

SFF Extension Framework

Project Title: Increasing the Market Share for New Zealand Olive Oil

Project Purpose:

To increase the market share for New Zealand produced olive oil by identifying basic grove management practices to enable the industry to consistently lift productivity of fruit per hectare and thus also reduce costs. This will allow the New Zealand industry to compete effectively with imported olive oils to increase market share.

1. Target group/s - who exactly is the extension for?

Olive Growers

July 2016	Project Team minutes available on Olives NZ website Article on Project in the Australian & New Zealand Olivegrower magazine
October 2016	Project Overview at Conference
November 2016	Project Presentation at Regional Field Days (Auckland, Hawke's Bay, Wairarapa, Nelson, Canterbury) Project Team minutes available on Olives NZ website First Project Report available on Olives NZ website
March 2017	First Fact Sheet – Disease Management available via Olives NZ Website and promoted via Newsletter Regional Field Days
September 2017	Second Project Report available on Olives NZ website Second Fact Sheet – Canopy Management 1 available on Olives NZ website and promoted via Newsletter
October 2017	Presentation at Conference Regional Field Days
March 2018	Third Fact Sheet – Canopy Management 2 available on Olives NZ website and promoted via Newsletter
September 2018	Third Project Report available on Olives NZ website Final Project Report available on Olives NZ website Project Team minutes available on Olives NZ website
October 2018	Conference Presentation

Updates on a monthly basis in the Olives New Zealand newsletter.

Updates on a two-monthly basis to the Olives New Zealand Executive and reported in the minutes made available to members via the Olives New Zealand website.

Focus Groves

September 2016	Data collection on 2015 and 2016 harvest data
November 2016	First Focus Grove visits (review, recommendations)
March 2017	Second Focus Grove visits (review, recommendations)
September 2017	Third Focus Grove visits (review, recommendations)
March 2018	Final Focus Grove visits (review)

2. Desired practice change goals – what will success look like?

Focus Groves

The Focus Groves will be provided with expert advice and recommendations on changes to their grove management practices to improve tree health and increase and maintain their crop loads at greater than 15kg per tree. The recommendation and implementation will be monitored and reviewed with further recommendations.

Olive Growers

The olive growers will be provided with the advice given to the Focus Groves and shown (via the Field Days) how this has made a difference to tree health and increasing and maintaining crop loads. This should result in changes to pruning regimes and spraying programmes to the same as is used by the Focus Groves and has resulted in these improvements.

Change Steps

1. Pruning becomes focussed on:
 - maintaining growth of fruiting shoots
 - maintaining tree skeleton structure and containing tree size
 - addressing biennial bearing
 - enabling light penetration and air circulation within the canopy
 - permitting control of pests and disease (through enabling effective spraying)
 - preventing aging of the canopy and eliminating dead wood
 - re-forming the canopy if required after damage by frosts and pests
 - rejuvenating old and abandoned trees
 - enabling mechanical harvesting
 - permitting easy movement of machinery in the grove.
2. Spraying Programme to address:
 - Prevention of Peacock Spot
 - Prevention of Cercosporiose
 - Prevention of Anthracnose
3. Crop production becomes greater than 4 tonne per hectare on an annual basis

3. Choice of extension activity and/or programme

Target Group 1: Focus Groves

Extension activities:

November 2016	First Focus Grove visits (review, recommendations) Aim – Increase production to 10kg per tree
March 2017	Second Focus Grove visits (review, recommendations) Monitor – On track to achieve 10kg per tree
September 2017	Third Focus Grove visits (review, recommendations) Aim – Increase production to 15kg per tree
March 2018	Final Focus Grove visits (review) Monitor – On track to achieve 15kg per tree

Target Group 2: Olive Growers

Extension activities:

October 2016	Project Overview Presentation at Conference
November 2016	Regional Field Days including Project Presentation (Auckland, Hawke's Bay, Wairarapa, Nelson, Canterbury)
March 2017	Regional Field Days
October 2017	Presentation at Conference Regional Field Days
October 2018	Conference Presentation

4. Design of extension activity and/or programme

Target Group 1: Focus Groves

Date	Activity	Purpose	Success Measure(s)	Design & Delivery	Monitoring & Evaluation
November 2016	Focus Grove Visits	Evaluate tree health, advise on pruning & spraying programme, gather 2016 harvest data.	Visits completed and Focus Groves confirm implementation of recommendations.	Visits to Focus Groves by Plant & Food Specialist & Orchard Consultant to provide one on one advice to grove owner.	Project Administrator – follow up with Focus Groves that recommendations have been implemented. Project Steering Group – discuss and resolve any issues identified.
March 2017	Focus Grove Visits	Evaluate tree health & advise spraying programme, estimate crop load.	Visits completed and crop load estimated to be on track for 4 tonne per hectare. Focus Groves confirm implementation of recommendations.	Visits to Focus Groves by Plant & Food Specialist & Orchard Consultant to provide one on one advice to grove owner.	Project Administrator – follow up with Focus Groves that recommendations have been implemented.
September 2017	Focus Grove Visits	Check harvest data that 4 tonne or greater achieved. Evaluate tree health, advise on pruning & spraying programme.	2017 harvest = 4 tonne or greater per hectare. Visits completed and Focus Groves confirm implementation of recommendations.	Visits to Focus Groves by Plant & Food Specialist & Orchard Consultant to provide one on one advice to grove owner.	Project Administrator – follow up with Focus Groves that recommendations have been implemented.
March 2018	Focus Grove Visits	Evaluate tree health, advise on spraying programme, estimate crop load.	Visits completed and crop load estimated to be on track for 6 tonne per hectare. Focus Groves confirm implementation of recommendations.	Visits to Focus Groves by Plant & Food Specialist & Orchard Consultant to provide one on one advice to grove owner.	Project Administrator – follow up with Focus Groves that recommendations have been implemented. Project Steering Group – discuss and resolve any issues identified.

Target Group 2 : Olive Growers

Date	Activity	Purpose	Success Measure(s)	Design & Delivery	Monitoring & Evaluation
October 2016	Project Overview at Conference	Advise attendees on project aim, plan overview.	Attendance of at least 75 growers	Formal presentation including Power Point presentation and copy included in Conference workbook.	Project Administrator – monitor that attendance target achieved. Solicit, via Conference evaluation form, and report on attendee feedback.
November 2016	Regional Field Days	Presentation to advise on hypotheses, plan for addressing, preliminary findings. Technology transfer - details of recommended pruning & spraying programmes, including practical demonstrations of pruning.	Attendance of at least 20 growers at each Field Day	Either or both the Plant & Food Specialist & Orchard Consultant to attend and lead the Field Days. Formal presentation with handout for attendees. Practical demonstrations and discussion.	Regional Chair to provide Project Administrator with a register of attendees, note key points discussed and feedback from attendees on usefulness of the Field Day. Make suggestions on how to improve future Field Days.
March 2017	Regional Field Days	Technology transfer - advise attendees on estimated crop load, review pruning effectiveness and update details of spraying programmes.	Attendance of at least 20 growers at each Field Day	Either or both the Plant & Food Specialist & Orchard Consultant to attend and lead the Field Days. Including demonstration and discussion.	Regional Chair to provide Project Administrator with a register of attendees, note key points discussed and feedback from attendees on usefulness of the Field Day. Make suggestions on how to improve future Field Days.
March 2017	Produce Fact Sheet 1	To provide practical advice on disease management.	Fact Sheet emailed to members and available via the Olives NZ website.	E-brochure.	Project Administrator – email e-brochure to members and load to website.

Date	Activity	Purpose	Success Measure(s)	Design & Delivery	Monitoring & Evaluation
September 2017	Produce Fact Sheet 2	To provide practical advice on basic canopy management.	Fact Sheet emailed to members and available via the Olives NZ website.	E-brochure.	Project Administrator – email e-brochure to members and load to website.
October 2017	Conference Presentation	Presentation on project status, progress, findings, where to from here.	Attendance of at least 75 growers	Formal presentation including Power Point presentation and copy included in Conference workbook.	Project Administrator – monitor that attendance target achieved. Solicit, via Conference evaluation form, and report on attendee feedback.
October 2017	Regional Field Days	Technology transfer - advise attendees details of the recommended pruning & spraying programmes, including practical demonstrations of pruning.	Attendance of at least 20 growers at each Field Day	Either or both the Plant & Food Specialist & Orchard Consultant to attend and lead the Field Days. Including demonstration and discussion.	Regional Chair to provide Project Administrator with a register of attendees, note key points discussed and feedback from attendees on usefulness of the Field Day. Make suggestions on how to improve future Field Days.
March 2018	Produce Fact Sheet 3	To provide practical advice on advanced canopy management.	Fact Sheet emailed to members and available via the Olives NZ website.	E-brochure.	Project Administrator – email e-brochure to members and load to website.
October 2018	Conference Presentation	Presentation on project outcomes, findings and recommendations,	Attendance of at least 75 growers	Formal presentation including Power Point presentation and copy included in Conference workbook.	Project Administrator – monitor that attendance target achieved. Solicit, via Conference evaluation form, and report on attendee feedback.