



Olive Growers Council of California

Newsletter

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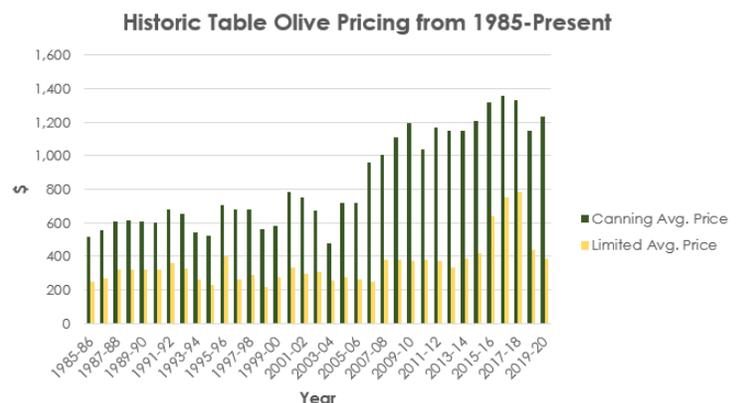
COVID-19 PANDEMIC

Over the past several months, the OGCC staff have been compiling and distributing weekly updates regarding the ongoing COVID-19 situation. Additionally, the OGCC has been actively involved in daily conference calls covering California's Legislature in order to remain updated on any time sensitive developments including: significant updates to the number of confirmed cases per county, updated guidance, outbreaks at other agricultural operations, labor issues, potential upcoming legislation, and other resources available to the industry.

Further, the OGCC has been actively involved in discussions with USDA regarding the direct payments to olive growers available under the Coronavirus Food Assistance Program (CFAP). The OGCC has been stressing the importance of altering the current eligibility requirements which includes producers of a commodity who can demonstrate a five percent or greater loss in price between January and April 2020. Unfortunately, olives were also not included on the initial list of commodities that are eligible to submit an application for funds. The OGCC is urging USDA to modify these requirements as they prohibit a significant portion of the agricultural industries, specifically specialty crops, from participating in the CFAP program. At this point, there have been discussions regarding a "CFAP 2.0" plan and it has been reported that analysts expect the next round of payments to compensate growers for losses between April 15 and August 15. The OGCC will continue to provide updates on any developments in the CFAP program moving forward.

OGCC REACHES 2020 SEASON PRICING AGREEMENT WITH MUSCO FAMILY OLIVE COMPANY AND BELL-CARTER FOODS, INC.

As you are aware, the Olive Growers Council of California (OGCC) has successfully negotiated and has 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 2020 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 2020 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 2019-20 price negotiations, please do not hesitate to contact the OGCC directly.



NO ON PROP 15 CAMPAIGN

Prop 15 will be appearing on the statewide ballot this November. If Prop 15 passes, Prop 13's property tax protections will be put to an end, resulting in the largest property tax increase in California's history. Proponents of Prop 15 have insured that agriculture will continue to be protected by Prop 13. However, if Prop 15 passes in November, California agriculture could be financially negatively impacted by hundreds of millions of dollars annually beginning in 2021. The total impact to California business will be at least \$12 billion a year. If you would like to learn more about the No on Prop 15 campaign, please refer to the No on Prop 15 website here <https://noonprop15.org/>. Additionally, if you would like to donate to CFFA's campaign, please contact CFFA President Ian LeMay (ilemay@cafreshfruit.com) and Director of Government and Public Policy Adam Borcard (aborchard@cafreshfruit.com).

OGCC WELCOMES NEW PROGRAM SUPERVISOR AND NEW INTERN

In June, Elise Oliver joined the OGCC as the new Program Supervisor. Elise is a graduate of the University of California, Davis where she completed her Bachelor's Degree in Political Science. Delaney Woolwine joined the OGCC as the new intern in May. She is starting her senior year at California State University, Fresno, where she is pursuing a Bachelor's Degree in Agricultural Business.



Olive Growers Council of California

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Recipe Corner Cheesy Olive Bread

Ingredients

- 1 loaf French bread, sliced in half lengthwise
- 8 oz. cream cheese, softened
- 1/4 cup unsalted butter, softened
- 1/2 cup mayonnaise
- 1 clove garlic, minced
- 2 cups shredded cheddar cheese
- 10 oz. green California olives, chopped
- 2 green onions, chopped

Directions

- Preheat oven to 350 degrees F.
- Mix together cream cheese, butter, and mayonnaise until thoroughly combined.
- Add garlic; stir well to distribute.
- Add cheddar, chopped green olives, and green onions; stir to combine.
- Spread mixture onto the cut sides of bread. Bake for 20-30 minutes, until cheese is hot and bubbly and starting to brown.

Recipe courtesy of <https://www.yummly.com/page/cagrown>

CALENDAR OF EVENTS

- **OFFICE CLOSED- Labor Day**
 - September 7, 2020
- **PMA Fresh Summit (Virtual)**
 - October 13-15, 2020
- **Asia Fruit Logistica (Virtual)**
 - November, 18-20, 2020

All events are being held online. Contact the OGCC office for more information.

Did you know you can receive an e-newsletter instead of the snail mail version? If you would like to sign up, please email intern@theogcc.com