

OLIVES NEW ZEALAND  
EXECUTIVE MINUTES SYNOPSIS  
THURSDAY 9 FEBRUARY 2012  
TELEPHONE CONFERENCE 7PM –9.15PM

**1. Present:**

Andrew Taylor (President), John Arthur (Vice President), Bob Marshall, Roger Armstrong, Chris Moore, Allan Frazer, David Walshaw, John Dunlop, Craig Leaf-Wright, Gayle Sheridan (Executive Officer).

**2. Apologies**

Nil

**3. Matters Arising from December Minutes**

There was discussion around the substantial volume of historic Olives NZ files and records. There is valuable information in these that would be of benefit and interest to members if posted to the website. This will be looked at when time permits.

**4. Financial Report**

Craig spoke to the P & L and Balance Sheet circulated. It was noted there were now no outstanding debtors.

**5. Executive Officer Report**

Gayle updated on her report circulated.

Baldwin Carey and Son have advised that the Intellectual Property Office has accepted the trademark application for the word OliveMark and the logo. These will now be gazetted before final approval.

An indicative price has been obtained for reprinting the EVOO brochure and this will be looked at for sponsorship as it has not been budgeted.

**6. Business Plan**

6.1 Communication – Andrew

Andrew has had feedback from members that the website and newsletters are very important means of communications, but they are also looking for field days. It was agreed that the Executive be promoted for contact by people looking for advice in areas where Regional Committees were not currently active.

Andrew spoke to the list of articles that would be published for members' information on the website and promoted via the newsletter. The idea was to proactively keep members informed on what they need to be doing or looking out for in the coming year. The first of these was on Anthracnose.

There had been very good feedback on the field day held in conjunction with the Awards Dinner and this would be looked at again for 2012. David commented on the positive outcomes of the spray program developed for Kapiti Olives during the field day and would look to write an article for the newsletter.

## 6.2 Membership – Andrew

The Executive will focus on gaining new members and previous members. Both groups will benefit from their involvement with Olives NZ.

## 6.3 Certification – John Arthur and Executive Officer

The paper prepared by John and Gayle *Certification – Future Directions* was discussed. It was noted that the primary driver for this review was that Plant and Food Research had advised that they would not be able to offer to host sensory analysis after 2012. The paper recommended:

1. Olives New Zealand move to using the Australia Department of Primary Industries Olive Oil Testing Service
2. The new testing system is centralised and administered by Olives New Zealand
3. The new system be implemented for 2012.

It was acknowledged that a tremendous amount of work had gone into establishing the IOC recognised Panel and maintaining its recognition since 2004. Those involved, and particularly the Panel Leader Margaret Edwards, had invested significant time and resources in their involvement in the panel. Several panel members had also had involvement in the Awards and their expertise was vital. There was concern about the potential loss of this expertise and it was agreed that there should be funding in the Certification budget to enable the panel to be maintained and to develop new members.

It was also agreed to approach DPI to see if there was any way in which our panel people could be involved in their panel and for other interested people to participate in training. There would be funding available via the Certification budget to contribute towards this.

It was agreed unanimously that the recommendations be accepted, however the members should be given an opportunity to comment or raise questions by publication of the full report on the website and a synopsis in the newsletter.

It was also agreed that the panel and panel leader should receive formal acknowledgement from Olives NZ of their commitment and dedication to the Certification program, and that Olives NZ would look forward to their ongoing involvement in future activities.

## 6.4 Sponsorship – Chris Moore and Allan Frazer

Chris advised that the Sponsorship Proposal had been finalised and the Sponsorship list updated. Several potential sponsors, likely to wish to be exhibitors at Conference, had already been approached and had committed to a 3 year sponsorship.

## 6.5 Constitution – David Walshaw

The queries received in relation to the proposed new Constitution have been responded to. David commented there had not been all that many.

## 6.6 Field Days – Bob Marshall

Bob will be working with the Regional Chairs on field days..

## 6.7 Awards – Allan Frazer and Executive Officer

Allan spoke to the report circulated.

1. KPIs and dates have been reviewed.

2. Boutique and Commercial categories have been reviewed. It was agreed that Boutique be changed to 30-99 litres to enable better participation by the smaller/boutique groves.
3. Sending award winning oils onto international competitions was desirable and would be looked at in drafting the Awards budget.
4. International judge(s) was seen as highly desirable and there was potential that this person could be used to run training and up-skilling courses.
5. 2012 documentation has been drafted. The OliveMark will be a pre-requisite for entry. The final date for submissions would be 10 September with an earlier submission opening date than in the past.
6. The biggest issue identified was the pool of available credentialed judges. Olives NZ needs to manage this situation to ensure that a pool of qualified judges is maintained.

#### 6.8 Focus Groves/Benchmarking – Roger Armstrong

Roger reported that the trials would be started before Conference.

#### 6.9 Conference 2012 – Executive Officer and John Dunlop

Gayle reported that there had been good numbers registering for Conference, Dinner and Olives to Oil. There was potential for late registrations and this would be promoted in the newsletter.

#### 6.10 Grove Census – Allan Frazer

There has been a positive response to the Grove Census. The non-respondents would now be followed up.

### **7. General Business**

John Arthur spoke of his telephone meeting with Lisa Rowntree from the Australian Olive Association and said that there was potential for our two organisations to work together for mutual benefit.

Gayle advised that she had met with Robert and Viv Dean to discuss the future of the Auckland committee.

Olive Mild Mosaic Virus – the letter and technical reported received from MAF were discussed. It was agreed that MAF be requested to hold off their classification of this until further information was obtained.

The following new members were approved:

Anne & John Marshall, Strathview Olives, Mangonui, Far North  
 Ross Vintiner & Andrea Stewart, The Vintiner's Grove Ltd, Martinborough  
 Jen Stiger, Mangatete Organics, Awanui, Northland  
 Hamilton & Gaylene McConachy, Edgeriver Partnership, Marton  
 Geoff Crawford, Telegraph Hill, Hawkes Bay

Radio NZ 'This Way Up' – advice had been received that there would be coverage of Tom Mueller's book and an interview with Laurence Eysers on the Saturday 11th program. Gayle was approved to make contact with Simon Morton to give a perspective on the availability of NZ EVOO and the OliveMark being the sign of quality.

Other NZ Oil Awards - David and Gayle would approach other Awards about EVOO measures.

Next meeting – Wednesday 7 March (telephone conference)