



# The California Olive Industry

In Review April 2011



Presented By:

The California Olive Committee

# California Olive Committee – Federal Marketing Order Est. 1965

\*The California Olive Committee (COC) is a grower funded program. The Committee administers marketing, research, inspection and compliance programs.



# In Review:

## ● 2010 Harvest

## ● Where the Industry stands

- Inventory
- Pack
- Shipment/Sales
- Storage
- Imports

## ● Programs

- Marketing
- Research
- Inspection



# 2010 Harvest

(Tons)

Size	Sevillano	Mazanillo	Other	Total
Small	0	34,115.62	77.71	34,193.33
Medium	0	28,594.85	51.93	28,646.78
Large	0	25,389.24	118.06	25,507.30
Ex Large	0	13,134.78	241.08	13,375.86
Ex Large Sev C	2,798.63	0	0	2,798.63
Jumbo	5,992.66	0	187.40	6,180.06
Colossal	3,373.68	0	53.43	3,427.11
Supper Colossal	791.35	0	9.43	800.78
<b>Total Canning</b>	<b>12,956.32</b>	<b>101,234.32</b>	<b>739.04</b>	<b>114,929.85</b>
Limited	2,029.05	0	116.44	2,145.49
Limited Petite	0	22,810.55	103.86	22,914.41
Limited Sub-Petite	0	11,654.48	39.21	11,693.69
Undersize	868.54	6,611.83	33.45	7,513.82
Culls	659.91	5,081.65	45.41	5,786.96
<b>Total Receipts</b>	<b>16,513.82</b>	<b>147,393.00</b>	<b>1,077.41</b>	<b>164,984.22</b>



# Where the Industry Stands:

## As of February 2011

Category	2010-2011 Crop	2009-2010 Crop	Change
Inventory	5,648,692	4,365,234	29.40%
Pack	8,777,338	5,916,678	57.40%
Sales	7,627,767	7,797,005	-2.17
Storage	123,134	14,491	7.50%
Limited	34,295	6,158	82.04%
Imports (Jan)	18,337	22,190	-17.36%
Import- GT	28,824	35,027	-17.71%



# Programs

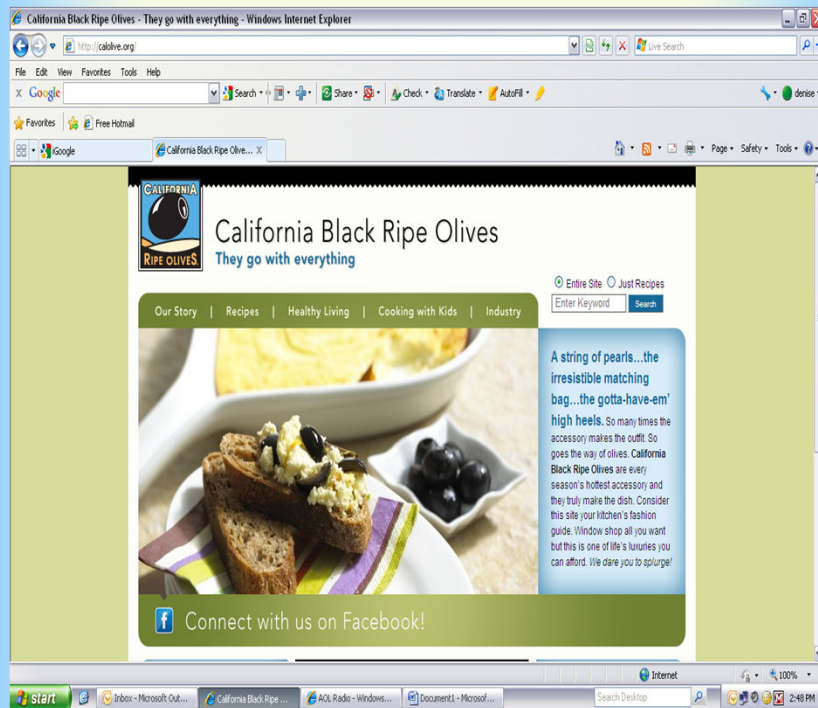
- Marketing
- Research
- Inspection
- Compliance

\* Your grower dollars at work



# Marketing: Social Media

## Website:



## Facebook:





# Marketing: Celebrity Spokesperson



● *Claire Robinson* from the *Food Network*

- Mom 2.0
- Recipes
- Tips
- Radio media
- Website
- Facebook

# Marketing: Tradeshows and PR

- Produce Marketing Association
- American Dietetics Association
- Mom 2.0

- WIN WIN Radio
- Food Fete Influencer Dinner
- Recipe Contests
- Full page feature
- Economic Impact Report

# Research:



- Olive Knot
- Abscission agent
- Sensory Data and Chemical Markers
- Baseline Data for using stem water
- Improving the quality of California style Black Ripe Olives
- Fruit Fly Trapping



# Inspection:

## In the works:

- Second optical sizing machine
- Salts and weights
- Working with USDA to update Grades & Standards manual

## Coming up:

- Electronic Reporting
- Sizing designations



# Compliance:

## ● Section 8 (e)

- Spain is still attempting to have inspection on their soil.
- Keeping inferior product out
- Last year, 480,304 tons of foreign product was rejected



# Thank You

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