

OLIVES NEW ZEALAND
MINUTES OF EXECUTIVE MEETING
WEDNESDAY 23 MAY 2012

1. Present

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

2. Apologies

Craig Leaf-Wright (for lateness), Chris Moore

3. Minutes of the April Meeting

Action Points

Auckland Branch – Andrew has spoken with several members and non members and will convene a casual meeting of interested people to talk about forming a new group.

MOU with Jaen University – will be included in May Newsletter due out on Friday 25th.

Focus Groves – Roger reported that the group will be recording the 2012 crops and then look at practicalities of progress forward. John Arthur reported that he has drafted a paper on what Matapiro will be doing and he will circulate this when finalised.

Matters Arising

Field Days –David asked what progress had been made in promoting Field Days across the regions. Bob advised that a Hawke's Bay newsletter was due and he would forward a copy to Gayle for circulating to the Executive.

4. Executive Officer Report

Gayle spoke to the report that had been circulated.

Aust & NZ Olivgrower and Processor magazine had excellent coverage of Conference and Olives to Oil. The next issue would focus on the Grove Census.

Training/Courses will be followed up as only one response had been received.

Fair Go – there had been reasonable feedback following the programme; via email, the website and phone. Of the 14 oils tested, all seven of the European oils and one NZ oil failed Sensory Assessment. The other three NZ and the three Australian oils all passed.

Bob asked what progress had been made on membership categories. John A advised that he has developed a preliminary framework but cannot recommend on fees until Craig has drafted the 2012/13 budget.

David said that Kathryn Rich had come across poorly on behalf of the Food and Grocery Council. He suggested this provided an opportunity to lobby for the Australian labelling standard to be adopted. Gayle said that the decision not to adopt was made by Standards NZ because they required a unanimous recommendation to do so and this had not been supported by the Food and Grocery Council. John A pointed out that the labelling standard was voluntary in Australia and not mandatory. He felt it would be more effective to wait until the new labelling is seen in NZ supermarkets before picking up the issue again. Andrew said that the supermarkets brands have the backing and finances to protect their interest. Therefore he was not sure what Olives NZ could do to be effective in lobbying or finding advocacy.

Action:

Gayle – Write to Standards NZ, point out the finding of the Fair Go programme and ask what other action Olives NZ can take to have their decision reviewed.

Gayle – Write to the Ministry of Consumer Affairs about the findings of the Fair Go programme and asking for their advice on how the situation can be addressed.

The link to the Fair Go programme and the link to a subsequent article by Paul Holmes were on the front page of the Olives NZ website and there would be an article in the forthcoming newsletter.

5. Business Plan

5.1 Awards – Allan and Gayle

The updated Entry Pack had been circulated and detailed the recommended Judges and Facilitator/Scrutineer for approval. The Judges comprised the Spanish Guest Judge, four Australians and four New Zealanders, giving a total of nine which would safeguard something happening to one of the Judges before the Awards.

It was recommended that the roles of Facilitator and Scrutineer be merged as there was no need to keep the roles separate. The rules would need to be updated to reflect this.

Advice on the Awards would be detailed in the newsletter with a link to the Entry Pack, etc on the website.

The Awards Dinner was scheduled for Saturday 29 September so that the Spanish judge could present the In Class and In show awards. Because World of Wearable Arts was on in Wellington, accommodation was at a premium. The Brentwood Hotel was able to cater for the Awards Dinner, AGM and any other activity on that weekend and a hold had been placed on 20 rooms. Because of the limited accommodation, this needed to be promoted to members to confirm bookings. There were also currently good airfares available but these would be picked up very quickly once WOW was actively promoted. Gayle said members would be canvassed again for interest in any training or courses the same weekend.

New initiatives for 2012 Awards were a new trophy for Best Boutique donated by COSPACK, framed certificates with rosettes for all Best in Class winners sponsored by Arthur Holmes Ltd, provision of the Judging Points Assessment for all entrants. It was hoped that the calibre of the judging panel and these initiatives would see an increase in entries.

Craig joined the meeting.

5.2 Certification – John and Gayle

Two submissions only have been received thus far and have been sent to Australia after being held for a month awaiting other submissions. Gayle said there was going to be at least a four week turnaround so people need to get their submissions in promptly. Andrew thought there would be more submissions this week from the Northland growers.

5.3 OliveMark – David

David spoke to the promotions spreadsheet he had emailed out. He said the issue is that when opportunities like Fair Go present themselves, there are no funds available for advertising. He said that most effective is the promotion which Gayle has been progressing. David suggested that Olives NZ could draft some display signage which members could print themselves promoting their products as real EVOO. It was noted that in addition to the Herald article by Paul Holmes there would be forthcoming articles in North & South and the Hospitality magazine. John D said feedback at the Nelson markets had been that 'fresh is

best' and that was a good phrase to use. David suggested a new technology worth looking at was QR Code Scanners for phones and this would require media advertisements. So costs would be an issue. Any additional thoughts on promotion to David and Gayle please.

Action:

David - Work with Gayle on display signage and a crib sheet on explaining the significance of EVOO.

Gayle – Advise members via the newsletter of what promotional activities have been happening already this year.

6. Financial Report

Craig spoke to the financial reports that had been circulated. Profit for the month was on track and the reports now showed YTD Actual as a Rolling Forecast as well as the Budget.

Craig said that the 2012/13 Budget would be drafted so that he and John A could do scenarios on membership fees. There would be a 5 month sub from 1 August to 31 December 2012, due 1 August, and then a full year sub from 1 January to 30 December 2013, due 1 January.

Andrew apologised that he had to leave the meeting and John A took over the Chair.

7. General Business

Education Resources

David had discussed with Gayle the need for Olives NZ to have education resources for members. The Best Practice Manual looked to be a good starting point. Bob said he has looked at the Table of Contents and it appears that some subjects are missing plus other outdated sections need updating.

Action:

Bob – Review the Best Practice Manual and report back to June meeting on the work required to update this before it can be loaded on the website.

New Members

The following new members were approved:
Roy & Irena Graves, Amelie Olives, Auckland
Canterbury A & P Association (Associate Members)

Grove Census

Bob said the initial report looked good. John A said more information was available from the data and asked for people to think about what would be useful and advise Gayle accordingly. Bob said outputs would be useful for people looking to enter the industry. It was noted that this type of commercial data had not been requested in the survey intentionally but could be looked at in subsequent updates.

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

NEXT MEETING – WEDNESDAY 20 JUNE 2012