



Olives New Zealand  
 Exec and Regional Chairs Meeting  
 1<sup>st</sup> & 2<sup>nd</sup> of December 2010  
 Plant and Food Research Centre  
 Auckland

Apologies	Ross Legh Graham Keen
Minutes of the last meeting	<ol style="list-style-type: none"> <li>1. Passing minutes of previous meetings       <ol style="list-style-type: none"> <li>a. 12 august Teleconference – all in favour true and accurate record</li> <li>b. Sept teleconference – Certificates are at the printers. – all in favour true and accurate record</li> <li>c. Regional chairs and Exec meeting 9 Oct – all in favour true and accurate record           <ol style="list-style-type: none"> <li>i. Andrew has been to see Village Press and sticker has been removed. There was no intention to copy either the red dot or the HB sticker. And the HB sticker has had Olives New Zealand removed</li> <li>ii. Lesley to send letter to Alistair Bridge and Colin Hadley</li> <li>iii. Andrew has spoken to Gillian Preece about her concerns</li> <li>iv. Andrew to write letter to Gillian Preece</li> </ol> </li> <li>d. AGM Minutes: Rent holiday with HortNZ will be spoken about later; change date at top. All in favour</li> </ol> </li> </ol>
Financial Report	<ol style="list-style-type: none"> <li>2. Graham has sent through the reports.</li> <li>3. Have to come up with new ideas for sponsorship; service providers' newsletter.       <ol style="list-style-type: none"> <li>a. Service Providers Newsletter. 11 issues per annum. \$100 per issue per entry with max of \$1000 per annum</li> </ol> </li> <li>4. We need revenue streams other than membership; approx \$30-\$40 K above membership.</li> <li>5. John noted that the general membership have not seen our accounts/financial statements       <ol style="list-style-type: none"> <li>a. Committee agreed that all meeting papers should go on the website (member site)</li> <li>b. Graham to summarise the financial situation in context with the past three years re AGM financials. This is for members to see where we are; e.g. SFF and conferences being run at a loss.</li> </ol> </li> <li>6. Discussion surrounding 2001 financial situation and how they got out of it.       <ol style="list-style-type: none"> <li>a. David to speak to Alistair about the strategy they used to go forward.</li> </ol> </li> <li>7. Query over medal income and expenses.</li> </ol>

	<p>8. Changing financial year: Will have to fall into review of constitution. We will recommend it to AGM for adoption. Graham to provide details as to reasons why.</p> <p>9. True and accurate record – all in favour.</p>
EO's Report	<p>10. Lesley spoke to it</p> <p>a. Non-disclosure document – 6 pages. John and Lesley to modify by 12 Dec. Put the t&amp;C's at the back.</p> <p>11. Website update by 12 Dec</p> <p>12. Ian to be sent a copy so get people to sign who have already have the Food Safety disc.</p> <p>13. Sort out the final invoices by 12 Dec</p> <p>14. Discussion around the cost of the Food Safety CD. Executive agree that there is a lot of value and we will look at it tomorrow as the next meeting tomorrow.</p>
Constitution Review	<p>15. Andrew asked for comments on draft review:</p> <p>a. Russell suggested a sub-committee of three.</p> <p>i. Mark Bond, John Arthur (headed), Chris Moore. Meet electronically and teleconference.</p> <p>16. Andrew to give sub-committee Rods details</p> <p>17. Philosophical changes need to be discussed. Rod has been involved in Olive growing and has contacted HortNZ and other growing sectors.</p> <p>18. Olive growing started out as hobby and now changed to commercial. Need to look at who ONZ is and where are we going in the future.</p> <p>19. Next meeting (February) first update. Exec to send comments to sub-committee</p>
Programme of Events	<p>20. White Board discussion</p> <p>21. Notes generated from this.</p> <p>a. Regional Workshops</p> <p>i. Northland 26th February</p> <p>ii. Wairarapa Kapiti HB combined - 19 February</p> <p>iii. Marlborough Tasman Nelson – March 5-6<sup>th</sup> tbc</p> <p>iv. Canterbury 13<sup>th</sup> of March</p> <p>v. Central Otago 20 March</p> <p>b. AGM &amp; Awards Dinner &amp; Field day 15<sup>th</sup> of October in Wellington</p> <p>c. Exec meetings:</p> <p>i. 10<sup>th</sup> of February teleconference</p> <p>ii. 12<sup>th</sup> – 13<sup>th</sup> of February – Strategic plan and constitution review</p> <p>iii. March Teleconference</p>

	<ul style="list-style-type: none"> <li>iv. 9<sup>th</sup> April Regional Chairs and Exec meeting</li> <li>v. May – teleconference</li> <li>vi. June – teleconference</li> <li>vii. July – teleconference</li> </ul>
<p>Laurence Eyres Presentation</p>	<ul style="list-style-type: none"> <li>22. Laurence Eyres has been appointed by Olives New Zealand and NZFSA to represent New Zealand at the Food Standards Australia Olive and Olive-Pomace Oil Standards Review. <ul style="list-style-type: none"> <li>a. Australian Olive Oil association lobbied Australian government to tighten standards because of imports. <ul style="list-style-type: none"> <li>i. Lobbied FSANZ – but were told it was not a food safety issues</li> <li>ii. Went to ACC – required proof. So they suggested that a new standard set.</li> </ul> </li> </ul> </li> <li>23. Committee set up by Standards Australia – make-up of committee is broad and is on Australia Standards website</li> <li>24. Address some of the difference between IOC and Southern hemisphere. (try and remove potential for trade barriers e.g. linoleic acid)</li> <li>25. Leandro has done all the analysis etc.</li> <li>26. Main points of the draft standard are... <ul style="list-style-type: none"> <li>a. Nomenclature like pure and light with be eliminated.</li> <li>b. There was discussion around whether aerosol cans can be labelled EVOO; seems to be OK so far.</li> <li>c. Everyone is going to have to have best before date and show how that was arrived at (correlated to polyphenols) A full lab test will probably have to be done once a year. Polyphenal, peroxide and fatty acids. <ul style="list-style-type: none"> <li>i. A rancimat could also cover this. Currently not equipment in NZ (around \$60K)s</li> </ul> </li> </ul> </li> <li>27. John suggested using Ross’s NIR machine which has been calibrated to Australia.</li> <li>28. Consumer advocates are strongly pushing that the new standard focus on ‘consumers cannot be deceived’.</li> <li>29. Standards Australia Website will have draft in about 10 days time – then open for public comment.</li> <li>30. Laurence is very happy with the draft. Noted we wouldn’t change much of what we do now.</li> <li>31. ONZ Certification is a higher level. The new standard is the minimum requirement. Laurence recommends that we not move our standards to conform.</li> <li>32. Draft covers ALL olive oils that are sold in the retail stage. <ul style="list-style-type: none"> <li>a. Packaging</li> <li>b. Infused oils</li> <li>c. Margarines</li> <li>d. Cold pressing v cold extraction</li> </ul> </li> <li>33. Laurence to do a 1 pager for website/members etc.</li> <li>34. If there is a query on the validating of an oil it is us to the complainant to prove it (their costs).</li> </ul>

	<p>35. Article in newsletter explaining all the issues.</p> <p>36. There is no change in law; just a change in standard.</p> <p>37. ONZ website to have Laurence's letter to consumer/listener/ etc and explanation of refined, bleaching and deodorising</p> <p>38. Committee Expressions of thanks for Laurence's work.</p>
	Lunch
Discussion on certification.	<p>39. Andrew noted that we use volunteers as certifiers. They are people who have an interest in olive oil qualified in IOOC</p> <p>40. Exec noted that we need a bigger pool but based around Auckland.</p> <p style="padding-left: 20px;">a. Need to think succession. Need to keep the skills in New Zealand therefore support is provided.</p> <p>41. ONZ are to look at volunteer Profit and Loss</p> <p>42. Can we help raise the profile of our panellist to help them financially? Can we work with Australia?</p> <p>43. Ross: Put together a discussion document highlighting options and pros and cons of each.</p> <p>44. Andrew, John and Lesley are meeting with HortNZ rep and Ag select committee member for funding.</p> <p>45. 2010 Payment Schedule for the February meeting</p>
Olive Mark	<p>46. Note: Email addresses in next newsletter olivesnz.org.nz – NOT olivesnz.co.nz</p> <p>47. David spoke to his paper. Need to do something; need to finalise it. Relaunch it, with a minor change (Olives New Zealand not ONZ).</p> <p>48. Ian: there is the possibility that it can be legally binding/government, certification mark?</p> <p style="padding-left: 20px;">a. Colin Hadley as this information.</p> <p>49. David Walshaw's paper recommends that we keep the same format with the change of ONZ.</p> <p>50. John moves that the new design is to be used from the 2011 harvest season, seconded Ian</p> <p style="padding-left: 20px;">a. All in favour.</p> <p>51. David to put together an explanation of change for the next newsletter.</p> <p>52. David to put together a personal letter explaining Why belong to ONZ</p>
Newsletter	53. Service Providers newsletter concept agreed to
Strategic Plan	<p>54. Chris Moore put together 3-page document; Strategic Plan Review. Noted that we will draw up annual business plan from this.</p> <p style="padding-left: 20px;">a. Need an extra day for February meeting half day for strategic plan and half day for constitution.</p>

	<p>55. Goals and strategies need to be done over.</p> <p>56. 23 &amp; 24 feb (my piece of paper says the 12<sup>th</sup>...can someone clarify this please)</p>
	<p>57.</p>
<p>Roger Harker Science Group Leader – Human Responses</p>	<p>58. Future of certification panel.</p> <ul style="list-style-type: none"> <li>a. Fragile in terms of its sustainability</li> <li>b. Three elements <ul style="list-style-type: none"> <li>i. Panel leader accredited by IOC</li> <li>ii. Facility accredited by IOC</li> <li>iii. Panel accredited</li> </ul> </li> <li>c. Margaret is looking at stepping down from panel leader role.</li> <li>d. Panel relies of volunteer...not allowed to pay them.</li> <li>e. Starting to drop off in numbers of panels</li> </ul> <p>59. Roger noted that Plant and Food is not a testing service, as scientists they are being questioned about what they do in the role. Have to give good reasons for doing the testing service.</p> <p>60. Two options:</p> <ul style="list-style-type: none"> <li>1. Put the panel in a food testing organisation.</li> <li>2. Have Cecilia moves into that panel leader role; this is a preferred option.</li> </ul> <p>61. Margaret will coach Cecilia into that leadership role.</p> <ul style="list-style-type: none"> <li>a. Transition would be Margaret taking panel leader role for another season with Cecilia as an understudy.</li> </ul> <p>62. Implications</p> <ul style="list-style-type: none"> <li>a. The cost structure would change.</li> <li>b. ONZ runs the interface.</li> <li>c. Work in progress.</li> </ul> <p>63. Plant and food hierarchy will see that a plant and food employee being panel leader as an increased risk. (historical)</p> <p>64. See that in the long term the home for the sensory panel is not Plant and Food. This is not THE succession plan.</p> <p>65. Our panel is the only English speaking one.</p> <p>Meeting ended 5.00pm</p>

<p>2<sup>nd</sup> of December -</p>	<p>Additional notes from yesterday before FAS training</p> <ol style="list-style-type: none"> <li>1. Display resources to be given to Mark Bond</li> <li>2. Need a baseline survey of Olive Growing in New Zealand; questions include <ol style="list-style-type: none"> <li>a. Number of trees by variety</li> <li>b. Age of trees</li> <li>c. Production</li> <li>d. Were they picked; if so, how?</li> <li>e. Was the oil certified</li> <li>f. Do you sell fruit as well as oil</li> <li>g. Kg/tree</li> <li>h. Litres of production</li> <li>i. Are you an onz member</li> </ol> </li> <li>3. This survey will help justify funding in three areas <ol style="list-style-type: none"> <li>a. Olive growing</li> <li>b. Olive processing</li> <li>c. Marketing</li> </ol> </li> <li>4. Website to have a section where buyers can check if oil was grown/processed at a site with an FSP</li> <li>5. Ian to check with NZSFA if there needs to be a master copy of the FSP somewhere.</li> <li>6. Website to have a 'For Sale section' Russell to check if an colleague can put together an add-on</li> <li>7. Lesley to redraft the Agmardt letter changing the tone a bit.</li> <li>8. FSP <ol style="list-style-type: none"> <li>a. Feb Mar roadshow is an introduction to it</li> <li>b. Hold another more in-depth workshop in April</li> <li>c. Ian to host the roadshow.</li> </ol> </li> </ol>
<p>Bruce Campbell Chief Operating Officer</p>	<p>Bruce gave an informal talk to the Executive and Regional Chairs</p> <p>Notes</p> <ol style="list-style-type: none"> <li>1. A recent task force has changed the way Plant and Food operates. Everyone still learning but the main points are <ol style="list-style-type: none"> <li>a. The organisation is to 'get more intimate' with industry</li> <li>b. More focused on industry</li> <li>c. There is a statement of core purpose that will define how the relationships work <ol style="list-style-type: none"> <li>i. P&amp;F need to see industry vision and what role P&amp; F can play in order to collaborate</li> </ol> </li> </ol> </li> <li>2. Plant and Food sees the olive industry has huge potential. It adds diversity to NZ Agricultural base and has huge growth</li> </ol>

potential.

3. Suggests that we create a 10 year vision and work backwards from there
4. Can see the industry generating economic growth
5. Noted a baseline survey highlighting tourism, exports, import substitution would be beneficial as a start point.
6. P&F are here to support emerging sectors and noted that ONZ have a premium price product.

Ended 10 am

Olives New Zealand Executive Members and Regional Chairs then worked through the FSP presentation from Ian Juno and then toured the Plant and Food site.