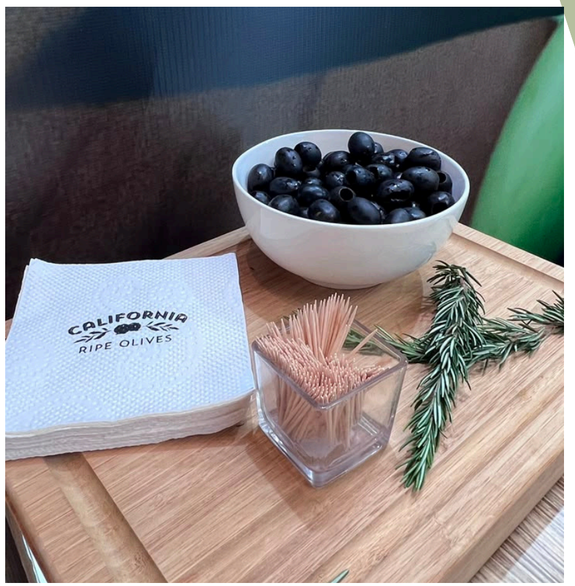


RAPP - CENTRAL AMERICA

Activities

- Market and consumer research
- ATO America 250 Events
- Export Guide for Canners
- Samples
- Exphore Hospitality and Foodservice Tradeshow
  - June 30 - July 2, 2026 in Costa Rica





TRADESHOWS/TRADE MISSIONS

The COC staff has attended the following trade shows this year to represent California Ripe Olives:

- Berlin Fruit Logistica
- Canadian Produce Marketing Association

<u>2026 Trade Missions:</u>

- South Korea - June

<u>2026 Upcoming Trips:</u>

- Asia Fruit Logistica Tradeshow
- Japan Trade Mission
- Fruit Attraction Tradeshow
- IFPA Global Produce and Floral Show
- SIAL Tradeshow
- Grocery Innovations Tradeshow
- Central America Trade Mission



****INFORMATION ONLY****

FROM: OLIVE GROWERS COUNCIL OF CALIFORNIA

TO: CALIFORNIA OLIVE COMMITTEE

SUBJECT: LEGISLATIVE AND REGULATORY UPDATE

SB 54 and SB 343 Litigation

SB 54 establishes a new Extended Producer Responsibility (EPR) program that requires producers selling single-use packaged products (covered material) into California to fund and meet statewide recycling and plastic-reduction targets. Producers must register within 30 days of the regulation's effective date, May 1, 2026. Registration and data submission are due June 1, 2026. The first producer fees will be assessed soon after registration.

By 2023, the law requires:

- 100% of single-use packaging to be recyclable or compostable
- 25% reduction (collectively, among all producers) in the total amount of plastic packaging sold in California, compared to the 2023 baseline
- 65% recycling rate for single-use plastic packaging

USDA Assistance for Specialty Crop Farmers (ASCF) Program

The USDA's Assistance for Specialty Crop Farmers (ASCF) Program is a one-time assistance program providing support to specialty crop producers based on their reported 2025 planted acreage. According to the USDA's ASCF payment categories, **olives are classified as a Tier 1 specialty crop ($650 per acre)**. Producers who reported eligible 2025 crop acreage by April 24, 2026, may be eligible to apply.

Key Dates

• June 1, 2026 – Online enrollment opens through Login.gov
• June 8, 2026 – Enrollment opens at local FSA County Offices
• August 7, 2026 – ASCF Application deadline

For complete program details, eligibility requirements, and application information, please visit: https://www.fsa.usda.gov/resources/programs/assistance-specialty-crop-farmers-ascf-program

2026 Farm Bill

The House of Representatives passed its version of the 2026 Farm Bill on April 30, 2026. The Farm Bill currently sits in the Senate Committee on Agriculture, Nutrition, and Forestry. There is no date for when the bill will be moved to the Senate floor.

****INFORMATION ONLY****

FROM: OLIVE GROWERS COUNCIL OF CALIFORNIA

TO: CALIFORNIA OLIVE COMMITTEE

SUBJECT: LEGISLATIVE AND REGULATORY UPDATE

Olive Trade Action

The OGCC will continue their efforts in Washington, D.C., monitoring the Olive Trade Action case. With the unfortunate passing of Congressman LaMalfa, the OGCC is strategically establishing relationships with other congressional offices such as Congressman Valadao, Fong, Gallagher, Costa, and Gray.

The 2026 briefing of the trade action, prepared by the OGCC, is on the following page.

US Antidumping and Countervailing Duty
Orders Against Ripe Olives from Spain

I. 2018 US Antidumping and Countervailing Duty Olive Orders

In 2017, the US olive industry filed an antidumping and countervailing duty (AD/CVD) action to stop the Spanish ripe olive industry's unfair pricing practices from destroying the US market and American grown and processed ripe olives. In 2018, the Department of Commerce (Commerce) and International Trade Commission (ITC) sided with the US industry and imposed AD/CVD duties on Spanish olives. Every year since those AD/CVD duties were first imposed, Commerce has reaffirmed the Spanish industry's ongoing practice of selling ripe olives in the US market at dumped and unfairly subsidized prices, and has therefore continued to issue Olive Orders imposing AD/CVD duties on Spanish olives.

II. EU Efforts to Overturn the Olive Orders

Because the olive AD/CVD action was the first case to challenge various unfair EU farm subsidy programs, the EU and Spain have used every legal and political means possible since 2018 to try to terminate the Olive Orders and prevent the US Government from further investigating those EU farm programs. Among other efforts, the EU has twice filed actions against the US Olive Orders in the WTO.

A. EU's First WTO Challenge

The EU first challenged the Olive Orders in the WTO in 2019. In 2021, the WTO issued a ruling more favorable for the US than for the EU. The only meaningful ruling against the US was a finding that a provision of law that Commerce used to calculate the EU's olive subsidies, Sec. 771B of the Tariff Act of 1930, was, in the view of the WTO panel, inconsistent with WTO rules.

B. Sec. 771B of the Tariff Act of 1930

Sec. 771B is an important, longstanding US trade tool enacted by Congress to prevent foreign nations from doing exactly what the EU has tried to do on olives -- *i.e.*, grant enormous subsidies to producers of a raw agricultural product and then, once that product has been lightly processed, insist that the lightly processed product receives no subsidies. The bipartisan sponsors of Sec. 771B emphasized that without this statutory provision, foreign nations could easily structure their agricultural subsidies to defeat CVD relief for America's farm and food industries.

After the 2021 WTO olive ruling was issued, the US Government sought to address the WTO's Sec. 771B finding by reframing its interpretation of Sec. 771B. The US showed that under its new, modified interpretation, Sec. 771B is fully consistent with WTO rules and was properly applied to calculate the Spanish industry's unfair olive subsidies.

C. EU's Second WTO Challenge

In 2023, the EU objected to the US Government's reinterpretation of Sec. 771B and filed a second WTO "compliance" challenge against the US.

Of note, by the time the EU brought that second action, the EU and WTO had essentially already *accepted* that the Spanish ripe olive industry has:

(i) *dumped* in the US market;

(ii) received raw olives that benefit from disproportionately large, *actionable subsidies*; and

(iii) caused *material injury* to the US industry.

Under both US and WTO law, these three core elements *legitimize* the AD/CVD olive tariffs. The EU nevertheless persisted in attacking the alleged WTO-inconsistency of Sec. 771B with the hope that by overturning Sec. 771B, it would accomplish the two-fold aim of defeating the US Olive Orders while also weakening an important US trade enforcement tool at the same time.

In February 2024, a WTO panel again ruled against Sec. 771B but declined to require that the US eliminate the olive CVD duties.

D. EU Retaliation Efforts

In November 2024, the EU claimed the US remained out of compliance with the WTO ruling and requested WTO authority to retaliate against the US in the amount of $35 million. The US objected to that request and referred the matter to arbitration.

In October 2025, the WTO Arbitrator authorized the EU to retaliate against $13.64 million of US goods. The US has said that if the EU retaliates, it can only retaliate on US goods entering Spain. The EU continues to say it is "open to exploring a solution to the matter."

E. EU Challenges in the US Courts

In addition to challenging the US Olive Orders in the WTO, the EU also repeatedly challenged the Olive Orders in the US courts, here too focusing in particular on trying to overturn Sec. 771B. In May 2024, the US Court of Appeals for the Federal Circuit reaffirmed that Sec. 771B was intended by Congress to ensure effective CVD relief for American agriculture and found that Sec. 771B must be rigorously applied as written to Spanish ripe olives.

III. 2024 ITC Ruling Upholding the Olive Orders

In July 2024, the ITC ruled unanimously in its mandated five-year review of the AD/CVD Olive Orders that the AD/CVD tariffs remain essential to preventing injury to the US industry. It found that any revocation of the AD/CVD tariffs would likely lead to a significant increase in low-priced, subsidized olive imports from Spain and cause material harm to the California industry's production, shipments, profitability, and ongoing efforts to modernize.

IV. The Continuing Imperative for Strong US Enforcement of the Olive Orders

The EU has made clear it will continue to try to weaken Sec. 771B and defeat the Olive Orders. If its efforts were to succeed, they would –

- destroy America's ripe olive industry;
- compromise an important US trade enforcement tool for American agriculture;
- signal to foreign nations that by heavily subsidizing their agricultural sectors at the raw product level they can defeat US import-relief laws; and
- reward the EU's highly protectionist, non-reciprocal agricultural policies and unfair $24 billion agricultural trade surplus with the US.

For the sake of American-grown ripe olives, America's food security, and a fair US marketplace, the US Government must continue to aggressively enforce the AD/CVD duties on Spanish olives. For the same reasons, it should also impose appropriate penalties on any foreign olive suppliers that are found to be improperly evading the Olive Orders.