



ONZ Executive Meeting
10 July 2010
Viscount Room
Wellington Airport
Meeting opened 9am

Apologies	Ross Legh
Attendees	Graeme Keen, Chris Moore, David Walshaw, John Arthur, Roger Woolhouse, Andrew Taylor, Ian Juno, Lesley Wilson, Steve Clark
Matters Arising From Last minutes	<ol style="list-style-type: none">1. Agmardt funds still need to be applied for.2. Minutes from last meeting approved <p style="text-align: right;">All in favour</p>
Incoming Correspondence	<ol style="list-style-type: none">3. ONZ Brand application (domain names) Tony.Liu from Syu Technology. Noted as scam.4. Emails from Growers.5. Ian Manson and Phyllis Heard and Libby Prain and Charlie Panzosuzki
Outgoing correspondence	<ol style="list-style-type: none">6. M Wilkinson and W Fisher congratulating them on their LA EVOO Award. (Returned wrong address Andrew to get EO the address7. Find out if MAD and Madalena (Peter Goosev) are certified. And act from there.
Financial Report	<ol style="list-style-type: none">8. Contribution of Pest and Disease Hort NZ \$1000.9. Graeme tabled Junes financial

	<p>10. Lesley tabled O2O final budget</p> <p>11. Lesley to email regional chairs to confirm the invoice has been received. Membership will lapse.</p> <p>12. Graeme to investigate comparative accounting system so we can see where we were last year.</p>
<p>Olive Mark Red Dot</p>	<p>13. Steve tabled discussion paper “Promotion of the Olivemark”</p> <ul style="list-style-type: none"> a. Steve believes that there is no promotion. <p>14. David tabled ‘The Seal-Certified NZ Extra Virgin Olive Oil’ which discusses why we have a seal.</p> <ul style="list-style-type: none"> a. Discussion around that fact that once the Aus standard is set we may then have the ability to charge for dots. b. At the moment there is not the marketing need for the Olivemark. c. Is this because of the lack of promotion. <p>15. John believes that we need to wait until the new standard is in place.</p> <p>16. Steve: we don’t know when the standard will come into effect.</p> <p>17. Graeme believes it will be soon as the Australians are hot on this topic</p> <p>18. Steve: there is not the same pressure in New Zealand.</p> <p>19. Andrew: Full certification costs \$1600 per oil.</p> <p>20. John: once the standard comes in we will have to change our testing standards.</p> <p>21. Noted that Asurequality will have to upgrade their testing.</p> <p>22. David: Things are changing rapidly in the standards world. There is too much happening (need to tell our growers). Suggests promotion is held off until standards are adopted.</p> <p>23. Graeme: Laurence needs to be told what our wishes are.</p>

	<p>24. Andrew: Suggested that David write the article for the newsletter informing growers about the situation. David agreed to write this and send to committee.</p> <p>25. Last paragraph to note that they must pay for the stickers.</p> <p style="padding-left: 40px;">a. Cost to be 5c per stickers + p&p.</p> <p>26. John to send Exec the US standards for Olive oil.</p> <p>27. David noted that if the government legislated labelling EVOO then this discussion be redundant.</p> <p>28. Steve noted that there is no promotion of Olive Mark on website.</p> <p>29. Steve moved that we have a vertical banner on the home page on the website. Complete with link to what the Olive Mark is all about. Cost approx \$200.</p> <p>30. Discussion around term Olive Mark, Red Dots, Red Seal. Olive Mark agreed.</p> <p>31. Newsletter to be bought forward to the beginning of August.</p> <p>32. Suggestion that the large players have to label runs (one with Olive Mark and one without) and charge them only the promotion cost or one off bulk fee.</p> <p>33. John suggested that a meeting held with large growers to discuss.</p> <p>34. Steve: Would like to see the Olive Mark on Lesley's signature. Agreed.</p> <p>35. Other exec will do too.</p>
Food Safety Programme	<p>36. Steve tabled a discussion paper – 2010 Food Bill</p> <p>37. Steve moved that we rescind the decision to require all olive oil that is submitted for the 2011 Awards be pressed in a certified plant.</p>

38. Discussion

- a. As of yesterday there are 10 plants that are formally certified with 5 others currently going through the process.
- b. Around the exec there is only one plant certified.
- c. David Shovel had sent out application and no replies
- d. John disappointed that we are not setting an example.
- e. Graeme: taken aback at the high cost of annual audit fee.
 - i. Just had audit done, took one hour.
- f. David S has been telling people that the audit is every two years. John agreed that this is the case.
- g. Andrew: Gets lots of feedback on this is issue, much of it not positive.
- h. Roger: Not keen compliance and doesn't want ONZ pushing this thinks that it needs to be from the Government level. Doesn't think that ONZ should be the stick that drives this but the support when it needs to be done.
- i. Andrew: believes people won't enter awards because they don't want to do the Food Safety Programme.
- j. Concerns raised that if someone from a cottage industry causes a consumer illness then it will affect the whole industry.
- k. Steve: Agrees with Roger on this issue. Also asked why local councils can't audit like they do for the cafes.
- l. John: Options Stays with what we decided, scrap the whole idea or push out the date.
- m. David: support the standards but happy to defer.

	<ul style="list-style-type: none"> n. Andrew: move it out 24months, not a concrete date but may get moved.(2012) o. John happy with putting out the date until 2012 but exec members need to lead by example <p>39. Resolution (White board)</p> <p>“That from the 2012 Olives New Zealand Awards, oils entered into the awards, shall be ONZ certified and have been processed in a facility with a current registered New Zealand Food Safety Authority, Food Safety Programme”</p> <p>Appendix i</p>
<p>Conference and Agm</p>	<p>40. Discussion around cost of the conference.</p> <ul style="list-style-type: none"> a. Early registration \$320 and \$380 b. Cut off date 31 August c. Need costs for dinner and mix and mingle. d. Non members conference fee + membership fee to become a member e. Going out on the first week of August. f. Registration needs to be in newsletter and out to regional chairs in the next 10 days. g. Speakers organised. h. Official letter to plant and food, i. White board work around timings, layout and theme.

	<ul style="list-style-type: none"> j. Ian Ross and Lesley to organise k. Awards Entry form to be done by end of July. l. Richard Gawel suggested as Chief Judge. <p>41. AGM.</p> <ul style="list-style-type: none"> a. Elections: Recognise that we have no elections but that this is not a good position for any exec to be in. b. Chris Moore, Steve Clark and President Andrew Taylor up for re-election. c. Constitutionally no-one can retire by rotation. But to start the process three members have offered to resigned and offered themselves for re-election as per the feeling of the 2009 AGM. <p>42. Lesley to organise nomination forms</p>
<p>Standards Australia Olive Oils</p>	<p>43. Laurence representing Olives New Zealand</p> <ul style="list-style-type: none"> a. First meeting f2f b. Laurence speaking with John, Margaret and Ross <p>44. Tests: Chemical, sensory and border as well.</p> <p>45. Going to be costs going forward and hoping that Plant and Food get themselves accredited (or was this Asurequality)</p> <p>46. John wants to warn the members at AGM of possible increase in costs.</p> <p>47. John detailed information from Margaret.</p> <p>48. Exec noted John and Margaret have provided an extensive brief to Laurence.</p>

	<p>49. Letter of appreciation to Margaret for the brief to Laurence.</p>
Communications	<p>50. Andrew notes his communications with the Exec have been low over the past harvest season.</p> <p>51. However Andrew is meeting a lot of Olive Growers so is getting very positive comments from growers.</p> <p>52. No disruptions, no headlines, no negative media.</p> <p>53. Thinks that the members are getting the information they need in the format they need.</p> <p>54. Noted that the season is very long this year yesterday was the 85th day and still has a month to go.</p> <p>55. John: Communication has got better with growers.</p> <p>56. Graeme notes that there is vice president.</p> <p>57. For the 2-3 months period John takes over when Andrew is busy over harvest.</p> <p>58. Steve noted that Andrew should set up own email address with auto response noting who to get in touch with.</p> <p>59. Ian noted that Andrew could provide a summary of the feedback from growers.</p> <p>60. Monthly meetings most via teleconference.</p> <p>61. Andrew: wants to see mechanisms improved to give responsibility and respect to regional chairs.</p> <p>62. Exec agree that John is the go-to person for the next couple of weeks while Andrew is busy.</p> <p>63. White board workings on how and what communications there are. Appendix ii</p>
General Business	<p>64. Sponsorship.</p> <p>65. Everything is ready to go this week. Targeting principle sponsors. End of week targeting gold sponsors.</p> <p>66. Sponsorship document is finalised.</p>

67. May need to tailor the document to the sponsor.
68. Sponsorship document will go out with covering letter to a particular sponsor after the appropriate exec member has spoken to the key person in the business.
69. Timing of phone call and email send out needs to be correct.
70. Chris ran through Principle and Gold sponsors and attributed exec members.
71. Olive Festival Update: Meeting in Monday week, bank account being set up Monday. Invoice Venture HB and HDC.
72. HortNZ Update: No invoice has been received. No account there is no accrual.
73. Certification Panels. Everyone is 3-4 weeks late in their harvesting expect Northland and Waiheke island. Lesley has send email to Mark
74. Letter to Declan to say that the harvest season is up to 4 weeks later than usual and has created delays in oil submission.
75. Email out to growers, oils do not have to be rested to remove sediment.
76. Lesley to send note to regional chairs.
77. Pamphlets Ask Alistair who printed it and what it cost.
78. Mogul can be paid for. Priority for Aug.
79. Exec Prioritised EO's workload.
80. White board work. Appendix iii
81. Lesley's contract. Given in February.
82. Andrew moves that he signed the EC on behalf of Exec, Chris seconded. All approved.
83. 50 ml bottles risk of contamination. Growers need to make sure that they are clean.
84. Lesley needs to send a letter to Regional Chairs to let growers know.

85. Honorarium. Andrew apologised for not understanding that Graeme received honorarium when he stated that Andrew was not keen to collect honorarium. Graeme to collect honorarium.

86. Lesley enquired about what needs to be checked for labelling requirements. Check website for details or pdf . Ian will send link

87. 50 pest and disease books to Chris

88. Next meeting.: 12th of Aug 7pm