

Olive Oil Commission of California Board of Directors

Minutes of Meeting
October 7, 2014
Davis, CA

A meeting of the Olive Oil Commission of California Board of Directors was called to order by Chairman Jeff Colombini at 10:02 a.m. on October 7, 2014 at the UC Davis Olive Center. Self-introductions were made and a quorum was established with the following in attendance:

Board Members

Jeff Colombini, Lodi Farming
Adam Englehardt, Boundary Bend USA
Brady Whitlow, Corto Olive
Bruce Golino, California Olive Oil Council
Jim Lipman, California Olive Ranch
Larry Maben, Maben Family LLC
John Williams, Big W Ranch Corp.
Richard Marchini, Marchini Ag

Board Alternates

Rich Matthews, Moon Shadow Grove
Vincent Ricchiuti, ENZO Olive Oil Co.

Olive Oil Commission of California

Spencer Halsey, OCCC
Chris Zanobini, OCCC

Guests

Albert Katz, KATZ
Jim Baker, Boundary Bend
Tim Smith, Boundary Bend
Dan Flynn, UC Davis Olive Center
Selina Wang, UC Davis Olive Center
Nick Sciabica, Nick Sciabica & Sons
Jonathan Sciabica, Nick Sciabica & Sons
Andrea Lorente, Nick Sciabica & Sons
Paul Miller, Australian Olive Association
Deborah Rogers, McEvoy Ranch LLC
Alexandra Kicenik-Devarenne, CalAthena
Lillian Dickson, Dickson Napa Ranch
Richard Dickson, Dickson Napa Ranch
Susan Boyd, CA Senator Wolk's Office
Amy Day
Joe Monson, CDFA

Minutes from Previous Meeting

Minutes from the previous OCCC Board of Directors meeting held on June 3, 2014 were distributed to those present. Chairman Colombini asked if there were any additions or correction regarding the minutes. No comments were made.

A motion was made, seconded, and unanimously approved to accept the minutes from the June 3, 2014 OCCC Board of Directors meeting as presented.

Report from Grade and Labeling Standards Committee

Committee Chairman Bruce Golino reported on CDFA's approval of the OCCC Grade and Labeling Standards. Golino thanked CDFA, specifically commending Bob Maxie and Joe Monson for their work on both the olive oil standards and the hearing.

Golino reported on the CDFA findings from the July 15, 2014 hearing. The findings reference those elements of the proposed standards that were in conflict with existing USDA and California Health and Safety Code (HSC). All of the quality criteria and labeling standards were

approved without reservation by CDFA. Golino reported that the purity criteria (sterols and fatty acid levels) proposed were wider than what exists in the HSC and as such were not adopted. Changing the HSC would be required to allow adoption of the proposed purity criteria and these changes would need to be approved by the legislature. Golino noted that the current standards have no value for campesterol and that research will be required to better characterize chemical profiles of California olive oil.

There was discussion of the sampling requirements in the appendix of the OOCC standards. It was noted that the required testing will show values including those not in the CDFA-approved standard. The number of samples that can be tested will vary based on testing cost and budget allocation. A competitive bid process will be carried out by the OOCC for both collection and testing of samples. The merit of having separate firms collect and sample tests was discussed-separating the sample collection and the sample testing would create a “wall” between sampler and tester. It was reported that preliminary contact with testing labs had been made. Selina Wang recommended that any labs considered have both AOCS (accredits the chemists) and ISO (accredits the lab) accreditation. It was added that the United States Department of Agriculture (USDA) had expressed interest in performing the sampling.

Sampling timing was also discussed and it was agreed that whenever a handler has established their lots and is ready for sampling, they should begin, but that in no case should the sampling occur later than March. There was discussion regarding the number of samples that would be tested and based on cost estimates and current budget it was estimated that 75 samples would be tested for quality and a subset of the 75 would be tested for purity. It was noted that, per the approved standards, all handlers must perform quality testing at their own expense and report those results to the OOCC.

OOCC staff was directed to develop a format for data reported to the Commission. The Grades and Labeling Standards Committee will develop a Request for Proposal to solicit bids from accredited labs.

A motion was made, seconded, and unanimously approved to create the OOCC Research Committee composed of the following members.

Adam Englehardt- Chairman

Larry Maben

Vincent Ricchiuti

Bruce Golino

Rich Matthews

Richard Marchini

Jim Lipman

(ex-officio)

Selina Wang

Paul Miller

Richard Cantrill

Rod Mailer

Presentation from Dr. Selina Wang of the UC Davis Olive Center: *Proposed Data Collection for 2014/15 Season Analysis of Fatty Acid and Sterol Profiles*

Dr. Selina Wang presented the UC Davis Olive Center Research Proposal which included the testing of fresh single varieties, testing a subset of the OOCB-collected samples for purity, and serving as a clearinghouse for all of the data compilation and analysis.

There was discussion of what the objective of the OOCB research program is and if this proposal furthers that objective. It was also discussed whether this research would help the OOCB work to amend the HSC as discussed earlier.

A motion was made, seconded, and unanimously approved to send the UC Davis Olive Center proposal to the OOCB Research Committee for consideration and to empower the committee to expend up to the budgeted amount of \$55,000 on research.

Nominations/Elections of Vacant Positions

There was discussion of nominations to fill the District 2 Producer slot left vacant by the retirement of Dick Nielsen, McEvoy Ranch.

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

There was discussion regarding the selection of the OOCB Treasurer.

A motion was made, seconded, and unanimously approved to appoint Brady Whitlow, Corto Olive as Treasurer.

Report from the Executive Committee

Committee Chairman Jeff Colombini reported that chairpersons of various committees will now be a part of the Executive Committee.

Report from the Finance Committee

Committee Chairman Brady Whitlow gave a financial report. Whitlow also reviewed and discussed a draft assessment form and will continue to work with staff to refine the form. Staff was instructed to add the applicable month to the form as well as the penalties for failing to return an assessment form and/or payment. It was discussed and agreed that communication to growers needs to be done in the next two weeks.

Other Business

Chairman of the OOCB Advisory Committee, Albert Katz, expressed the committee's interest in revising language in the scope of the standard; specifically the passage that describes small producers as "engaged in casual sales of olive oil." There was discussion regarding the selection of this verbiage and of the specific, legal definition that the phrase has. Staff and CDFR will work to see what changes, if any, can be made.

There was discussion regarding the creation of a committee charged with creating a logo, a website, and member communications.

A motion was made, seconded, and unanimously approved to create the OOC Outreach Committee composed of the following members.

Richard Marchini- Chairman
Vincent Ricchiuti
Larry Maben
Deborah Rogers

Chris Zanobini reported on the Buy California Marketing Agreement (BCMA) and on potential partnership opportunities between OOC and BCMA. Zanobini also reported on the Specialty Crop Block Grant Program (SCBGP) potential to fund valuable projects for the OOC. The Board directed staff to explore this grant opportunity for this funding cycle.

There was discussion of working with the legislature to amend the commission law to allow for educational outreach activities per the recommendation of CDFG. Staff was directed to work with the appropriate parties in exploration of this goal.

Next Meeting

The next Board meeting will be held December 17, 2014 at the UC Davis Olive Center.

Adjournment

There being no further business, the meeting adjourned at 12:25 p.m.

Certification of Minutes

I, Spencer Halsey, 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 held in Davis, California on October 7, 2014.

10/08/2014

Date



Spencer Halsey, Executive Director
Olive Oil Commission of California