



**Conference 2012**  
**Saturday 24<sup>th</sup> March 2012**  
**Sudima Airport Hotel, Auckland**  
**Proudly supported by GEA-Westfalia**



GEA Westfalia Separator NZ Ltd.

## ‘Let’s Get it On !’

<b>8:30-9:00</b>	<b>Registration</b> Coffee and tea available	<b>Gayle Sheridan</b> Executive Officer
<b>9:00</b>	<b>Welcome</b> <b>Special General Meeting</b> - Adoption of new Constitution	<b>Andrew Taylor</b> President of Olives New Zealand
<b>9:30-10:30</b>	<b>Effects of Harvest Maturity on Extra Virgin Olive Oil Year 3</b>	<b>Cecilia Requejo-Jackman</b> Plant & Food Research
<b>10:30-11:00</b>	<b>Morning Tea</b> Visit our exhibitors	
<b>11:00-12.30</b>	<b>Strategic Options for your Olive Grove</b> - Own brand - Co-operative - Supplier of oil	<b>Nalini Baruch, Lot Eight</b> <b>John Field-Dodson, Mt Grey Olives</b> <b>John Arthur, Matapiro</b>
<b>12:30-1:30</b>	<b>Lunch</b> Visit our exhibitors	
<b>1:30-5:00</b>	<b>Workshops</b>	
<b>Option One Table Olives</b>		
<b>1:30-2:30</b>	<b>Table olive tasting and markets</b>	<b>Simon Field</b>
<b>2:30-3:30</b>	<b>Pre-harvest, harvest, processing</b>	<b>Salsi Pty Ltd, Australia</b>
<b>3:30-4:00</b>	<b>Afternoon Tea</b>	<i>Bring your own samples for sharing!</i>
<b>4:-5:00</b>	<b>Packaging and selling</b>	
<b>Option Two</b>		
	<b>Stream One</b>	<b>Stream Two</b>
<b>1:30-3:00</b>	<b>Tasting &amp; Blending</b>	<b>Marketing</b>
<b>3:00-3:30</b>	<b>Afternoon Tea</b>	
<b>3:30-5:00</b>	<b>Marketing</b>	<b>Tasting &amp; Blending</b>
		<b>Presenters</b> <b>Tasting and Blending</b> <b>Margaret Edwards -The Waiheke Olive Oil Company</b> <b>Marketing – Allan Collier</b> <b>Manukau Institute Of Technology</b>
<b>7:00- late</b>	<b>Conference Dinner</b>	

## Welcome from Olives New Zealand

The Executive of Olives New Zealand extends a very warm welcome and invitation to you for Conference 2012. Our Conference Program is based on a wish list from member feedback.

The excellent Presentations and Exhibitors will extend your knowledge of the olive oil industry and give you some good pointers for improving the performance and future direction of your olive grove.

The Sudima Airport Hotel is Qualmark Five Star rated and 6 months new, with excellent facilities. The airport is 5 minutes away with a free courtesy coach plus free car parking.

We look forward to you joining us in Auckland on 24<sup>th</sup> March – spoil yourself with an enjoyable weekend away from home before Harvest 2012 starts!

## Presentation Overviews

### *Effects of Harvest Maturity on Extra Virgin Olive Oil Year 3*

Cecilia Requejo-Jackman is a scientist with Plant & Food Research and led the 'Effects of Harvest Maturity on EVOO' project. The main aim of this research project was to develop new locally appropriate measures of assessing the maturity of New Zealand olives. A secondary aim was to collect a robust range of data on phytochemicals in the oil of cultivars. This presentation will focus on the results of the final year of the project and the results.

### *Strategic Options for your Olive Grove*

Most olive growers start out their businesses as a lifestyle and initially sell their products to family, friends, at the local Farmers market and a few local retail outlets and restaurants. However as production blossoms into hundreds of litres this approach is no longer adequate. This presentation will cover the three main options available for your olive grove and we have three well experienced Presenters. For each option our Presenters will cover why you might look at this option, how it might work, who you might involve, the positives and the negatives.

- Nalini Baruch of the very successful 'Lot Eight' brand will tell you how you can develop your own brand and develop your own distribution network.
- John Field-Dodgson, with wife Jan, recently established Mt Grey Olives in North Canterbury and is working with a group to establish a growers' co-operative in the wider Canterbury region.
- John Arthur has nationwide distribution of his multi award winning 'Matapiro' oils, and will talk about becoming a supplier of olive oil to another brand owner.

## Afternoon Workshops

**You have the two options to choose from for the afternoon workshops.**

### *Option One – Table Olives*

Simon Field is the Managing Director of Salsi Pty Ltd, a family company which produces and markets the Salsi brand of organically certified extra virgin olive oil and table olives from a 4,500 tree organic olive grove near St Arnaud, Victoria, Australia.

Simon's workshop on table olives will be broken into three sessions as follows:

- Table olive tasting and markets - formal olive tasting, what the market want, price points etc. Participants can bring their own olives for tasting and evaluation.
- Pre-harvest, harvest and processing - variety selection, pruning, grove management, harvesting, processing green and black.
- Packaging and selling - methods of packaging, brine preparation, microbial testing, pasteurisation, food safety, labelling, delivery and post-sale monitoring.

## ***Option Two – Blending and Marketing***

**In order to maximise interaction these workshops will be limited to 25 people, thus the need to stream participants and run the workshops twice.**

### ***Tasting and Blending***

Margaret Edwards is an internationally renowned Olive Oil Judge with IOC credentials, and she is the co-owner of the multi award winning 'The Waiheke Olive Oil Company'. Her outstanding contribution to the olive industry in New Zealand was recognised in being made an Honorary Member of Olives NZ in 2009. Margaret will give an introduction to tasting and blending olive oil before she jets her way off to judge at the Los Angeles County Fair, the largest international olive oil competition.

### ***Marketing***

Alan Collier is a Principal Lecturer at Manukau Institute of Technology. He is regarded as the pioneer writer of tourism texts for New Zealand tertiary students and has established many of the tourism concepts that have now become standard in any study of this topic. Using local examples, Alan Collier will take you through the steps to develop a Marketing Plan for your olive business, including:

- Marketing Opportunities

- Decisions on Product, Distribution, Promotion and Pricing

- Marketing Management – including competition and social responsibility.

## **Exhibitors**

There will be plenty of opportunities throughout the day to visit with the exhibitors and see what their latest offerings are. This will be a great opportunity to see key suppliers to the industry in a central location.

## **Special General Meeting**

The Special General Meeting is to formally adopt the new Constitution which has been made available to members for consideration.

## **Conference Dinner**

Join us for the Conference Dinner starting at 7pm. A fabulous menu has been planned and the price includes your beverages (beer, wine, juice) for the first two hours. We will also have an after dinner speaker who will have an interesting (but short!) story to share with you.

## **Accommodation**

We will happily collate your accommodation requests and pass on to the hotel to action. The room rate is \$150 for either a king bed or two double bed suite.

## **Olive to Oils Processing Course**

This will be held on Sunday 25<sup>th</sup> March at Parkhill Olives, near Wellsford. Return transportation from the hotel will be arranged for those who require this, cost will be advised once numbers are known. Please see the separate programme and registration form for the 'Olive to Oils' course.



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## Registration Form

**Company Name:** \_\_\_\_\_

**Attendees Names:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Number of attendees** \_\_\_\_\_ **@ \$150 inc GST = \$** \_\_\_\_\_

**Non ONZ members**<sup>1</sup> \_\_\_\_\_ **@ \$350 inc GST = \$** \_\_\_\_\_

**Workshops:** Please put your name(s) by your preferred workshop

Workshop Choices	Name(s)	
Option One – Table Olives		
Option Two – Marketing and Blending		

### Saturday Evening Conference Dinner

Number attending _____	@ \$ 85 per person	\$ _____
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**Total Payable (Registration + Conference Dinner) = \$** \_\_\_\_\_

Please post this Registration Form & cheque (to Olives New Zealand) for the Total Payable to: The Executive Officer, Olives New Zealand, PO Box 28140, Havelock North 4157.

**Accommodation Request** (this will be passed on to the Hotel)

Arrival date	Departure Date	No. of Rooms

**REGISTRATIONS CLOSE 30 JANUARY 2012 – REGISTER NOW!**

<sup>1</sup> Why not join Olives NZ at the special half-year rate of \$150 and pay the Member's registration rate!