

Olive Day ~ Orland, CA

Tuesday, April 7th, 2009



California Olive Committee Report:



- ❖ Committee Member nominations
- ❖ 2008-09 Harvest
- ❖ 2009 Research projects
- ❖ 2009 Marketing plan
- ❖ 2008-09 Sales

**Committee Member and Alternate
Grower elections for 2008-09
those nominated:**

District 2- Southern CA ~
5 Members 5 Alternates

<u>Member:</u>	<u>Alternate:</u>
Buck Bonilla	Gary Bodine
Rod Burkett	Sally Campbell
Murray Campbell	Dave Hails
Dan Dreyer	Mark Hendrixson
Mark Heuer	
Pat Ricchiuti	

District 1- Northern CA ~
3 Members 3 Alternates

<u>Member:</u>	<u>Alternate:</u>
Heath Burreson	John Erickson
Ed Curiel	Chris Henderson
Scott Patton	Rick Rowland
Ross Turner	Mike Silveira

Producing County Report for 2008-09 in tons ~ including trash

<u>County</u>	<u>Sevi</u>	<u>Manz</u>	<u>Other</u>	<u>Totals</u>
Butte	20	140	155	315
Colusa	0	5	0	5
Fresno	18	1,116	0	1,134
Glenn	949	9,290	14	10,252
Kern	0	222	0	222
Madera	64	4,971	217	5,252
Shasta	28	3	24	55
Tehama	4,070	7,449	705	12,224
Tulare	385	22,165	201	22,751
<u>Totals</u>	<u>5,533</u>	<u>45,361</u>	<u>1,317</u>	<u>52,211</u>

2009 Research Projects
Total Budget= \$495,000

OLF Trapping:	OLF Monitoring in Southern San Joaquin Valley	Stewart
	OLF Monitoring in Tehama & Glenn County	Krueger
Misc. Research:	Research Oversight Consulting	Sibbett
	Specialty Crops Council	Berger
Diseases Research:	Fungal Pathogens	Gubler
	Pathogenicity & Insect Transmission of Xylella	Krugner
Entomology:	Parasitoids Biological & Cultural Control of OLF	Yokoyama
	Appraising the Threat of Olive Psyllid to Olives	Johnson et al
	Imported Natural Enemies of the OLF	Daane et al
Mechanical Harvesting:	Hutcheson Mechanical Olive Harvester	Hutcheson
	Developing Mechanical Harvesting for Olives	Ferguson et al
	Developing (a) Canopy Shaking & (b) High Frequency	Rosa
	Trunk Shaking Machines	
Olive:	Acrylamide, Nutritional Value of Olives	Mitchell

OLF trapping has begun



If you want to be added to weekly OLF report:

Contact the COC Office at:

CDarling@Unwiredbb.com (to receive by email)

or-

call 559/456-9096 to get on OLF weekly FAX list !

Goal.

Increase awareness of and preference for California-grown black ripe olives.



2008 Program Recap.

- Research ~results
 - ☺! Food photography
 - ? CA farmers
- New messaging and positioning
- Focus on Retailer/Consumer
 - Supermarket Advertising
- Website Redesign
- 7 videos & photos
- Recipe booklet & 2009 Calendar



And the Winner is



Supermarket News Ad Campaign

A PENTON MEDIA PUBLICATION

Monday February 25, 2008 | Volume 56, Number 8 | \$10.00

SN SUPERMARKET NEWS

INSIDE THIS WEEK
CAUGHT ON CAMERA
Supermarkets employ smart
systems to record employees
in the act of 'sweethearting'.
Page 30

FLAX SEED OMEGA 3
FLAX TRANS FATS
OMEGA 3
www.vdortman.com

TROUBLE BREWING

Rising costs for hops and other ingredients are driving beer prices higher at retail — Page 27

Huge Beef Recall Spurs New Calls for Oversight
By MATTHEW ENIS
WASHINGTON — Last week's recall of 143 million pounds of beef by China, Calif.-based Hallmark/Westland Poultry Packing Co. — the largest beef recall in U.S. history — has led to new calls for overhauling the nation's food safety and inspection processes.
Retailers sought to reassure customers, and some told they were wary of potential consumer backlash.
Rep. Rosa DeLauro, D-Conn., chair of the House Agriculture Appropriations Subcommittee, said during a press conference last week that she planned to hold hearings in March with the U.S. Department of Agriculture Food Safety and Inspection Service to address violations she said the agency had failed to notice or address recently.
The plan earlier. She will also hold a separate investigation regarding the supplier's work with the USDA's school lunch program, she said, "to ensure that the school lunch program does not become the industry's dumping ground for bad meat."
Hallmark/Westland had been the second largest meat supplier to the U.S. public school system, providing beef to 37 million and 55 million pounds of beef to schools.
See Page 23

Whole Foods' Growth Exacerbates Earnings Pressure
By ELLIOT ZWERNER
AUSTIN, Texas — Analysts expressed concern about ongoing pressures on Whole Foods Market's earnings after the company reported tepid first-quarter results last week.
In its first quarterly earnings report that included results from last year's acquisition of Wild Oats Markets, Whole Foods, based here, posted net income that fell short of the estimates of analysts, who said they believe the performance of Whole Foods' core business is slowing even as it ramps up new-store openings.
"If the growth of the stores are so big or expensive, then these pressures will persist for several more years, and earnings potential may never meet expectations," said Meredith Adler, an analyst with Lehman Brothers, New York.
She said some earnings volatility from the Wild Oats acquisition was inevitable, but "while the level of decline should be ignored, as there is no clear indication of when or if the attrition will become accretive." See Whole, Page 33

O-live it up for soup season.
www.CalOlive.org

O-live it up all four seasons.



It's a given California Ripe Olives fly off your shelves at this time of the year. But did you know that more than 70% of consumers surveyed say they keep a can on their year round? Stock up—winter, spring, summer and fall—and you'll cash in on this all-time family favorite. That's right, when it comes to California Ripe Olives 'tis always the season.



Survey of American Grocery Shopper Usage of Canned Black Ripe Olives, March 2008

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**O-live it up
for July 4th.**



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**O-live it up
for salad
season.**



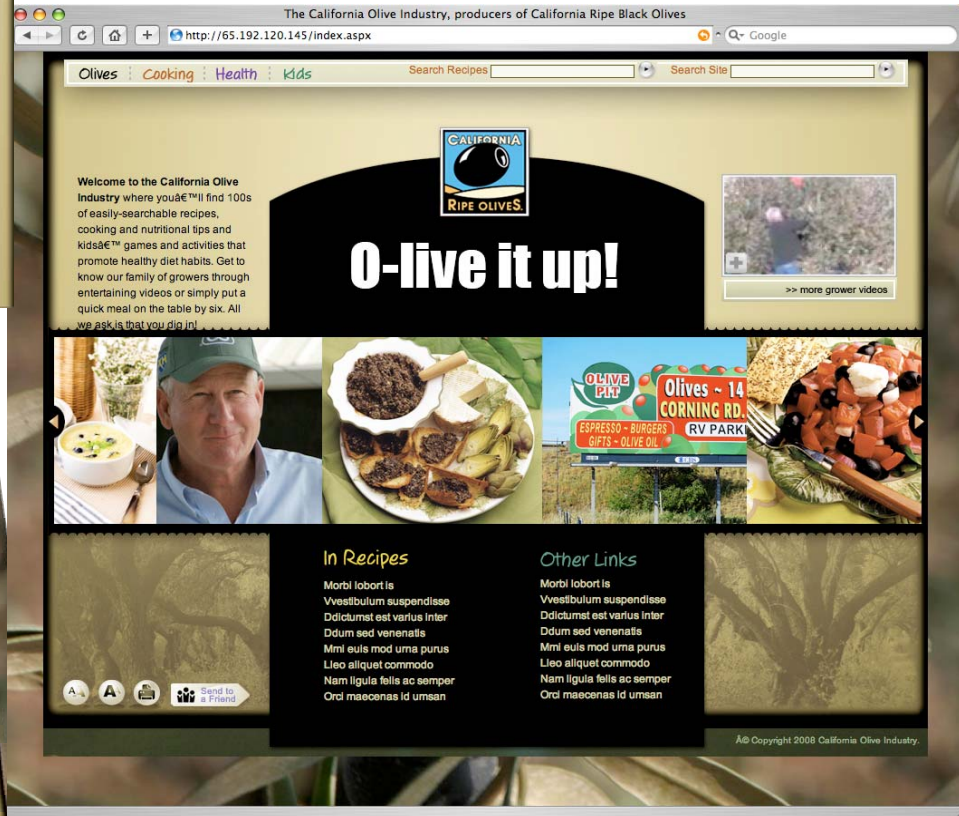
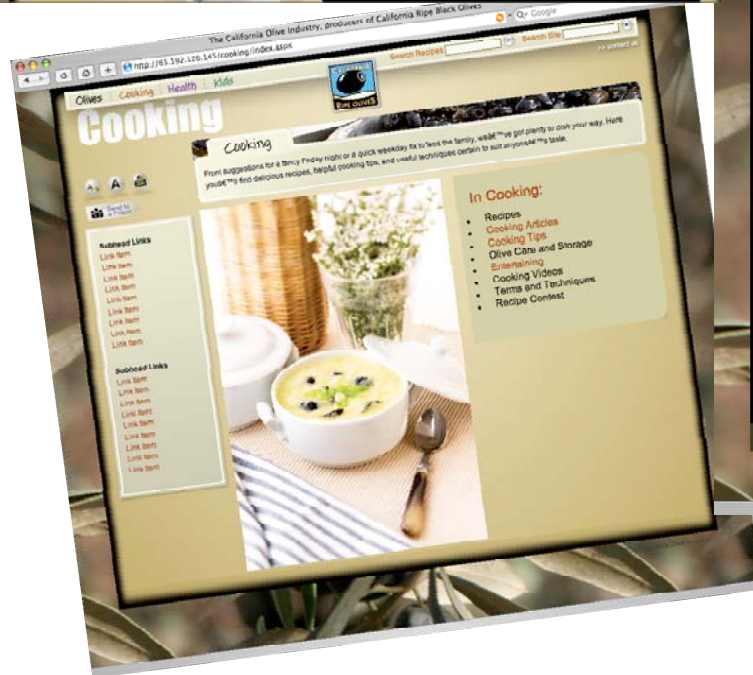
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**O-live it up
for grilling
season.**



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Web Site



7 Videos on new website and YouTube

[Olives](#) [Cooking](#) [Health](#) [Kids](#)



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Olives


 Send to a Friend  Email Updates

Grower Videos

There's always someone behind the scenes (or in the orchards as the case may be) replenishing your supply of California Ripe Olives. Get to know the men and women (not to mention a few kids and pets) who are the heart of the olive industry.


» Lemon Braised Snapper

Latest in Cooking »

Video: Mother talks about farming olives in California
Video: Lunch with Olive Growers
Video: Cooking with Olives
Video: California Olive Trees
Video: Three generations of olive farmers
Video: Olive farmers talk about how they like to eat olives

Also In Cooking »

Olive Care & Storage
About Olive Industry
Olive History
How Olives are Made
FAQ


Lunch with Olive Growers


Cooking with Olives


California olive trees


It's a long road from the orchard to the table

Mother talks about farming olives in California



YouTube

0:17 / 3:09

California ripe olive farmer Sally Campbell talks about being an olive farmer and gives a tour of her beautiful olive orchards.

Promotions

**MUFA-licious
recipes**

Breakfast, lunch, dinner and
snacks, get your MUFAs here.

2009 Recipe Calendar



Get 13 delicious recipes
and a year's worth of
eye candy for your wall
when you order our
2009 calendar.



**ORDER
YOURS
NOW!**




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Book.**



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O-live it up!

For salad season, soup season, lunchbox season, tailgate season, grilling season and holiday season.



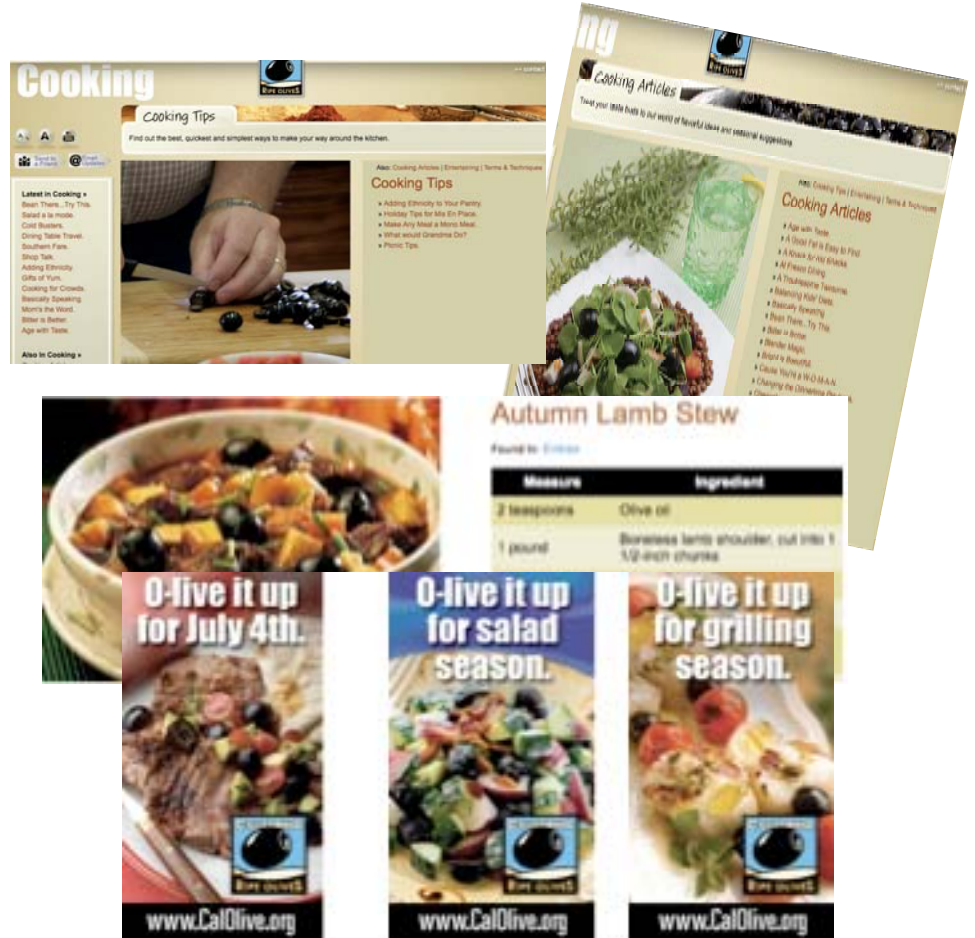
"With only six calories per large olive,
they are even perfect for diet season.
(isn't that every season?)"



Looking to 2009.

2009 Program.

- **Maximize the website**
 - ✓ **bimonthly articles**
 - ✓ **web newsletters**
 - ✓ **media advertising**
- **Recipe Videos**
- **PR**
- **Trade Advertising**
- **Nutrition news & ADA**



California Black Ripe Olive Sales

Consumer Sales Comparison 2008-09 & 2007-08

Cumulative Consumer Sales by Month

Consumer Sales by Month

	2008-09	2007-08	% Change		2008-09	2007-08	% Change
Aug-08	811,690	679,176	20%	Aug-08	-	-	-
Sep-08	983,655	721,221	36%	Sep-08	1,795,346	1,400,397	28%
Oct-08	1,061,597	1,035,313	3%	Oct-08	2,856,943	2,435,709	17%
Nov-08	1,268,042	1,373,068	-8%	Nov-08	4,124,985	3,808,777	8%
Dec-08	912,941	870,362	5%	Dec-08	5,037,926	4,679,139	8%
Jan-09	542,091	474,587	14%	Jan-09	5,580,017	5,153,727	8%
Feb-09	600,725	545,614	10%	Feb-09	6,180,741	5,699,340	8%



0-live it up!