

OLIVES NEW ZEALAND  
MINUTES OF EXECUTIVE MEETING  
WEDNESDAY 17 APRIL 2013  
TELEPHONE CONFERENCE 7-8.30 PM

**1. Present**

Andrew Taylor (President), John Arthur (Vice President), Craig Leaf-Wright (Treasurer), David Walshaw, Bob Marshall, Tony Millar, Gayle Sheridan (Executive Officer)

**2. Apologies**

John Dunlop

**3. Minutes of the March Meeting - Matters Arising**

Andrew advised that he had visited Nancy Turney whilst in Northland and expressed thanks for all of the work she had done in producing the promotional DVD. Nancy had confirmed she was happy to work with Olives NZ on customised versions.

John reported that he had approached two suppliers of enzymes about becoming sponsors and one (Capricorn Trading) had signed up and the second had yet to decide.

**4. Financial Report**

Craig spoke to the financial reports that had been circulated. There was not a great deal of income to come over the next quarter apart from interest. However there were ongoing expenses. Cash at the bank was \$44,587, so the financial position is still looking positive.

**5. Executive Officer Report**

Gayle spoke to her report which had been circulated.

Financial – it was expected that the outstanding Debtors from February would be paid this month.

Membership – there were four new members joined since the last meeting. The remaining unpaid members would now be removed from the databases and their membership invoices would be voided. Updated membership lists would then be sent to Regional Chairs.

Promotional Activities – copies of the promotional DVD had been sent to 22 hospitality training providers with a covering letter. Two had already responded that this was going to be a great resource to use with their students. The letter had indicated that it may be possible to arrange tastings of the 2013 new oils, depending on the region. It was noted that the DVD had come in under budget because of the accommodation and meal costs covered by Taylors, Sheridans and Walshaws. The surplus funds would be transferred back into the OliveMark account.

Conference – The Conference weekend activities had operated on slim margins. The financial contribution from sponsors resulted in being able to run these activities at a reduced price, otherwise the registration fee would need to be higher.

Sponsorship – The cap on Silver Sponsors had been exceeded and there was more interest at this level. It was agreed to contact the current Silver Sponsors outlining the situation and the desire to accommodate additional partners for mutual benefit.

Certification – Gayle asked for feedback the draft documentation that had been circulated. Purpose & Procedures – changes drafted have been to provide clarification. It was agreed that the Executive Officer should be able to check and verify volumes and any changes requested should be at her discretion on this basis. This was agreed. The procedures for selling bulk oil to another brand owner needed to be added to this form.

Request & Authorisation- The specific recipe of a blend should be requested so that this was on record.

Licence Agreement – It was agreed that packaging needed to be reviewed given concerns raised in relation to plastic packaging and clear bottles. Any proposed changes would need to be flagged with members with a phase in period. It was agreed that John should draft a report and this review flagged in the newsletter so that people could provide input.

There was a recommendation in the Executive Officer's report to implement a tiered Royalty fee for printing the OliveMark on to a brand label. This was to encourage large brand owners who were not currently using the OliveMark and would also provide additional income. Executive Officer to email large brand owners to gauge support for a tiered OliveMark Royalty fee and then implement accordingly.

Grove Census – There has been an approximate 20% response rate from members. There has been feedback that it was too hard to access previous harvest and yield figures. It was agreed that follow-up be left until after 2013 harvest.

Sustainable Farming Fund – Feedback from MPI on the application would be useful in preparing a new submission but there was an issue around cash contribution. Andrew said that Stuart Tustin had indicated that Plant and Food Research might be able to help with the project and thus reduce some of the cost.

Awards – It was agreed that the proposed new trophy from Endeavour Glass be for a Best Processor Award. The criteria will be drafted by Gayle and Allan as part of the Awards documentation review and brought to the Executive for comment and approval. It was agreed that the 2013 Awards Dinner be held in Christchurch and probably on Saturday 28 September.

Labelling Standard – it was noted that the new labelling standard related to health and nutritional claims. David said there needs to be continued lobbying of politicians in relation to truth in labelling.

Best Practice Manual – Gayle questioned whether this should be reviewed with a view that an application might be made to SFF for updating. It was agreed that the priority for SFF should be the Focus Farm project and this should not be jeopardised with another application.

## **6. General Business**

### Website

Allan said that there needed to be a Consumer Information tab added to the website and volunteered to draft a paper on what such a section might include.

### Oils and Fats Conference

John advised that he had been asked by Laurence Eyres to present a paper at the forthcoming Conference.

### Marketing

David advised that marketing activities are still in progress. Costings were being obtained to do a 3 minute version of the DVD for those who had a short attention span.

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

### For Information - New Members:

Alan & Angie Alexander, Hawke's Bay  
Terry McDell, Auckland

Malcolm & Susan Nowill, Wairarapa  
Nancy Turney, Northland

**NEXT MEETING – Wednesday 15<sup>TH</sup> May (teleconference)**