



OOCC Strategic Plan – March 2021

BIG SIX Goals for the Olive Oil Commission of California (“OOCC”)

Goals should be **S.M.A.R.T.** (*Specific, Measurable, Achievable, Realistic, Timely*)

- 1) Over the next four years, make the OOCC the most valued authority on growing olives in California for extra virgin olive oil (“EVOO”) with the olive grower community, measured through an annual survey of assessment-paying members to help obtain authorization from the industry to continue beyond 2024. (EXECUTIVE).
- 2) By the end of year one in the strategic plan cycle, compile agreed-upon data to benchmark the scale and yields of our grower community (by variety) and update this data annually by staff or a third-party. (RESEARCH)
- 3) Over the next four years, execute research for the California olive grower community with that will help our California farmers achieve higher and more consistent tonnage and oil yields that maximizes farm gate returns (specific goals to be set post benchmarking). (RESEARCH)
- 4) Over the next four years, achieve 100% compliance with OOCC labeling and grading standards both at time of harvest and one year after harvest by providing timely and relevant insights to help our regulated handlers improve their farm-to-bottle operations. (STANDARDS)
- 5) Within the next four years, secure an improved California olive oil standard in the California Health & Safety Code that secures California EVOO’s reputation for quality and enhances the competitiveness of the state industry within the marketplace. (STANDARDS)
- 6) Over the next four years, encourage plantings to produce high quality California extra virgin olive oil through messaging that conveys the benefits of growing olives for olive oil to the farming community (OUTREACH).

Grade and Labeling Standards Committee (Standards Committee)

Purpose: The Grades and Labeling Standards Committee shall evaluate and recommend to the Commission actions and projects to establish and maintain grades and labeling standards for olive oil produced in California. The Grades and Labeling Standards Committee shall also advise on actions and communications with regulators, industry, and consumers to identify matters that affect the grading and labeling standards of olive oil produced in California, including enforcement of such standards.

Standards Committee Strategies:

- 1) Refine & modernize the Commission-led mandatory producer/handler testing program to enhance technical and practical information shared back with the handlers and OCCC in a timelier way.
- 2) Improve OCCC handler identification and compliance with testing and reporting required by the OCCC.
- 3) Fund annual off the shelf testing in retail and foodservice of Commission regulated extra virgin olive oils to determine compliance with quality and grade labeling. Provide data and professional expertise to known handlers about the performance of their oils.
- 4) [Within the parameters allowed by Commission law] Initiate a Legislative or regulatory proposal to update the California Health and Safety Code using the OCCC Grade and Labeling Standards as reference point.
- 5) Continue to be a source of data and documentation to support updates and revisions to the OCCC Grade and Labeling standards in applicable California law.

Research Committee

Purpose: The Research Committee shall evaluate research projects and review and recommend budgets for the projects to the Commission. Research may include, but shall not be limited to, olive tree cultivation, harvest, processing, and storage of olive oil. The Research Committee shall also monitor the activities of any approved research project, the timely reporting of research information, and proper expenditure of budgeted research funds.

1. Collect annual production/variety/acreage data through annual surveys or audit of available information.

- Collect orchard background data:
 - Planting date
 - Planted acres by variety
 - Varieties
 - Spacing and tree/acre
- Yearly production Data:
 - Tons/acre by variety
 - Gallons of OO per ton by variety
 - Gallons per acre by variety

2. Evaluate and fund research on Orchard Management including but not limited to the following areas:

- Canopy Management
- Irrigation
- Olive knot
- Other orchard management priorities: nutrition, healthy soils initiative, survey of diseases, new product registration, farm advisor engagement

3. Fund processing research/studies around waste product utilization and or disposal

- Highest and best use of olive oil waste products
- Human food/Animal Food/Other Products/Compost

4. Develop a guide that outlines the best growing, harvesting and handling practices, including fruit analytical measurement parameters to improve fruit and oil quality.

OOCC Outreach Committee

Purpose: The Outreach Committee shall provide recommended guidance to the commission on topics and tools to reach the commissions target audience.

Objective:

The primary objectives of the OOCC Outreach program are to raise awareness about the work of the OOCC and encourage increased olive plantings to produce high quality California olive oil.

Target Audiences (in order of priority):

1. Grower and Handler Members of the OOCC
2. California olive oil industry
3. General California farming community

Messages communicated will focus on the following:

- OOCC Board Actions and Policies
- Events and Issues of Concern to Olive Producers
- Results of the OOCC's Mandatory Testing and Sampling Program
- Research on Olive Oil Production
- Best practices for growing olive oil in California
- Information and data on the benefits of growing olive oil in California
- Sustainability factors of olive oil farming
- Other activities of the OOCC as needed.

Strategies:

1. Bring communications in-house under the direction of OOCC management.
2. Expand existing database of OOCC growers, olive oil industry members and the general California agricultural community.
3. Utilize newsletters, website, special bulletins, press releases, workshops and industry meetings to communicate with target audiences.
4. Work with news outlets and agricultural trade publications to share OOCC messaging with target audiences.
5. Regularly disseminate information to target audiences on OOCC-funded research and findings.
6. Provide information on the OOCC Grade and Labeling Standards program including updates to the standards, off-the-shelf survey and results of the mandatory sampling and testing program.
7. Publicize an annual list of OOCC Members in Good Standing.
8. Encourage voluntary participation in the OOCC among smaller growers.
9. Share updates on board actions and general OOCC activities with the OOCC membership.
10. Conduct special outreach activities as needed under the direction of the OOCC Executive Committee.

Executive Committee

The Executive Committee shall have final decision-making authority with respect to personnel, litigation, and government matters, subject to ratification by the Commission, and on other matters expressly delegated by the Commission. The Executive Committee may also act on behalf of the Commission in other situations under circumstances where action is of an urgent nature and necessary prior to the next meeting of the Commission. Such action shall not result in expenditures more than \$25,000.00 and shall be reported to the Commission at the next meeting of the Commission.

The executive committee shall operate timely, effectively, and transparently.

Budget and Finance Committee

The Budget and Finance Committee shall establish detailed and specific procedures for the disbursement of Commission funds, including procedures for the acquisition of property, the signing of checks, purchase orders, and other similar matters. The Budget and Finance Committee shall also formulate an annual budget for approval by the Commission and concurrence of the Secretary, as well as reserve and cash-flow requirements; recommend investment programs for Commission funds; supervise the preparation of financial reports which shall be made available to the Commission on a periodic basis; and do all things necessary and proper to insure accurate financial records. The Secretary/Treasurer of the Commission shall serve as chairperson of the Budget and Finance Committee.

The budget and finance committee shall review the budget and financial reports for the commission on an annual basis and provide direction on annual budget forecasts and expenditures.

Advisory Committee

The Advisory Committee shall be appointed by the Secretary from applications received from persons that produce or cause to be produced olives that are processed into less than 5,000 gallons of olive oil during the marketing season. The Advisory Committee shall meet periodically to review issues affecting the Commission and shall advise the Commission Board of Directors. The Advisory Committee shall consist of seven members who shall each serve three-year terms.

The advisory committee shall meet at least twice a year and recommend to the commission projects, issues or initiatives that are priority items for all producers of olive oil.

Objective: Ensure the commission stays in touch with issues impacting producers less than 5000 gallons.