**Minutes of the Executive Committee held by Teleconference on Wendesday 28 March 2007 at 7.45pm**

Present: Mike Armour, Mark Heard, Ian Manson, Alastair Bridge, Ed Scott, Anne Opie, Graham Keen.

Apologies: Tony Casey, Margaret Edwards and David Pearson. Alastair Bridge moved, Ian

Manson seconded CARRIED

Mike Armour also welcomed Mark Heard from Marlborough to the Executive.

Matters arising. Anne Opie noted that Tony Casey was present at the last meeting and that the minutes needed to be amended accordingly. Anne then moved that the amended minutes were an accurate account of the meeting, Graham Keen seconded CARRIED

Matters arising. None.

Executive Officer Report. *Proposed international oil competition: Alastair said that the Emirates application had not got past first base and that an approach was now being made to Mastercard. Margaret, Ian and the conference organisers thought that it might still be possible to run a reduced event as this would give traction to a subsequent application for support for a bigger event. The alternative was not to seek to proceed at this stage but start work now for an event to be run in Feb. 2009. Alastair also said that no budget had been prepared; this was to have been done if Emirates had shown some interest in considering the proposal. He added that the fact that this may be a poor season in relation to oil quantities was also a consideration against proceeding further at this point.*

Anne thought that may be the membership should be advised of plans but other Exec members were concerned that advising members of an intention would backfire as ONZ could not promise anything. Mike said that the idea had been canvassed at the regional chairs’ meeting and there had been a lot of enthusiasm for it.

There was a general feeling that an attempt to run the event in 2008 should not proceed and that fuller communications with the membership would take place next year in a lead up to getting an event underway in 2009.

Ian Manson moved that *ONZ communicate with Graham Harris to advise him that he has ONZ support to explore opportunities to run an international oil celebration incorporating an EVOO oil competition in 2009,* Ed Scott seconded CARRIED

*The structure of the Executive Officer’s reports: Anne said that she found it very difficult to get a good sense of the work Alastair did from his reports.*

Alastair said that his role was primarily an administrative one but it was also to assist other Executive members where he could with their specific roles and his report would briefly mention this involvement but it was up to the individual Executive members to more fully report on their areas of responsibility.

Financial report. In David’s absence Alastair noted that the IOP account had had a balance of approximately $19k, $7.5k of which had now been used to pay Chris Gaelic for his work on the website; in addition, there is $75,320.40 in a term deposit.

Alastair moved that the reports be accepted as tabled. Ian seconded. CARRIED

Processors’ Course: Alastair and Margaret have met with Simunovich; Claudio Vignoli will not be attending as he has left Pieralisi but the company is still supporting the course and two others will be present and representing the company.

Research:ONZ has applied for $290k over 3 years; the output being a maturity fruit index for each region.

ONZ may develop a strategic partnership with Auckland University.

Also Marie Wong at Massey has suggested that they get a postgrad. student to write a paper on the sensory and nutritional values of imported EVOO.

The cost to ONZ would be between $2-3k and it would be a hugely beneficial project done independently of ONZ.

Funding levy: Ian reported that Agmardt had said that it would provide 60% ($6,960.00) of the financial costs associated with employing Ian Turk to do the development work; ONZ would need to fund the other 40% ($4,460.00).

Regional Chairs’ meeting: Ian said that this was highly successful, although Rob Dean, James Brodie (ill) and Julie Turnpenny had been unable to attend. There is a concern about lack of fruit for this year.

Attention had been drawn to the new website with Nelson saying that members did not like having to go to the website to see what is new and wanted to be advised by email.

Food Safety: A CD of the draft template will be distributed to Exec members for feedback.

NZ Gap: Graham said that the material he had developed had been emailed to all members – there had been one negative comment.

Marketing:

*(i) Formation of strategic partnership. Tony wants ONZ to endorse the suggestion that ONZ formally request Auckland Uniservices Ltd. to work with ONZ to develop a strategic partnership.*

*(ii)Marketing to non-ONZ branches. The motion that those regional branches with more than 15 ONZ members (Northland and BOP) should receive the $400.00 grant to assist them in developing their brochures promoting their oil was put the vote but was defeated*

*(iii) Fact Sheet. It was proposed that a number of Interesting Fact Sheets be developed relating to the value of EVOO and placed initially in the ONZ section of The Orchardist and then as advertisements in major food magazines but the idea lapsed from lack of support*

The following actions are to be taken:

* Alastair will approach Margaret and Lawrence to ask them if they are willing to put together 6-7 fact sheets
* Tony will approach other key food groups to look at the possibilities of working with them on this concept
* Tony will get some costings in relation to placing ads with key food magazines
* Anne will discuss with Hans Kuiper what would be involved as far as The Orchardist is concerned – ONZ is likely to be looking at something the width of one column and about 2 inches deep.

Communications: Anne said that there was nothing to report on for the time being: the site appeared to be reasonably well used; Sadie is now away and Mike is posting material until she comes back.

General business: Ian gave a brief conference update. He had asked the regional chairs for ideas about speakers and they had come up with the following, some or all of whom could be invited to address the conference:

* Philip Gregan (in respect of wine and EVOO synergies)
* the head of the Co-Op organisation, to discuss the issues in the development of a co-operative.
* Andrew Taylor, an orchardist in HB (who could talk about fruit rot)
* Graham Avery (Sileni Wines)
* a branding company

Alastair noted that one or two of these could be asked to contribute pieces to the website in advance of the conference and this could help stimulate interest. Mike also suggested that someone from HortResearch could talk about pruning and the changing needs of older trees. Ed noted that there is information on this in the Manual.

**Date of next meeting: 1 May.**

**The meeting closed at 9.40 pm.**