

OLIVES NEW ZEALAND  
MINUTES SYNOPSIS OF EXECUTIVE MEETING  
WEDNESDAY 18 JULY 2012  
TELEPHONE CONFERENCE  
7.00 – 8.30PM

**1. Present**

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

**2. Financial Report**

Craig spoke to the report that had been circulated. There had been a \$2,000 profit for June and there was a further \$10,000 due this month for sponsorship. There was a big job pending in sorting through the requirements for the Auditor. The IR9 Society Return needed also to be completed. Craig would work with Gayle on these matters.

Allan asked if Certification target would be met. Gayle thought this was most unlikely given the reduction in harvest, but the income would be reflective of the expenditure. Andrew and Craig both noted it was fortunate that Olives NZ had implemented the new Certification system otherwise the fixed costs of the previous system would have resulted in a significant loss.

**3. Executive Officer Report**

Membership – members have been sorted into the new membership categories and invoices for 2012 have been sent.

Awards – it is apparent that the target of 80 entries for the Awards will not be met and therefore the judging panel of nine would not be required. It had therefore been agreed that the judging panel should be reduced to six. Accordingly three judges had been asked to defer their appointments until 2013 – Richard Gawler, Jessica Scalzo and Maurizio Rocchetti. An updated Awards Budget would be circulated showing various entry scenarios. Inviting food writers to the Awards Dinner was discussed and would be progressed.

Certification – currently 55 samples have been received. In 2011 a total of approx 130 had been received but at this point in time only 4 had been received. However, it was apparent that the reduction in harvest would result in a reduction in oils for certification. Chris reiterated that the decision to implement the new Certification System for 2012 had been absolutely supported in avoiding potential losses.

Gayle advised that one certification submission for 2012 had been received where the grower had indicated he would not be signing a Licence Agreement and did not wish to use the OliveMark. The Certification system had been updated so that this situation would be managed by issuing a letter with the test results rather than issuing an Olives NZ Certification Certificate. David said the letter need to state clearly that the oil must not be said to have been certified by Olives NZ.

Fair Go – Gayle advised that she had discussions with Standards NZ who indicated that they would look at the decision not to adopt the Australian labelling standard.

AGM – Gayle pointed out that cost of holding the AGM would be approx \$1500 which would be charged to meeting costs.

In conclusion Andrew drew the Executive's attention to the situation where Gayle was continuing to work 40-50 hours weekly while being remunerated for a half time position.

#### 4. Business Plan

##### Constitution

David advised that Colin Hadley had indicated that he would assist with the review of the Branch Constitution but was overseas at present.

##### Field Days

Bob advised he had sent out an email to Branch Chairs requesting he be advised of any planned activities but had little response. He noted that Wairarapa and Nelson sent notification of activities to Gayle which she forwarded on to the Executive but he needed to know about these in advance. Branch Chairs (Craig, Allan, Roger, Chris) will have Bob added to Branch minutes distribution list.

##### Focus Groves

Roger spoke to the paper he had circulated. He complimented John A on the Matapiro Focus Farm Project. Roger confirmed the five Focus Grove participants. Roger said that initially the Groves would look at spray trials, Fertilising and pruning. He would present a paper to the September meeting on progress. David said he found John's paper of great interest and suggested it would be good to share in instalments via the newsletter

##### Best Practice Manual

Bob said that initially this had contained everything you could want to know about the wider olive growing environment. The manual had become disjointed when migrated to the new website with links that no longer worked and the formatting was a major issue. John A suggested that the IOC Production Technique document may be worth looking at as an alternative. Bob said that he could look at this and identify anything specific to NZ that needed to be supplemented. David said he still found a lot of good information in the manual which he was able to print off for reference. He suggested approaching Sandy Lang for clarification on ownership and then uploading the full document for reference.

Craig exited the meeting.

##### OliveMark

David reported he has updated the Promotions spreadsheet and is looking at potential new areas. He and Allan met with marketing people from Beef & Lamb for some suggestions and will continue with further developments. He and Gayle also had a meeting with Richard Hoare (Kensington & Swan) and Ross Vintiner, previously involved in Parliament PR. This is a work in progress and looking more specifically at labelling and promotion.

#### 5. General Business

New Members – for information

Chris and Linda Smith	Olives on the Hill	Northland
Jill Waghorn (returned)	Little Akaloa Olive Grove	Canterbury
Douglas and Jennifer Allan		Central Otago
Tony Zimmerman and Florence Gand		Central Otago

Roger queried how many members had been affected in the migration from being full members to the other categories – approx 30.

There being no further business the meeting was declared closed at 8.30pm.

**NEXT MEETING – WEDNESDAY 15<sup>TH</sup> AUGUST 2012**