

# 10<sup>th</sup> Annual Tri-County Economic Forecast Conference

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BELL-CARTER

FOODS, INC.



Pat Campbell

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The growing  
influence  
of olives  
on the  
local  
economy

# Bell-Carter Foods, Inc.

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- **Privately Held Company – 1930**
  - Bell's and Carter's
  - Number 1 Producer of black ripe olives in United States and the world

# Bell-Carter Foods, Inc.

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## ■ Businesses

### ■ Olives

- Lindsay Brand
  - #1 in total market share in US
- Black Ripe – Corning
- Spanish – Spain
- Kalamata – Greece
- Sicilian - Oroville



# Bell-Carter Foods, Inc.

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## ■ **Businesses**

### ■ Specialty Products

- Capers
- Pimientos
- Cocktail Onions

### ■ Bell-Carter Packaging Company

- Secondary Packaging
  - Modesto, CA / Phoenix, AZ

# Bell-Carter Foods, Inc.

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- **Corporate Office**

- Lafayette, CA

- Sales Offices

- Administration

- IT

# Bell-Carter Foods, Inc.

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## ■ Manufacturing Plant

- Corning, CA
  - Operations
  - Logistics
  - Customer Service
  - Contract Manufacturing
  - Global Purchasing
  - Field Department

# Bell-Carter Foods, Inc.

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## ■ Operations

### ■ Two production facilities

- Produce 55,000 – 60,000 tons of black ripe olives per year
- Sliced plant
- Pitted plant
- 6 production lines
- Employ 350 people – 400 during season

# Bell-Carter Foods, Inc.

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## ■ **Compete Global Business**

- Two domestic producers of black ripe olives
  - Bell-Carter –approximately 65% of the market share (private label and Brand) in the United States

# Bell-Carter Foods, Inc.

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## ■ Compete Global Business

- Numerous foreign competitors
  - Food Service Market – 80%
  - Spain – 5.5 million acres of olives
  - Italy – 5.0 million acres
  - Argentina – 200,000 acres

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## ■ Compete Global Business

- Numerous foreign competitors
  - California – approximately 27,000 acres
    - Northern California – approx 11,000 acres
  - Euro Impact on pricing

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## ■ Bell-Carter Growers

- 703 growers in California
  - Northern Growers - 318
    - Tehama county
    - Glenn county
    - Butte county

# Bell-Carter Foods, Inc.

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## ■ Bell-Carter Growers

### ■ Olive Production in California

- 2005 – 123,000 tons
- 2006 – 17,000 tons
- 2007 – 115,000 tons
- 2008 – 53,000 tons
- 2009 – 23,000 tons
  - 3 of the last 4 years were short
    - Numerous reasons (weather/water)
    - Global purchasing strategy

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## ■ Bell-Carter Growers

### ■ Sales

- Approximately 86,000 – 90,000 tons annually for industry

### ■ Grower Opportunities

- Grower pricing trend
- Mechanical harvesting in the future
  - Industry spending
  - Quality

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## ■ Financial Impact in the Region

- Bell Carter Employment

- 350

- Other employment

- 105 – Related Industry

- 273 – Consumer spending

- Olive Grower Impact

- 471

- Total employment impact

- 1,199 people

- Over \$35 million

# Bell-Carter Foods, Inc.

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## ■ Financial Impact in the Region

### ■ Grower Prices / Yield

- Approximately \$1,000/ton (2009)
- 3 tons / acre (average)
- Financial Impact - \$18,000,000

### ■ Total Financial Impact

- **Over \$52,000,000!**

# Bell-Carter Foods, Inc.

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## ■ Sustainability

- Wastewater – 27 acres
- Olive Pits – co-generation
- Over ripe / undersize olives
  - Oil producers
- Electrical
  - Lighting
  - Wastewater efficiency

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## ■ Sustainability

### ■ Natural Gas

- Boilers
- Cookers

### ■ PG & E Program

### ■ Recycling

- Cardboard
- Metal
- Paper

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## ■ Sustainability

### ■ Opportunities

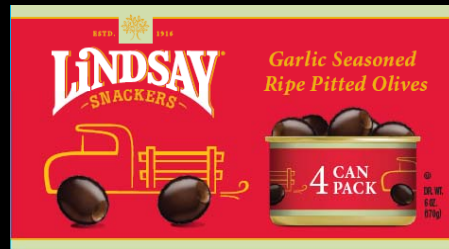
- Solar

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## ■ Future

### ■ Innovation to the Category

#### ■ Snackers



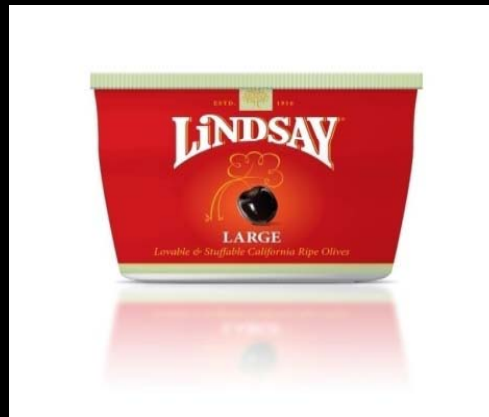
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## ■ Future

### ■ Recloseables

#### Plastic Recloseable Multi-Serve



**6.75 oz**  
**Pitted**

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## ■ Future

- Innovation to the Category
  - Flavors
- Commodity to Value Add Products

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*Thank You!!*

