

**Olive Oil Commission of California
Board of Directors**

Minutes of Meeting
December 17, 2014
Davis, CA

A meeting of the Olive Oil Commission of California Board of Directors was called to order by Chairman Jeff Colombini at 10:03 a.m. on December 17, 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
Bruce Golino, California Olive Oil Council
Jim Lipman, California Olive Ranch
Larry Maben, Maben Family LLC
Deborah Rogers, McEvoy Ranch LLC
Richard Marchini, Marchini Ag
John Williams, Big W Ranch Corp.

Guests

Nick Sciabica, Nick Sciabica & Sons
Dan Flynn, UC Davis Olive Center
Paul Miller, Australian Olive Association
Eryn Balch, NAOOA
Kimberly Houlding, AOOPA
Alexandra Kicenik-Devarenne, CalAthena
Lillian Dickson, Dickson Napa Ranch
Susan Boyd, CA Senator Wolk's Office
Curtis Notsinneh, Yocha Dehe Wintun Nation
Joe Monson, CDFCA

Board Alternates

Rich Matthews, Moon Shadow Grove
Vincent Ricchiuti, ENZO Olive Oil Co.*
Josh Barton, Barton Ranch
Pat Ricchiuti, PR Farms

Olive Oil Commission of California
Spencer Halsey, OOC

* indicates a Board Alternate is voting

Minutes from Previous Meeting

Minutes from the previous OOC Board of Directors meeting held on October 7, 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 October 7, 2014 OOC Board of Directors meeting as presented.

Report from Grade and Labeling Standards Committee

Committee Chairman Bruce Golino reported on the activities of the Committee. A request for proposal (RFP) was developed to solicit bids from qualified sampling and testing organizations to perform the commission-mandated testing. Golino reported that numerous proposals were received to conduct the sampling, quality testing, purity testing, and sensory testing as well as quotes for labs to perform testing for individual handlers. The entire Committee met on December 8th 2014. The Committee was unanimous in its decision to recommend to the Board

the California Department of Food and Agriculture (CDFA) conduct sampling and the Australian Oils Research Laboratory of New South Wales Department of Primary Industries (NSW) perform the quality, purity, and sensory analyses. The total cost of the sampling and testing as required by the Commission is estimated at approximately \$75,000 this season.

Golino reported that bidders were competitive on price and that discussion of the technical expertise of the parties was weighed in addition to the perceived legitimacy and impartiality of each party. Golino reported that NSW possessed all of the accreditations sought by the Committee. Additionally, he added that selection of a laboratory with ties to the CA industry may create the perception of self-testing and could lead to a questioning of results. NSW is a government lab and as such enables them to participate in the International Olive Council (IOC) sensory panel accreditation.

A motion was made, seconded, and unanimously approved to accept the recommendations of the Grades and Labeling Standards Committee to select CDFA as the sampling party and NSW as the testing party. (*Adam Englehardt abstaining*)

Golino reported on the Committee's organization of a handler workshop set for January 6th, 2015 in Sacramento. This workshop would help explain to the industry what the Commission's function is as and would provide a forum for a general question and answer session.

Report from the Research Committee

Committee Chairman Adam Englehardt gave the following report on the activities of the OOC Research Committee.

Fund the UCD Olive Center proposal as follows:

1. Collect and process 20 fresh samples @ \$250/sample: \$5,000
2. Identify 30 samples of the approximately 75 samples that will be collected by the Commission, and arrange for transportation to UC Davis): \$1,575
3. Analyze fatty acid and sterol profile of 50 samples of olive oil (see items above) 50 samples @ \$400/sample: \$20,000

Subtotal: \$26,575

Reserve \$5,000 to retest 10% of the 50 samples that will be analyzed by the UCD Olive Center.

Reserve \$12,000 for data analysis.

Allocate \$8,000 to fund Jim Adaskaveg's project on Olive Knot, the total requested is \$42,000.

A letter was then sent out to the industry requesting additional funds for this research (\$8,400 received as of 12/15/2014)

The Table Olive Committee has allocated \$21,000 to this project.

Total: \$51,575

Specialty Crop Block Grant Proposal submitted by OOC on 12/05/2014

“Improved Detection and Control of Olive Fruit Fly in California Oil and Table Olives”

Current management of olive fruit fly, *Bactrocera oleae*, in California olives relies heavily on the use of a single material, GF-120, a combination bait and insecticide spray. It is often applied multiple times during the growing season to keep populations below economically damaging levels, a practice that has led to concerns of development of insecticide resistance. This project

will improve management of olive fruit fly (OFF) in California oil and table olives by developing alternative control options and improving monitoring capabilities. Three objectives will be addressed through this research: (1) confirm the extent of resistance of California OFF populations to GF-120, (2) identify and test more attractive yeast lures to improve monitoring and bait development, and (3) evaluate combinations and rates of Danitol (pyrethroid insecticide) with attractive baits for control of OFF and reduced impacts on non-target organisms and secondary pests.

Total proposal budget of \$194,077

Englehardt added that these research efforts on production issues will benefit growers. The Research Committee will meet in early 2015 to discuss research priorities. Englehardt and Pat Ricchiuti reported on the OOC's efforts to reach out to and collaborate with the Table Olive Committee (TOC) and that these efforts were well-received and will lead to future collaboration between OOC and TOC.

Report from the Outreach Committee

Committee Chairman Richard Marchini reported on the activities of the Outreach Committee. Marchini reported that the Outreach Committee conducted a competitive bid process to select a contractor to develop a logo and website for the Commission. The Committee selected The Communications Department (TCD) to perform these tasks and the Committee continues to work toward developing these items as quickly as possible.

Report from the Executive Committee

Committee Chairman Jeff Colombini reported that the Executive Committee considered a proposal to develop communications to the industry and to the trade. Colombini noted that the OOC is not empowered to engage in any promotion or marketing. Discussion of communications is restricted to OOC activities including standards and research. Colombini reported that the Executive Committee empowered TCD to subcontract out to technical consultants as required.

Other Business

There was discussion of the OOC sending an envoy to the 2015 CODEX Alimentarius meeting. Paul Miller explained that CODEX is a collaboration between the United Nations (UN) and the World Health Organization (WHO) and is tasked with developing trade standards. The Fats & oils Committee relies on industry to inform their decisions. It was noted that the US Trade Office will send a delegation. OOC will work with the California Olive Oil Council (COOC) and the American Olive Oil Producers Association (AOOPA) to jointly fund Bruce Golino's attendance of the meeting, each group's contribution of \$1,500 should be adequate. Kimberly Houlding stated that she would present this proposal to the AOOPA board. Miller added that world standards are being challenged by the production of new varieties in new areas. He noted that there was resistance from traditional producers to accept changes to the world standards and that representation of California as a producer and the US as a significant consumer market at the CODEX meeting is critical.

Golino reported on the proposed amendments to the Grades and Labeling Standards as proposed by the Standards Committee. Specifically, there was discussion of section 11.3.6 Year of Harvest

and of how to best amend the standard as it relates to date labeling. Golino reported that the objective of these proposed revisions was to increase transparency to consumers. After lengthy discussion it was agreed that the proposed amendments be sent back to the Grades and Labeling Standards Committee for further review and refinement. Staff was directed to notice the next meeting of the Committee to the entire Board of Directors and all interested parties.

Representatives from the OOC Advisory Committee noted that every effort should be made to ensure the harvest labeling date is transparent and clear to consumers.

Report from the Finance Committee

Spencer Halsey gave a financial report. Halsey also reported that outreach to handlers is ongoing to ensure accurate and timely assessment remission.

Issues for Next Agenda

Discussion of labeling standards, specifically the harvest date and what would be required on a bottle.

Next Meeting

The next Board meeting will be a conference call and will occur on January 23rd.

Adjournment

There being no further business, the meeting adjourned at 12:00 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 December 17, 2014.

12/18/2014

Date



Spencer Halsey, Executive Director
Olive Oil Commission of California