**Summary of Minutes of the ONZ Executive Teleconference on 31 Jan 2006 (7.30-10.20)**

**Present:** Mike Amour (Chair), Alastair Bridge, Tony Casey, Rob Dean, Margaret Edwards, Ian Manson, Ken Mark, David Pearson, Anne Opie, Ed Scott.

**Minutes of previous meeting**  
The summary of the minutes for the website will not be posted until after the Exec. has approved both the full minutes and the summary of those at the following meeting.

**Key Matters Arising:** Voting Rights: Horticulture New Zealand had advised the ONZ EO that in some organisations, where EOs or secretaries are actively involved in the industry, then they have a vote.

If an ONZ co-opted member is to have a vote on the Exec., then a remit will need to go to the membership on this issue.

There was some discussion about whether branches should receive a double capitation fee for a new members’ first year to help promote membership.

**Finances**  
The current account balances are as follows:  
00 a/c  $99,751  
(c$20,000 for marketing and c$5,000 for the EO’s back pay still to be paid from this total)

02 a/c  $19,000 IOP

03 a/c  $8,990  Conference (last cheque for $1000.00 still to be presented)   
No profit was made from the 2005 conference.

*The 2006 budget* The budget figures are based on income from 404 members. The budget does not include the IOP income.

**The 2006 Conference and awards**As a result of some members of the proposed organising committee being unable to continue to participate in the organisation of the conference and because of a lack of initial responses to sponsorship packages, it had been proposed that ONZ combine with HortNZ in their 2005 conference as is intended should happen in subsequent years. The Exec, however, considered that there were strong reasons to continue with the conference as planned this year. There will be a follow up with the Wairarapa members who had been on the planning committee to clarify whether they are in a position to proceed with the necessary work. Some limited assistance will be available from various Exec. members. Roberto Zecco will be asked about his availability to act as judge at the awards.

**Marketing***Media coverage*

* “Close up” and “Campbell Live” will be approached about the possibility of a coverage to promote NZ EVOO.
* Nelson growers will appear on “Rural Delivery” on TV1 at 7.30 am on 4 Feb.
* There has been a positive meeting between ONZ and the Chair of “Buy NZ’, Dalton Kelly (the government having put in $15 million to support this programme). The contact will be followed up by a member of the Marketing Committee.
* The next edition of Cuisine magazine will include in their ‘Congratulations’ column the Best in Show and Best in Class Olive Oils, plus the certification label.

*The Quality Mark*

* The details on the ONZ website about obtaining certification are not easy to follow and will be revised.
* The marketing committee will draft an email to be sent to all ONZ members to encourage all commercial organisations to support the certification programme.
* The Exec. voted unanimously that “ONZ provide seed capital of $400 per branch for the production of a plan which will support a Quality Assurance Certification Programme with the proviso that the branches runs their plans past the Executive for approval.”
* A member of the marketing committee will work with individual branches in relation to the media pack prepared for the national advert (contact Tony Casey, who holds the marketing portfolio).
* Branches may wish to think about the use of advertorials and a series of articles that follow the cycle of production as strategies in relation to developing local publicity about the industry.
* Some growers are now producing table olive products. Linda Costa, a food scientist with extensive experience in commercial table olive production, may be willing to hold a course in NZ, possibly in conjunction with the ONZ conference. A NZ table olive producer may also be interested in participating in such a course. Two exec. members will follow these possibilities up.

**The Approved Supplier Programme**  
Work is being done with Hort NZ to put together a sheet on the value of becoming an approved supplier for the website. The programme will also be discussed at the Regional Chairs’ meeting on 18 Feb.

**Funding**  
ONZ needs more funding to do its work effectively. It is one of a very few similar industries to survive on membership subscriptions. A paper will be prepared, that will in part be informed by some discussions with Hort NZ about the operation of a levy system.

**Processing**

* The application for SSF funding includes a processing course for olive oil processors that will be run at two sites.  Processors will be required to attend the course to gain certification.  As well a national food control plan and food safety programme will be developed. FHSNZ (see below) have been asked to prepare further information for the executive.  Travelling roadshows will be organised to train and promote the uptake of the food control plan and food safety programme.
* An Exec. member has met with the person who set up the Christchurch unit of FHSNZ Ltd. The work done by this organisation could form the basis of an industry standard signed off by MAF. The templates they have developed could be adopted by individual processing plants (ie, each plant would need to complete the template but they would not have to start from scratch).

**Research and Development**

* ONZ and HortResearch, the latter taking the lead role, are working on a FoRST bid due in Oct. 06.
* There will be funding to undertake work on residues in fruit.
* Massey University is interested in working with ONZ in relation to research done by Masters students
* The application to the Sustainable Farming Fund (SFF) is due on 13 Feb 06.
* It is important that ONZ report back to members on outcomes of research that it has participated in funding. However, in some instances, the timelines for reporting back process may need to take account of the importance of getting the research peer reviewed.

**Technical**

* The material from the Italian sensory course will be made available as will a report.
* The question of labelling infused oils was raised.  As the Australian and NZ Food Standards do not give clear guidelines, the technical committee will contact FSANZ for further information and report back to the executive with recommendations. (Please note that this document is on the web)
* One branch is challenging the description of an oil in an oil dressing sold at a farmers’ market as extra virgin olive oil.

**Communication**

* The Communication strategy document is to be posted on the website, as is the draft strategic plan once it is finalised.
* Work is on-going to get more documents on the website and to advise members of their availability. This will include an executive summary (if available) and other material from the market research report.
* A series of additional issues put forward for inclusion were not accepted. One of these raised the issue of how ONZ would undertake advocacy role in the context of its inclusion as part of Hort NZ. It was considered to be important that ONZ retains its own voice and be known for the positions it wishes to adopt, albeit part of Hort NZ.

**General Business**

* There will be an extra virgin olive oil tasting as part of an international chefs' conference to be held in Auckland in March. Some growers may wish to be involved in submitting oils for use as each region in New Zealand region produces dishes using their region’s produce. Details about the conference will be emailed shortly.
* It was unanimously agreed that $500 be spend on a ONZ sign with the logo.
* A grower has asked about the possibilities of having the certification sticker available so it can be incorporated into the bottle label. This issue raised a number of points for further discussion, including monitoring to ensure that the sticker was not used inappropriately and what the cost issues for ONZ are.