

	<p>Exec and Regional Chairs Meeting 9th of October 2010</p> <p>War Memorial Centre Napier</p>	
Meeting Opened	9:15am	
Apologies	Ross Legh	
Minutes of the last meeting	Minutes to be passed at next meeting.	
Matters Arising		
Financial Report	<ol style="list-style-type: none"> 1. Graham tabled reports and spoke to reports <ol style="list-style-type: none"> a. End of Sept \$65k in bank. b. Final wash up of awards and certification yet to be done but look to make a small profit. c. At the moment we will run out of cash at the end of April. d. Executive envisage 50 sales of the NZFSA Template. 2. Capitation: Canterbury is happy not to receive it. Wairarapa does not need the money. Marlborough and Central Otago believe that receiving capitation would reflect positively on ONZ and would help the region. Hawke's Bay and Nelson don't believe capitation not needed. <ol style="list-style-type: none"> a. Graeme noted that it may be appropriate to give an ex gratia payment to Northland to start a group. \$1500 to be left in the budget for such purposes. 3. SFF Project: Plant and food are looking at additional costs of \$15000 the Exec discussed the possibly of giving \$5000 towards this. To be looked at in December. 4. No Olives to Oil processers course for 2011 in lieu of the Food Safety Plan. Need to publicise this on the website. 5. Regional Chairs to go through the membership list and cross reference against their list. Then go to members who have not paid. 6. We are three months ahead of where we were last year in terms of planning. 	Graham moved that the statement be accepted Chris seconded
Executive Officers Report	7. Lesley tabled the report (attached)	
Conference 2010	<ol style="list-style-type: none"> 8. Executive looking forward to next year. <ol style="list-style-type: none"> a. Graham: conference at the wrong time of the year, there are a lot of costs in October for Olive Growers. b. Would like it in March, spreading costs throughout the year and you can do more on the 	

	<p>groves. Make sure you have field trips as part of it.</p> <ul style="list-style-type: none"> c. Proposed that we change the financial year to the end of December for next year, date of subs will also change. Will need a special general meeting for this. d. Mark: should only have a conference if there is a need to confer. AGM and Awards celebrations are separate from this. e. Roger: enjoys conferences because he can see another location. It is one of the main advantages. f. Mark: Roadshow will have lower overheads and it's taking the information to the people. <p>9. Executive agree that March would be a good date for only conference/roadshow.</p> <ul style="list-style-type: none"> a. Early next year for holding a roadshow. <p>10. Conference not likely to run until March 2012. Exec keen to move away from the word conference.</p> <ul style="list-style-type: none"> a. "Everything Olive" to be the theme. <p>11. Roadshow: Hold two in the North Island and Canterbury may be the central place, otherwise there may be two in the south island.</p> <p>12. Format of Roadshows. Regional Chairs will hold the workshops themselves after the training on 1 December 2011 19th of February to the 17th of March. Regional dates to be confirmed.</p> <ul style="list-style-type: none"> a. Regional chairs to get back to Lesley with dates. 	
Certification & OliveMark	<p>13. 17 panels this year. 14 last year. Left time for more.</p> <p>14. Executive can see no problem with Telegraph Hill Grown in Hawkes Bay sticker.</p> <p>15. The Village Press and Best in Show Sticker</p> <ul style="list-style-type: none"> a. Discussion around the fact that HB run competition and give out medals with Olives New Zealand on it. b. Also the sticker with Hawke's Bay Best in class and Best in show stickers are not HB ratified. c. Raises a question of passing off of Red dot and branch stickers, and Olives New Zealand on the label and no date. <p>16. Executive asked that regional awards stickers to not have Olives New Zealand on them.</p> <p>17. Bob Marshall and Andrew to go and see Village Press regarding the issue.</p> <p>18. 200 hundred oils certified.</p> <p>19. OliveMark: shall we change it to a red seal. The red dot has ONZ on it and not Olives New Zealand.</p>	

	<ul style="list-style-type: none"> a. General feedback is don't change it. b. Need to send out a survey to growers. Exec to send EO list of questions. c. Noted that it would be a good chance to rebrand and re-promote it. d. Need to go and get some consumer response to red seal v. Red dot. e. Dot and Seal mock up to go out with the survey. f. Not changing it this year. 	
2010 Awards	<p>20. Andrew tabled Ross's Awards report.</p> <ul style="list-style-type: none"> a. Next year, instead of Ross gets the results, EO gets them. EO may go up next year and help with the Awards process. b. This will allow all growers, including Exec members, to enter the awards without even the perception of possible influence. c. Note that we have an issue with a shrinking number of judges available especially with the time involved and no reparation. d. Discussion around an independent auditor (JP or retired auditor e.g.) to oversee the procedures at judging. e. Mark: proposes that Executive acknowledges the time and effort that Ross has put into the awards processes. <p>21. PR's have started to be picked up and going viral via facebook. EO keeping an eye on the media pick-up, this can be used for sponsorship next year.</p>	
Membership	<p>22. Currently 194. New Website is already acting as an incentive for membership</p> <p>23. Onz to advertise in Lifestyle magazine to capture new members. \$400 per annum</p>	
ONZ Levy	<p>24. ONZ executive have unanimously decided not to pursue a levy at this time. Decided that there were pressing issues and the current economic climate.</p>	
Sponsorship	<p>25. Sponsorship proposal was based on four sponsorship levels and on the sponsors being at the events.</p> <p>26. Our annual conference has now been cancelled, and we need to review what we are offering. We have also postponed the Olives to Oil course.</p>	
Programme of Event	<p>27. No olives to oil course</p> <p>28. Discussed conference AGMs and timing</p> <p>29. Certification Panels and Costs. All oils that were submitted on time were judged. Description on process needs to be refined.</p>	

General Business	<p>30. John: Need to encourage Margaret to pass her knowledge through the industry.</p> <p>31. ONZ needs to develop direction on how to become a ‘taster’, judge’ etc.</p> <p>32. Tasting and Blending for Growers: John to talk Margaret to see if she would be keen to run tasting and blending courses. Unanimously agreed by the executive. Margaret had a hand in many of the Best in Class awards; she had a lot of knowledge.</p> <p>33. Mark: As a separate issue, we are keen to put together a course for consumers; an outward facing course. Sally said there was a lot of interest in tasting Olive Oil.</p> <p>34. Mark to put a brief together on building an olive oil library for exchange and education.</p> <p>35. Chris: constitution review.</p> <p style="padding-left: 20px;">a. Andrew has told the person who is reviewing it that we need it by mid November.</p> <p>36. Executive to discuss, at a later date, the possible sliding scale for the cost of certification and awards.</p> <p>37. Andrew: We have not worked at all this year on equitable representation on production. All other industries have production weighted system but are levy based.</p> <p style="padding-left: 20px;">a. Executive agree that presently one subscription one vote is still valid.</p> <p style="padding-left: 20px;">b. Steve bought up that years ago the subscription was based on the number of trees the grower had.</p> <p>38. Co-ops: ONZ need to look at the constitution re membership of co-ops and it’s individual members. IP may be going to non-members. ONZ can see more co-ops being formed with new NZFSA rules.</p> <p>39. John: Strategic plan to be reviewed. Chris noted that it is a very wordy document. Review will be done this year. It has three visions that need to be refined.</p> <p>40. Blue tasting glasses. Lesley has received a quote from Corti Brothers.</p>	
	Meeting closed at 2pm	