CALIFORNIA OLIVE COMMITTEE

MARKETING SUBCOMMITTEE MEETING

AUGUST 4, 2026
10:00 a.m.

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

ZOOM/Conference Call
https://us02web.zoom.us/j/88974953122

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	**Affiliation:**
Jorge Inestroza	Producer
Michael Silveira	Producer
Giulio Zavolta	Producer
Mark Hendrixson	Producer
Vito DeLeonardis	Producer
Pat Ricchiuti	Producer
Bill McFarland	Handler
Tracy Wood	Handler
Scott Hamilton	Handler
Felix Musco	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
Jacob Peters	Handler
Tomas Masanes Autard	Handler

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

b. Chairman's Comments

None

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

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

- **MOVED by RICCHIUTI, duly seconded by HAMILTON, and unanimously carried THAT the minutes of November 24, 2025, be approved as presented. (MOTION 8-4-26 #1)**

II. 2026 MARKETING PROGRAM REVIEW

Staff gave a Power Point presentation updating the Marketing Program Review for 2026. The presentation included the CA Grown Opt In Analytics from the 2026 Spring campaign, which included 4.5 million impressions, 3.1 million views, and 156,000 engagements.

III. CA GROWN UPDATE

Staff presented the 2025 CA Grown Year at a Glance. The report highlighted all the engagements in regards to Facebook, Instagram, X, all social media, in addition to the number of views, and impressions it has received.

IV. OTHER BUSINESS

None

V. ADJOURNMENT

Chairman Bill McFarland adjourned the Marketing Subcommittee meeting at 10:24 a.m.

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Todd W. Sanders
Executive Director
California Olive Committee

SUMMARY OF MOTIONS FOR AUGUST 4, 2026

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

MOVED by RICCHIUTI, duly seconded by HAMILTON, and unanimously carried THAT the minutes of November 24, 2025, be approved as presented.