

California Olive Committee

2013-14 in Review

• What is going on.....

- 2013 Harvest
 - Reports
 - Inventory
 - Pack
 - Shipment/Sales
 - Storage
 - Imports
- Strategic planning
 - Marketing
 - Inspection
 - Research



2013 Harvest

(Tons)

Size	Sevillano	Mazanillo	Other	Total
Small	0	10,941.93	36.58	10,978.51
Medium	0	17,747.95	55.85	17,803.80
Large	0	22,729.52	61.43	22,790.95
Ex- Large	0	19,081.63	111.08	19,192.71
Ex- Larger Sev C	344.83	0	0	344.83
Jumbo	1,282.48	0	73.20	1,355.68
Colossal	2,147.21	0	21.91	2,169.12
Super Colossal	1,029.74	0	2.99	1,032.73
Total Canning	4,804.26	70,501.04	363.04	75,668.34
Limited	232.78	1.81	17.16	251.75
Limited Petite	0	7,421.36	41.30	7,462.66
Limited Sub-Petite	0	2,709.28	18.35	2,727.63
Undersize	157.47	1,461.43	9.57	1,628.47
Culls	254.56	2,786.93	9.83	3,051.32
Total Receipts	5,449.07	84,881.85	459.25	90,790.17

Where the Industry Stands:

As of March 2014

Category	2013-14 Crop	2012-13 Crop
Inventory	9,292,861	8,509,405
Pack	9,705,837	9,099,134
Sales	8,810,516	8,957,524
Storage	52,020	38,500
Imports	26,672	24,139
Import-Grower Tons	42,170	37,991



- **Programs:**

- Strategic planning
 - Marketing
 - Inspection
 - research



Strategic Planning:

- Industry Surveys sent out in March
 - Data will be reviewed at upcoming meeting on May 6th
- Committee looking at overall 5 year plan and setting priorities based on industry surveys.



Marketing:

Key Objective

Raise awareness
and educate consumers about
California Ripe Olives

Marketing:

- Campaigns:
 - Gluten Free
 - Get Crafty
 - Cheers to Olives



- Social Media:



CaliforniaRipeOlives



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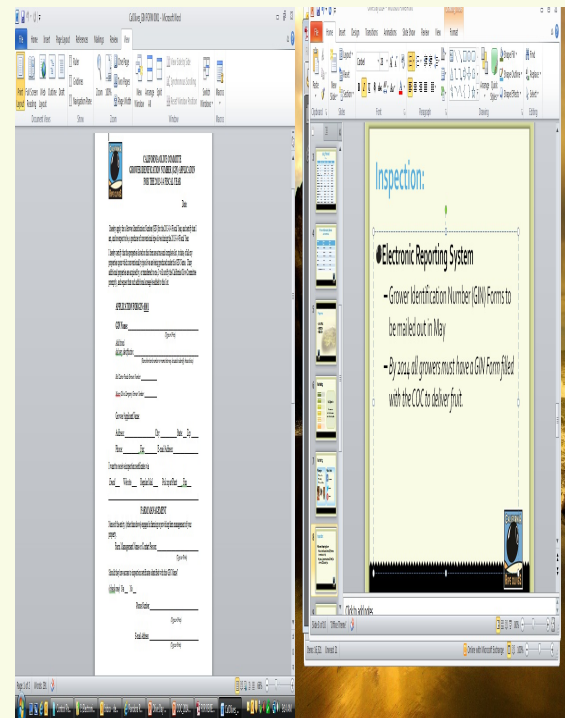


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Inspection:

- **Electronic Reporting System**

- Grower Identification Number (GIN) Forms to be mailed out in May
- *By 2014 all growers must have a GIN Form filled with the COC to deliver fruit.*



Research:

Project	Researcher	AMOUNT
Alternate Bearing in Olive- Determining when fruit exert their negative effect on return bloom and refining PGR treatments to break AB ON/OFF cycles	Dr. Elizabeth Fichtner Dr. Carol Lovatt	42,286
Investigation of high temperature effects on olive fruit set: Structural and developmental aspects of pollen tube growth	Dr. Judy Jernstedt	18,237
Determination of Ethanol in Table Olives as a Simple, Rapid and Dependable Method to Detect Low-Quality Olives	Dr. Gary Takeoka Dr. Selina Wang	25,530
Revision of USDA Standard for Grades of Canned Ripe Olives	Sue Langstaff	20,000
Demonstrating Mechanical Pruning Can Produce Commercial Yields and Decrease Alternate Bearing	Dr. Louise Ferguson	24,087
Propagating Dwarfing Olive Rootstocks and Establishing a Long Term Orchard	Dr. Louise Ferguson	24,975
Southern San Joaquin Valley Olive Fruit Fly Monitoring Project	Jim Stewart	6,267
Northern San Joaquin Valley Olive Fruit Fly Monitoring Project	Ernie Simpson	6,200
Contingency Fund		50,000
TOTAL		217,582



Thank You

Any Questions?

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