

**Olive Oil Commission of California
Board of Directors Meeting
Sacramento, CA**

Minutes of Meeting
June 29, 2016

A meeting of the Olive Oil Commission of California Board of Directors was called to order by Chairman Jeff Colombini at 10:11 am on June 29, 2016. Self-introductions were made and a quorum was established with the following in attendance:

Board Members

Jeff Colombini, Lodi Farming
Adam Englehardt, Boundary Bend Olives
Jim Lipman, California Olive Ranch
Larry Maben, Maben Family LLC
Richard Marchini, Marchini Ag
John Williams, Cal Ag Properties, LLC
Jim Etters, Seka Hills Olive Mill
Brady Whitlow, Corto Olive Co
Bruce Golino, Santa Cruz Olive Tree Nursery
Samantha Dorsey, McEvoy of Marin LLC

Board Alternates

Blair Voelz, CB Voelz Farming
Vincent Ricchiutti, Enzo Olive Oil Co.

Guests

Patti Andrade, Borges USA
Dennis Manderfield, CDFa
Dan Flynn, UC Davis Olive Center
David Garci-Aquirre, Corto Olive
Selina Wang, UC Davis
Deborah Rogers, McEvoy Ranch
Brian Mori, California Olive Ranch
Marilyn Dolan, TCD, Inc.
Albert Katz, Katz Farms

Olive Oil Commission

Chris Zanobini
Debbie Murdock
Jane Townsend
Karli Quinn

Public Comment Period

There were no public comments.

Approval of September 9, 2015 Minutes

Minutes from the September 9, 2015 Board of Directors meeting were reviewed. No changes were made.

A motion was made, seconded and unanimously approved to accept the minutes from the September 9, 2015 OOC Board of Directors meeting as presented.

Election Results

The 2016 election results were reviewed. Larry Maben was elected as the producer representative for District 1; Samantha Dorsey as the producer representative for District 2; Richard Marchini as the producer representative for District 3; and Rolland Rosenthal was elected as the producer representative alternate for District 3. Jim Etters was elected as the handler representative for District 2.

It was noted that Jim Etters was the only representative on the ballot for district 2 handler. Because no votes were received, CDFA recommends the board appoint Etters.

A motion was made, seconded, and unanimously approved to appoint Jim Etters (Seka Hills) as handler representative for district 2.

Appointment of Vacant Board or Alternate Seats

There are vacancies for alternates in District 1 producer, District 2 producer, District 2 handler, and public member. Columbini called for board recommendations to fill the vacancies.

A motion was made, seconded, and unanimously approved to appoint Deborah Rogers (McEvoy Ranch) as the alternate for District 2 producer.

There were no recommendations for the alternate in District 2 handler. This will be revisited at the September meeting.

Vincent Ricchiuti recommended Kathryn Tomajan be appointed to fill the public member alternate vacancy.

A motion was made, seconded, and unanimously approved to appoint Kathryn Tomajan to fill the public member alternate vacancy.

Election of Officers

A motion was made, seconded, and unanimously approved to re-elect existing Chair Jeff Columbini, Vice Chair Adam Engelhardt, and Secretary/Treasurer Brady Whitlow.

Review and Approval of Procedures for Nominations and Elections

Debbie Murdock reviewed changes to the "OCC Procedures for Nominations and Elections recommended by legal counsel.

A motion was made, seconded, and unanimously approved to approve amendments to the OCC Procedures for Nominations and Elections as presented.

Report from Grades and Labeling Standards Committee

Committee Chair Bruce Golino reported that in the 2015/16 crop year, 12 handlers submitted samples for testing. Of these, 48 lots were tested for quality, and 20 lots tested for purity. 140 lots were reported by handlers who had conducted their own tests.

Golino proposed a testing budget for 2016/17 totaling \$95,000, which includes \$25,000 for quality testing, \$50,000 for purity testing, and \$20,000 for sample collection.

A motion was made, seconded, and unanimously approved to accept the Grades and Labeling Standards Committee budget proposal as presented.

Golino further reported that no changes have been made to the Grades and Labeling Standards or Appendix A, and recommended that the board re-adopt the standards as currently written.

A motion was made, seconded, and unanimously approved to re-adopt the Standards and Appendix A as currently written.

Research Committee Update

Selena Wang reported on current research projects. A literature review of research done on best predictions for shelf life is being conducted. Because of the expense of conducting new research, and because there have been many studies already conducted, results of existing projects are being reviewed. It is the intent that the results will be shared with handlers and retailers. Other projects include Olive Knot and Fatty Acids and Sterols.

Katz expressed the need for an organic component to research projects. Organic growers are subject to the commission assessment, so consideration should be given to projects that would benefit them. He also suggested that an organic grower be included on the Research Committee.

The Research Committee has proposed a 2016/17 budget of \$151,000. At this time, it is a working budget and will be adjusted and discussed again at the September board meeting.

Outreach Committee Update

Marilyn Dolan of The Communications Department presented on behalf of the Outreach committee. She updated the board on 2015/16 activities, Information Meetings, website and google analytics, newsletter statistics, and OOC media monitoring.

Dolan reviewed proposed talking points, and suggested labeling for OOC member project packaging, details of which are found on pages 66-75 of the board packets.

There was concern over use of the term “brand”, as it seems to imply a marketing/promotion activity, for which the commission is not authorized.

The key OOC member talking point was discussed, and was amended as follows:
“~~As a member of the Olive Oil Commission of California,~~ All of our products are required to meet the mandatory California Department of Food & Agriculture standards for olive oil, which is the most stringent standards in the United States.”

With regard to suggested language for OOC member product packaging, Katz expressed concerns on behalf of small producers who, because they are not subject to reporting, cannot use package labels that indicate the product meets standards of the OOC and CDFA. He feels this alienates the small producers, and is not good for the industry as a whole. Discussion ensued on whether a small producer could voluntarily submit test samples. It was decided that nothing prevents these producers from having tests conducted, which would enable them to use the OOC member product packaging/labels.

The suggested language and related issues was referred to the Grades and Standards Committee who will review and report to the board at the next meeting. Committee Chair Golino was asked to invite and include Patty with California Olive Oil Council to participate in the discussions.

Issues related to logo use, service mark, and conditions of use was referred to the Executive Committee.

A motion was made, seconded, and unanimously approved to approve the talking points as presented in the packets striking "As a member of the Olive Oil Commission of California" from the Key OOC Member Talking Point" and omitting Suggested Language for OOC Member Product Packaging pending further review by the Grades and Standards Committee.

Report from Budget and Finance Committee

Brady Whitlow led a discussion and review of projected year end financials for 2015/16 and presented recommendations of the Budget and Finance Committee.

Continuation of Line of Credit. The Committee recommends that the line of credit be continued.

2016/17 Crop Estimate & 2016/17 Assessment Rate. The Committee recommends that the assessment remain at \$0.14/gallon.

2016/17 Budget. The 2016/17 budget increases the management fee from \$60,000 to \$72,000. Manderfield suggested that the CDFA budget be increased from \$30,000 to \$35,000. The budget was amended to change the CDFA fee.

The Committee also recommends that handler assessments, which are currently collected monthly, be instead collected annually at the end of the season in February.

A motion was made, seconded and unanimously approved to continue the OOC line of credit, to approve the handler assessment at \$0.14/gallon, to change the assessment collection from monthly to annually, and approve the 2016/17 working budget as amended.

Handler Audits

Chris Zanobini reported that he is working with the CDFA Audit Division to conduct handler audits. One test audit has been conducted, and a second is forthcoming after some adjustments have been made. It is expected that handler audits will begin before the next crop season. An overview of the proposed audit process will be presented at the September meeting.

Advisory Committee

Committee Chair Katz reported that three committee members would like to retire from the committee. Katz is prepared to fill the vacancies and will work with Zanobini on this.

It was reported that SB746, which would designate the chair of the Advisory Committee be a voting member of OCCC, has been placed on the consent calendar and is expected to pass.

Next Meeting

The next OCCC Board of Directors meeting will be held September 7.

Adjournment

The meeting was adjourned at 12:43pm.

Certification of Minutes

I, Chris Zanobini, do hereby certify that to the best of my knowledge, the foregoing is a true and correct copy of the minutes of the meeting of the Olive Oil Commission of California Board of Directors at 10:00am on June 29, 2016.

Date

Chris Zanobini, Executive Director
Olive Oil Commission of California