

California Olive Oil Council

DOING IT RIGHT  
MARCH 21, 2015



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Doing it Right

- **Planning** – routinely
- Accurate **analysis** of performance metrics
- Knowing **Costs**
- **Cash** is still King
- **Communications** – regular & two-way
- **Training** of team & customers
- **Opportunistic** - Taking Calculated risks
- **Culture** – Integrity, Respect, Learning



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