CALIFORNIA OLIVE COMMITTEE

EXECUTIVE SUBCOMMITTEE MEETING

AUGUST 4, 2026
8:15 a.m.

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

ZOOM / CONFERENCE CALL
https://us02web.zoom.us/j/88974953122

MINUTES

I. CALL TO ORDER

Chairman Mike Silveira called the meeting of the Executive Subcommittee to order at 8:22 a.m. The following Executive Subcommittee members were in attendance.

a. Roll Call

Michael Silveira	Producer
Galen Pfeiffer	Producer
Vito DeLeonardis	Producer
Dennis Burreson	Handler
John Pieretti	Handler
Felix Musco	Handler
Julia Tinsley	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

Establish Quorum
Having received sufficient number of Subcommittee members present, a quorum was established.

b. Chairman's Comment

Chairman Mike Silveira thanked everyone for their service and continued support.

c. Approval of Previous Minutes – ACTION

The minutes of the November 24, 2025, meeting was presented to the Board for approval.

- **MOVED by TINSLEY, duly seconded by PIERETTI, and unanimously carried THAT the minutes for November 24, 2025, be approved as presented. (Motion 8-4-26 #1)**

II. 2026 EXPORT PROGRAM UPDATE

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

- Map – Canada
- Man – Japan
- AFTPP
- RAPP – South Korea
- RAPP – Central America
- Tradeshows / Trade Missions

III. OGCC ACTIVITY 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.

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.

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.

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.

IV. OTHER BUSINESS

None

V. ADJOURNMENT

Chairman Mike Silveira adjourned the Executive Subcommittee Meeting at 8:45 a.m.



Todd Sanders
Executive Director
California Olive Committee

SUMMARY OF MOTIONS FOR AUGUST 4, 2026

MOTION 8-4-26 #1 **APPROVED**

MOVED by TINSLEY, duly seconded by PIERETTI, and unanimously carried THAT the minutes for November 24, 2025, be approved as presented.