

Increasing the Market Share for NZ EVOO The Focus Grove Project



Overview

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Project Aim

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 able to also reduce costs.

- This will allow the New Zealand industry to compete effectively with imported olive oils to increase market share.



Overview – Target Groups

- 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 evidence 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.



Major Plan and Activities - Focus Groves

- November 2016 First Focus Grove visits (review, recommendations)
Aim – Increase/maintain 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



Major Plan and Activities – Olive Growers

- October 2016 Presentation Overview 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



Hypotheses

- Productivity is constrained because lack of control of leaf health causes loss of leaf area by wet weather fungus diseases.
- Controlling leaf diseases will improve canopy health and retain healthy leaves for 2+ years ----- > improve annual growth, flowering and fruit growth
- Restructuring trees to reduce height and improve light distribution within the tree will encourage renewed growth, greater new annual growth and annual flowering
- Restructured tree canopies will increase harvest recoveries because trees are correctly sized/shaped for harvest methods.



The starting Point : Regional Average Production/tree

kg per tree including Focus Groves yields for Frantoio

Region	2014	2015	2016
Hawke's Bay	27	1.88	28
Wairarapa	5.07	Frosted	5.76
Nelson	2.42	8.07	7.11
Canterbury	0.79	0.73	3.42

- High annual alternation (biennial bearing)
 - Huge variance in yields among regions
 - Some signs of improving trends (Nelson, Canterbury)....
- ...is it just better data collection or improvements in grove management??



Preliminary Findings and Anecdotes – Focus Groves

Participant	Region	Harvest data: Frantoio (kg)		
		2014	2015	2016
Aquiferra	Hawke's Bay	22.8	21.7	21.1
Leafyridge	Wairarapa	15.2	Frosted	19.1
Kakariki	Nelson	1.1	16	12
Terrace Edge	Canterbury	1.9	1.9	16.1

- What is the management at Aquiferra that is enabling consistent and higher yields per tree?
- What management practices can increase tree yield at Aquiferra even further?



Reporting and Fact Sheets

November 2016	First Project Report
March 2017	First Fact Sheet – Disease Management
September 2017	Second Project Report Second Fact Sheet – Canopy Management 1
March 2018	Third Fact Sheet – Canopy Management 2
September 2018	Third Project Report Final Project Report



What will success look like?

Average tree yields progressively increasing across all regions

Yields of 15 kg per tree become 'normal' across the NZ Olive industry, annually

The top 25% of groves routinely exceed 20 kg per tree, annually

Leading groves in the industry demonstrate yields of 30 kg per tree are achievable and sustainable.


