

Olive Growers Council of California Newsletter



ISSUE #16

OCTOBER-
DECEMBER
2025

USADEC

In November, Staff member, Michelle Borges, attended the 2025 United States Agricultural Export Development Council (USAEDC) Annual Workshop in Baltimore, MD. The three-day conference brought together Foreign Agricultural Services, specialists, and cooperators to discuss the growing development and opportunity for U.S. agriculture to expand into new markets. Educational workshop sessions covered topics such as trade, finance, FAS program, compliance updates, and a Farm Bill update. During the conference, USDA also announced a new funding opportunity: the America First Trade Promotion Program, a \$285 million trade promotion initiative scheduled to launch in fiscal year 2026. Staff will continue to explore new opportunities like this to expand our promotional efforts and highlight California's olive industry.

Fresno State Agribusiness Day

The Fresno State Agribusiness event provided an excellent opportunity for industry leaders, students, and faculty to connect and discuss emerging trends in California agriculture. The sessions highlighted opportunities and innovation as we navigate the future, and managing trade challenges as well the importance of collaboration across agricultural commodities.



(M. Borges at USADEC)

California Farm Bureau Annual Conference

At the 2025 Annual Meeting and Young Farmers and Ranchers State Conference in Anaheim, CA, staff member, Michelle Borges, attended to be part of an event where farmers, ranchers, and agricultural leaders are brought together to exchange ideas and deepen connections. With the conference theme of "Strong Roots, Bright Future," the focus was to celebrate the California agriculture industry that was built on resilience and innovation. Through trade and policy workshops to discussions on youth-based agricultural education, Borges gained new tools and ideas to bring back to the olive industry.



(M. Borges at California Farm Bureau Annual Conference)

IFPA Global Produce Show

Staff traveled to the International Fresh Produce Association Global Produce and Floral Show on behalf of the Olive Growers Council of California. While attending, Staff met with board members participating through an exhibitor booth and engaged directly with key industry stakeholders. The show provided valuable insight into the olive market, including current trends, marketing strategies, and perspectives from the international produce industry, with company representatives speaking on global market dynamics. Staff also participated in discussions on agricultural technology, sustainable packaging, and marketing innovations, and attended IFPA sessions providing updates on governmental and policy developments impacting the industry.

Olive Cheese Straws

- 1 sheet puff pastry
- 1 large egg
- 1 tsp water
- 1/3 cup grated Parmesan cheese
- 1/3 cup grated aged cheddar cheese
- 1 cup finely chopped California Ripe Olives
- 1 tablespoon fresh thyme



To see full recipe: [Kitchen Confidante](#)



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(M. Borges, E. Cranmer, and M. McDonnell at IFPA)

Fresno State Ag Tech Day

Staff attended Ag Tech Day at California State University, Fresno, on behalf of the Olive Growers Council of California. The event included visits to three field sites showcasing innovations in Sustainable Groundwater Management Act implementation, center pivot irrigation systems and efficiency, and the use of sprayer drones in agricultural operations. Participation provided an opportunity to engage locally with emerging agricultural technologies while staying informed on regulatory and policy considerations affecting the industry. The event also supported collegiate agriculture and strengthened connections between the Olive Council, academic institutions, and industry partners.



(E. Cranmer, and M. McDonnell at Fresno State Ag Tech Day)