**Summary of Minutes of the Executive Committee held by Teleconference on Wendesday 2 May 2007 at 7.45pm**

Present:

Mike Armour, Mark Heard, Ian Manson, Alastair Bridge, Ed Scott, Tony Casey, Graham Keen, David Pearson.

Apologies:

Margaret Edwards.

Executive Officer Report:

Alastair tabled his report which dealt with

* membership numbers up to 349 with another 10 to process
* work is being done by Chris Sturgeon of Massey University on the olive industry as a potential growth industry in New Zealand
* 2009 International Awards : a motion was passed the "in conjunction with Graeme Harris and Avenues Event Management a board should be formed to continue develop the Awards concept but ONZ will not commit any funding
* the Hort N Z Product Group meeting in Wellington
* ONZ will nominate Debbie Hewitt for the board of Hort N Z
* 2007 Certification papers have been drafted and are ready to be sent out to members

Financial report.

Balances : Main account $2,116.32; IOP account $12,500.26; Conference account $13,115.53; Term Deposit $76,593.27

Certification:

Alastair reported that certification for 2007 was ready to go out to members and to be posted on the web.

Only two points needed clarification and Executive sign-off:

* cut off date "early" fee for South Island growers to be 31 July, not 13 July
* requirement for processing date to be on labels postponed for 12 months but growers to be told this will be mandatory next year and to recommend that they do it this year if they possibly can.

Processors Course:

Alastair reported that all but one of the members who had registered for the original dates had confirmed that they would be able to attend the re-scheduled dates of 29, 30 June and 1 July.

Funding Levy:

Ian reported that he had been in touch with Ian Turk advising him that we wanted to proceed with planning for an industry levy and suggested that Ian attend our September conference as a speaker.

2007 Conference:

Ian reported that plans were well in hand for the Conference day of 22 September.

Tony agreed to approach Graham Avery of Sileni about being a guest speaker. Mike has also spoken to Andrew Taylor who will "think about" being a guest speaker.

N Z Gap:

Graham reported that he was just about to contact all regional champions to give them a "prod" about promoting N Z Gap in their regions

Research:

Mike reported that the decision on 2nd stage Sustainable Farming Fund applications will be made in four days time but he has been told by third parties that we have "a very good chance" of success.

Marketing:

Tony reportedthat he has been in touch with Tony Ivecivich, product chair of the Tomato Growers Group in Hort N Z about a joint effort to promote the benefits of EVOO and tomatoes.

Tony also reported that a half page advertisement in *Cuisine* will cost $4590 per issue and he suggested that the major producers be approached to subsidise the cost. Ed suggested that *Taste* and *Dish* be also looked at.

Tony also suggested that the success of the Sensory Panel should be publicised and that a list of labels that have been certified should be published. Ed questioned the wisdom of doing this as not all oils under the same label is certified.

Mike suggested that any article on the Sensory Panel could be backed up with an advertisement.

General Business:

Ian reported that Don Beaven had agreed to assist with any protocol that may be developed for testing of EVOO which provides publicity with a health slant.

Ed said that with the resignation of Anne we should see if we can second a representative from the Wairarapa region.

Ian reported that the Food Safety Programme template is presently with the Ministry of Health. He is expecting to hear of its approval within the next month.

Tony reported that supermarket sales of olive oil in the last 12 month was approx $31m and New Zealand oils accounted for approx $1m – an increase of over 100%

**Date of next meetings: 29 May and 19 June.**