**Summary of Key Points in Minutes of the ONZ Executive 25 July 2006**

**Present:** Mike Amour, Ed Scott, Rob Dean, Margaret Edwards, Anne Opie, Alastair Bridge, Tony Casey.

**1. Apologies:**  Ian Manson, David Pearson

**3. Matters arising**   
The Olive Press had pressed 105 tonnes of fruit and Pressing Engagements 2 tonnes. No break down was provided on the quantity of out-of-region fruit pressed.

**4. Financial report:** There was no financial report in the Treasurer’s absence.

**4b. Exec Director’s Report.** The ED reported that there were over past month:

* no resignations
* 4 new members
* 34 registrations for the Technical Day (he expected these to increase to about 40)
* 1 registration for the Summit conference.

**5. Discussion on the strategic plan.**   
This item was on the agenda following a series of emails between members and comments about exec. processes relating to advancing the plan and exec. members’ commitment to it. The Communication Chair’s July 06 report on the Communications portfolio also raised a series of points relating to Exec. processes in advancing the plan. The President reviewed the process by which the plan had been signed off in December emphasising that:

* the plan had been agreed on at that point
* that portfolios were allocated to exec. members who were then responsible for advancing them

It was agreed that the Exec. would review the plan again at the end of the year.

In light of a number of issues that raised in that July report, the Exec. spent some time reviewing issues pertaining to the Quality Mark. In the course of the discussion the following points were made:

* the cost of certification is not high in comparison to costs that other sections of the food industry in NZ must meet
* certification is voluntary and the industry is providing a service to members through the work of the panel
* the IOOC sets the standards and the work of the sensory panels enables NZ producers to demonstrate that they have met the standards
* ONZ has heightened the standards pertaining to peroxide values and fatty acids because of NZ’s distance from many export markets – it is important that exported oils travel well and retain their quality
* high quality EVOO carries health benefits; conversely, there are fewer health benefits associated with non EV oils
* oils that are being exported to EU countries and the USA are randomly tested and recently a consignment from Australia was turned back at the EU borders as it did not meet quality standards
* although no work is being done to promote the QM internationally as this is beyond ONZ’ means and capacity, it is extremely valuable to be able to demonstrate at the point of entry that the consignment has met international standards and distributors are impressed.

The numbers of groves actually participating in the scheme by year are:  
2004: 60   
2005: 64   
2006: 30 oils to date have been received for certification.

Very few oils have not met the standard and those members have been given quite detailed information as to practices that could have contributed to this.

It was noted by one member that it was important to have good evidence that money spent on the QM was money well spent. There was also on-going concerns, especially among bigger producers about the time taken to place the sticker on each bottle.

The motion was passed that ONZ undertakes to work in the immediate future to ensure that the QM can be electronically available to be incorporated into labels of certified oils.    
 The ED agreed to report on this at the AGM.

**6. Website.**   
Work is progressing on finalising the contract.

**7. Technical.**    
The chair of the committee reported that:

* there had been no significant problems for people sending in their oils for certification. To date, the panel had 30 oils to assess.
* the panel has just received its 2nd set of oils for the IOOC exam in order to re-accredited for the 2006-07 year. This is a difficult exam to pass and formal advice as to outcomes will be posted in the new year.
* there may be a sponsor for the processors’ course. It is hoped that the course will run in the last week in March 2007 when it be possible to have some fruit for pressing, which would build in a valuable hands-on dimension to the course. Details may be able to be finalised in the next 2-3 weeks and in time to report on this to the Summit conference.

**8. ASP.**   
The Exec was asked for an indication of those who are participating in the ASP programme. The two organic growers said they already had their own processes. Three exec members have begun or are part way through the initial paperwork.

The ED said that the name was changing to NZ GAP (Good Agricultural Practices Programme) and this would be announced at the Hort NZ conference. It would mean that the name was in line with the names of parallel EU programmes, and hence recognizable overseas.

There has been no feedback from branches about how they were progressing on getting members to participate in the program me. There have been comments from members that some regarded it as an additional cost for no discernable benefit – there was nothing to indicate that you were a participant and therefore it was of no marketing value. One member hoped that participation in NZ GAP would become part of the certification processes. The Exec. agreed that this could be desirable in the longer term, but that more education about the benefits was needed.

The Wairarapa branch has decided to invite Peter Ensor to address growers in September. This is also something that other branches could do, especially if closer to Wellington.

**9. Marketing.**    
Discussions are on-going with an Auckland based researcher on how to package and sell olive products.

The Wairarapa branch intends to put forward a scheme for marketing(and apply for the $400.00) after the awards.

**10. Communications.**   
This brought together a number of issues on which the Exec needed to vote or agree to..

*Disclaimer for the websit*e  
The proposed disclaimer is as follows:

ONZ uses all reasonable skill and care to ensure that the information contained in this website is accurate at the time of posting. If you find any information on this website that you believe may be inaccurate, please advise the Web Administrator.

Users of this website are advised to confirm event information published on the website with the organisers of events.

So far as the law permits, ONZ accepts no responsibility for any loss suffered by any person due to reliance (either in whole or in part) on the information contained in this website, whether direct or indirect, and whether foreseeable or not. It is not responsible for the content of other websites linked to or referenced from this website.

The Exec voted that ONZ use the following form of words on its website as a disclaimer statement.   
   
In order to make easier to locate and to ensure that it is easily recognised for what it is, the Exdec voted that the IOP Manual be re-named “Best Practices for Olive Growing In New Zealand” followed by the words (IOP Manual) in a small font.

The Exec. voted to keep the Manual in the members part of the website but to place a brief account setting out some of what is covered in it on the public page, noting that it was a restricted document and encouraging readers to join ONZ, given the wealth of information it contains.

The Exec. discussed the issues raised by the report on the growers in the last edition of The Orchardist. The Exec. re-affirmed its belief that the grower-focused articles are of value but that they needed to provide good information to growers. These issues have already been discussed with the editor and he has been sent a series of relevant points for journalists to use in their discussions with growers who were to feature. It was noted that the next two runs would reporting on the 2 up-coming conferences.

**11. Technical Day.**   
There are 34 enrolments to date.

**12.Summit Conference.**   
At this point, sponsorship has been confirmed from Rick Holmes ($1000.00) and Norwoods (between $3-5 000.00). Approaches to larger players ,including European car companies, had not so far been successful. The ED noted that conference prices had been set on the assumption of an attendance of 120 people.

It was noted that the hard copies of the registration forms had not gone out as agreed in the recent issue of The Orchardist, along with those relating to the Technical Conference Day because it had been assumed members might be confused. It was agreed that members should be emailed the registration forms and sent hard copies.

It was agreed that each Exec. member responsible for a portfolio prepare a short (maximum 1 page) account of the work attempted, achieved, and in progress over the past year. Members are forward their reports on their portfolios to the President, who will collate the reports and attach them to the president’s report to be circulated with the AGM papers to ensure that the membership has had time to review the work done on its behalf.

**13. General Business.**

(a) Agriquality has asked ONZ to contribute $1000.00 to the recovery of plastic wastes.

The Exec voted that ONZ support Agriquality’s request that ONZ provide $1000.00 for the launch of the programme, subject to the Treasurer’s confirmation that funding is available.

(b) There is an issue about regions running their own oil awards. It was agreed that the ED should advise the regions that they should not refer to ONZ in any associated publicity unless ONZ had affirmed its willingness for its name to be associated with the event. In order for this to happen, ONZ would need to vet their procedures, including the judging panel to avoid any questionable judging standards and to ensure that proper standards were maintained throughout. The Exec. voted that regional branches wishing to run their own awards competitions should not use the name of the national association unless they met proper judging standards in all respects.

The Technical Director said hat she had been asked to write 3000 words on NZ olive oil for the L'extravergine 2007 - a guide to the world's olive oils. The fee will be E150, which she will donate to ONZ. She was thanked for this.

**14. Date of next meeting:**   
Tuesday 29 August at 7.45 pm

The meeting closed at 9.30- pm.