



MORRISON & COMPANY

## IN THIS ISSUE:



### GETTING TO KNOW JESSE CONVERSE

Learn more about Morrison People Solutions Consultant Jesse Converse.

### MORRISON PEOPLE SOLUTIONS SERVICES

Morrison's People Solutions services include Recruiting, HR Advisement, and Organizational Development. See how we've expanded our services and resources, along with seven client case studies.



### INDUSTRY NEWS

Join us in welcoming new clients and celebrating industry news. It's been a busy season for many businesses and there is much congratulations in order. Photographed above are North Valley Ag Service employees at Butte Country Farm Bureau's Grower Day, in which they participated as part of a project they are doing for a doing for a USDA Risk Management Education grant.



### MORRISON SNAPSHOTS

As we wrapped up the holidays we have a lot to be grateful for. Check out the fun season we've had!



# AMERICAN OLIVE OIL PRODUCERS ASSOCIATION:

## UNIFYING THE NATION'S OLIVE OIL PRODUCERS

[www.aooopa.org](http://www.aooopa.org)

Founded in 2012, the American Olive Oil Producers Association (AOOPA) is the unified voice for American olive oil producers and their state associations. AOOPA advocates in Washington, DC, state capitols, and with partners around the world for policies for fair global market access for all producers; to support effective testing, standards and regulations; and to promote education about the quality, culinary, and health benefits of olive oil. AOOPA's mission is to promote growth for the American olive oil industry, create fair access to global markets, and ensure the integrity and quality of olive oil for all consumers.

Olive oil has been produced in the US for over 150 years, yet only about five percent of the olive oil consumed here is produced in the US. The industry is rapidly growing, with US consumers buying 90 million gallons of olive oil annually (making it the largest market outside of Europe). Nationwide, approximately 43,000 acres of olives are planted exclusively for the production of olive oil.

In their efforts to serve the needs of all US olive growers and unify the industry, AOOPA applied for and was awarded a 2016 USDA NIFA Specialty Crop Research Initiative Research and Extension Planning Project grant, which funded a strategic planning session for the top industry stakeholders to meet and discuss the largest challenges that affect the industry. University researchers, growers, private sector stakeholders, nutritionists, and others attended the two-day session designed to help stakeholders prioritize the most severe problems for the industry to align in creating a future research solution.

Morrison & Company has been honored to have worked with AOOPA, helping the nonprofit receive and leverage USDA grant funds. In addition, Morrison's People Solutions team coordinated and facilitated the US olive oil industry strategy session in Davis, CA, as part of our Organizational Development service area (see inside for more detail on People Solutions service areas). The strategy session brought multiple trans-disciplinary collaborators to a unified research project that will benefit growers and consumers alike.



Above is Morrison Principal Toni Scott facilitating the strategy session held in Davis, CA.



Principal Toni Scott, AOOPA Executive Director Kimberly Houlding, UC Davis Olive Center Executive Director Dan Flynn, and Morrison Founder Brent Morrison are photographed at the strategy session.