

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

Minutes of Meeting
September 6, 2017

A meeting of the Olive Oil Commission of California Board of Directors was called to order by Chairman Jeff Colombini at 10:02 am on September 6, 2017. A quorum was established with the following in attendance:

Board Members

Jeff Colombini, Lodi Farming
Samantha Dorsey, McEvoy of Marin LLC
Jim Lipman, California Olive Ranch
Larry Maben, Maben Family LLC
Richard Marchini, Marchini Ag
Brady Whitlow, Corto Olive Co
Bruce Golino, Santa Cruz Olive Tree Nursery
Albert Katz, Katz Farms

Board Alternates

Mary Mori, California Olive Ranch (not voting)
Vincent Ricchiuti, ENZO Olive Oil Co. (not voting)
Deborah Rogers, McEvoy of Marin (not voting)
Rolland Rosenthal, Cal Rose, Inc. (not voting)

Guests

Mackenzie Bressler, Farmers Communication Ex
Patricia Calvert, Ciarlo Fruit & Nut
Paolo Colavita, Colavita USA
Patricia Darragh, COOC
Marilyn Dolan, Farmers Communication Ex
Alexandra Devarenne, CalAthena
Ryan Grossman, ENZO Olive Oil Co.
Carlos Machado, Agbiolab, Inc.
Bob Maxi, CDFCA
Mary Mori, California Olive Ranch
Lisa Pollack, COOC
Nick Sciabica, Nick Sciabica & Sons
Mark Sievers, Il Fiorello Olive Oil
Selina Wang, UC Davis Olive Oil Center

Olive Oil Commission

Chris Zanobini
Debbie Murdock
Jill Damskey

Public Comment Period

There were no public comments.

Approval of June 7, 2017 and June 19, 2017 Meeting Minutes

A motion was made, seconded and unanimously approved to accept the minutes from the June 7, 2017 OOC Board of Directors meeting as presented.

A motion was made, seconded and unanimously approved to accept the minutes from the June 19, 2017 OCCC Board of Directors meeting as presented.

Appointment of Vacant Alternate Seats

Vacant Alternate Seats in District 1 and District 2 were not filled.

A motion was made, seconded and unanimously approved to appoint Sandy Sonnenfelt (Market Hall Foods) to the Alternate Public Member position and Mark Sievers (Il Fiorello Olive Oil), to the Alternate Advisory Board position.

Advisory Board Meeting Report

Chris Zanobini reported that the Advisory Board meeting was well attended. Katz and Sievers were reelected to their positions as Chairman and Vice Chairman respectfully. The board is engaged and functional.

Executive Committee Report

Colombini reported that the Executive Committee had met and discussed collaboration matters relative to the California Olive Oil Council.

Report from Grades and Labeling Standards Committee

A motion was made, seconded and unanimously approved to accept the Grades and Labeling Standards Committee recommendation to approve the UC Olive Center proposal "Protocol Development for measuring fat and moisture content of olives using near-infrared (NIR) spectroscopy or Soxhlet" in the amount of \$25, 850 and the purchase of a "crusher" in the amount of \$1,506.00.

A motion was made, seconded and unanimously approved to accept the Grades and Labeling Standards Committee recommendation to approve the UC Olive Center's proposal "Protocol Development for measuring induction time for olive oil and analysis of the OCCC samples for best before date in the amount of \$9,050.00.

Discussion ensued relative to the development and implementation of a sensory analysis agreement between the OCCC and COOC.

A motion was made, seconded and unanimously approved to accept the Grades and Labeling Standards Committee recommendation to approve the agreement for sensory analysis of OCCC sampled olive oils.

Golino also reported on the status of the United States District Court Northern District of California Case Koller v. Deoleo USA, Inc. (mislabeling).

Research Committee Update

Zanobini noted that the Research Committee had met on August 22. The Committee reviewed final project reports. The board reviewed the minutes from the meeting.

Selina Wang, UC Davis Olive Center updated members on the status of the 2016-2017 research project reports for the various projects including:

- Evaluation of Fatty Acid and Sterol Profiles, 2016-2017 Season
- Evaluation of Mandatory Testing California Olive Oil, 2016-2017 Season
- Evaluation of 50 California Olive Oil at Marketplaces, 2016-2017 Season
- Shelf Life of Olive Oil and Useful Methods for it Predication, 2016-2017 Season

Other issues addressed included Neofabrea – Zanobini noted that OCCC Research Coordinator Tyler Rood had met with Researcher Florent and discussed registration issues.

Additionally, Zanobini noted that Dr. Adaskaveg is working on a final report relative to Olive Knot that will be released in late fall. Also, Chris mentioned that Dan Flynn and Selena Wang are trying to set up a Handler/Producer workshop in the near future.

Outreach Committee Update

Outreach Committee Chairman Richard Marchini and Marilyn Dolan of Farmers Communication Exchange presented OCCC's program plan.

The Outreach Committee asked the board to approve a budget of \$84,500.00 for year 2017/18.

Discussion ensued relative to the budget. Based on the expanded authority under AB 933 of the OCCC to engage in public education the Outreach Committee asked for a budget increase of approximately \$24,000.00 from its June board meeting request of \$60,000.00. The increase will allow the OCCC to develop and implement programs associated with ongoing OCCC activities and research findings. Additionally, the increase also includes a donation of \$5,000 to sponsor the COOC's Annual Meeting.

Further discussion ensued relative to the COOC marketing and outreach services proposal to OCCC. The COOC was encouraged to submit proposals in the future.

The board also clarified "Request for Proposal" (RFP) policy. Board members noted that a RFP for communications work had been issued by the board. Farmers Communication Exchange's had been reviewed and approved by the Committee and full board. Zanobini noting that RFP's are issued at the discretion of the OCCC and its Committee chairs.

A motion was made, seconded and approved to accept the OOCC 2017-18 Outreach Committee budget in the amount of \$84,500.00.

Report from Budget and Finance Committee

Members were asked to review the hand out relative to the OOCC budget. Budget and Finance Committee Chair Brady Whitlow reviewed the revised budget by line item.

A motion was made, seconded and unanimously approved to accept the OOCC 2017-18 projected budget as presented.

Other Business

Members were asked to review the documents in the board packet relative to OOCC membership eligibility requirements including information on assessments, Grades and Labeling Standards, and Appendix A – Sampling, Testing and Grading Methodology for Olive Oil, Refined-Olive Oil and Olive-Pomace Oil (Pages 32 – 73).

Issues for Next Meeting's Agenda

Zanobini also asked CDFA representative Bob Maxi if the OOCC has the authority to refuse to accept incomplete data from producers. Maxi will check with CDFA legal counsel about the issue.

Chris was asked to refer a question to the Grades and Standards Committee about flavored oils.

Additional issue: Why isn't Olive Oil considered a stone fruit product? If it were designated a stone fruit farmers may have more access to pesticides labeled for stone fruit use.

The next meeting of the OOCC is scheduled to take place on January 30, 2018.

Adjournment

The meeting was adjourned at 12:14 p.m.

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 September 6, 2017.

Date

Chris Zanobini, Executive Director
Olive Oil Commission of California