

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

Minutes of Meeting
January 4, 2024

A meeting of the Olive Oil Commission of California Board of Directors was called to order by Chairman Brady Whitlow at 10:00 am on January 4, 2024. Roll call was done, and a quorum was established with the following in attendance:

Board Members

Brady Whitlow, Corto Olive Co
Jacqueline Kennedy, Kennedy Farms
Larry Maben, Maben Family LLC
Samantha Dorsey, McEvoy
Michael Fox, California Olive Ranch
Adrew Petrini, Delta Olive Producers
Matt Losche, Big W
Jeremy Olvay
Bruce Golino
Mark Sievers, Il Fiorello
Conor Churchin

Board Alternates

Richard Marchini, Marchini Ag
Frank Olagaray, Blossom Vineyards

Olive Oil Commission

Chris Zanobini

Guests

Cliff Little, Corto
Brittaney Fagundes, California Olive Ranch
Laurel Rudolph, CDFA
Jon Sciabica, Sciabica Olive Oil
Dennis Manderfield, CDFA
Rick Benson
Adam Englehardt
Mary Mori
Dan Devicio
Alexandria Devarenne

Public Comment Period

No Public Comments

Review and Approval of September 7, 2023 Meeting Minutes

Minutes from the October 3, 2022, Board of Directors meeting were reviewed.

A motion was made, seconded and unanimously approved to accept the minutes from the September 7, 2023, OOCB Board of Directors meeting as presented.

Crop Update and Discussion

General discussion that the crop was better than expected with better than average oil production

January 11, 2024 Continuation Hearing

There is a continuation hearing scheduled for January 11, 2024 at 10:00am at the CFBF. Oral and written testimony regarding the continuation of the commission will be received up and until the completion of the hearing.

Review of OOCB Strategic Priorities

A general discussion occurred about the commissions strategic plan and goals:

What is being done well.

- 1) Benchmarking
- 2) Further refining research and gaining the most value for the dollars spent;
 - a. Research done by the Commission should not already exist and cannot be done by other parties (ie individual companies) – need to continue to create opportunities for collaboration on research priorities.
- 3) Sampling and Testing program – working toward the goal of 100% compliance.
- 4) Continuing to refine the Grade and Labeling Standards – Maintaining the California Standard as the highest measure of quality.

Room for improvement.

- 1) Annual survey of growers about the commission programs.
- 2) Need to conduct an economic study about growing olives for olive oil and then share that with the general farming community.
- 3) Website – Utilize as a better tool for dissemination of information.
 - a. Data Collection and Dissemination
 - b. Acreage Information

- c. Website needs to be database driven.
- 4) Enforcement of the standard.
- 5) Continue to refine research to find value-based projects that benefit growers.

In general, since the establishment of the commission:

- 1) 10 years later CA producing better quality oil with better returns.
- 2) Maintenance and enforcement of the standard is key.
- 3) Standards have provided consumer protection.

Other Business

Olive Oil Day is scheduled for March 7, 2024

RFP for management should be conducted along with the continuation of the OOCC for five years.

Adjournment

The meeting was adjourned at 12:00pm.

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 held on January 4, 2024.

Date

Chris Zanobini, Executive Director
Olive Oil Commission of California