



# Newsletter

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## OGCC REPRESENTATIVES TRAVEL TO WASHINGTON, D.C. - TESTIFY IN SUPPORT OF THE CA RIPE OLIVE INDUSTRY



OGCC staff and olive growers meet with Congressman LaMalfa.

Throughout the year, the Olive Growers Council of California (OGCC) has been working diligently on behalf of the California ripe olive growers. In May, representatives from the OGCC traveled to Washington, DC to meet with members of Congress, the U.S. Department of Agriculture, and the U.S. Trade Representative to discuss the importance of upholding the longevity and success of domestic ripe olive production in California. Following these meetings, the OGCC was happy to see a reflection of their efforts when provisionally preserved olives were included in a tariff list against the European Union in connection with the WTO's dispute regarding large civil aircraft (USTR-2019-0003). These supplementary tariffs will provide the additional support needed to protect the integrity of the recent antidumping/countervailing duty outcome.

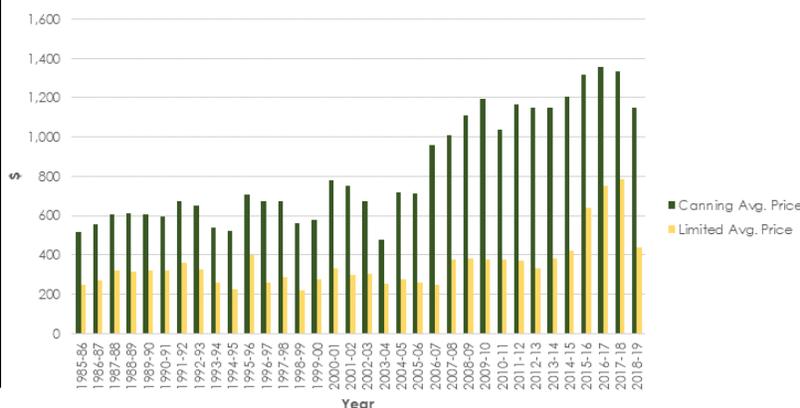
In connection with this announcement, the WTO also announced an opportunity for industry members to provide comments and testify in support of upholding products included on the tariff list. In early August, the OGCC Chairman, Mike Silveira, traveled to Washington, DC to testify on behalf of California ripe olive growers in support of including provisionally preserved olives on the existing proposed tariff list against the EU. A list of comments on the proposed tariff list can be found at <https://www.regulations.gov/docketBrowser?rpp=50&so=DESC&sb=postedDate&po=0&dct=PS&D=USTR-2019-0003> (please note that the comment period has since closed and these are available for viewing purposes only). Likely as a result of this testimony and various comments from the industry, the efforts of the OGCC throughout the year,

provisionally preserved olives were included on this tariff list against the EU. On September 13, 2019, the OGCC was notified that this list was approved by the WTO and is expected to be confirmed by the Administration. If you have any questions regarding the OGCC's efforts in Washington, DC on behalf of the industry, please do not hesitate to contact our office.

## OGCC REACHES 2019 SEASON PRICING AGREEMENT WITH MUSCO FAMILY OLIVE COMPANY AND BELL-CARTER FOODS, INC.

As you are aware, the OGCC has successfully negotiated and had a positive impact on ripe olive prices in California since its founding in 1978. As shown in the chart below, overall ripe olive prices have risen steadily over the past three decades. This increase can be attributed to the impact the OGCC has had on price negotiations with the ripe olive processors. It is important to note that in years where price increases did not occur, the OGCC still fought to ensure the highest price possible when negotiating with processors. This was certainly the case during the most recent negotiations for the 2019 crop year that turned out to be very challenging in terms of reaching an agreement. The California ripe olive industry has been faced with several challenges over the past year. It is important to mention that these challenges caused a greater level of difficulty in reaching an agreement on 2019 pricing with both processors. Despite this, the OGCC has been working tirelessly to represent its members in the best way possible, including during the price negotiation process. Without the OGCC serving as the voice for California ripe olive growers, it is believed that prices would have fallen well below the end result. If you have any questions or concerns regarding the 2018-19 price negotiations, please do not hesitate to contact the OGCC directly.

Historic Table Olive Pricing from 1985-Present



## 2019 Table Olive Industry Price

Sevillano	Total Price/Ton
Super Colossal	\$1,000.00
Colossal	\$1,100.00
Jumbo	\$1,300.00
Extra Large "C" (Canning)	\$1,000.00
Extra Large "L" (Limited)	\$600.00
Large (Limited)	\$10.00
Undersize	\$10.00
*Culls	\$10.00
Manzanillo	Total Price/Ton
Super Colossal	\$1,250.00
Colossal	\$1,300.00
Jumbo	\$1,200.00
Extra Large "C" (Canning)	\$1,050.00
Extra Large "L" (Limited)	\$1,000.00
Large (Limited)	\$1,000.00
Undersize	\$10.00
*Culls	\$10.00

\$100 premium per ton for Manzanillo medium, large, and extra-large/jumbo if received by September 13<sup>th</sup>.

The market price per ton for each delivery will be adjusted based on the following schedule.

%Culls	Adjustment
7.00-10.00	-\$100 per ton
10.00+	-\$250 per ton

### CALIFORNIA RIPE OLIVES ECONOMIC IMPACT STUDY

In 2011, the California Olive Committee conducted an economic impact study. This research assessed the amount of business activity, jobs, labor income, and business taxes generated by the olive industry. According to the study, California ripe olive growers have a significant impact on the economy. Producing ripe olives creates \$493.6 million annually and \$1.4 million per day. 3,555 jobs are created as a result of producing ripe olives, and \$135 million of labor

income is a result of these positions. These funds are dispensed throughout the economy as they are spent on goods and services. Additionally, \$14.7 million of indirect business taxes are generated, not including income taxes. California ripe olive growers continue to demonstrate the important role that they play in strengthening the economy. To see the full report, please view <http://calolive.org/wp-content/uploads/COC-EIR-REPORT-FINAL.pdf>.

### UNITED FRESH PUBLIC POLICY CONFERENCE

On September 17-18, 2019, the Olive Growers Council of California staff attended the United Fresh Public Policy Conference. This conference is an annual event held in Washington D.C., which provides the produce industry the opportunity to gather together and have a face to face dialogue with key members of Congress and address the industry's most pressing public policy matters. For example, issues concerning labor, trade, upcoming tariffs, state of the current industry, and USMCA were discussed. If you would like more information, please contact the OGCC office.

### CALENDAR OF EVENTS

- Corning Olive Festival
  - October 12, 2019
  - Corning, CA
- Produce Marketing Association Fresh Summit
  - October 18 & 19, 2019
  - Anaheim Convention Center - Anaheim, CA
- California Olive Committee Subcommittee Meetings
  - November 14, 2019
  - Double Tree Hotel - Modesto, CA



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