

OLIVES NEW ZEALAND  
MINUTES OF EXECUTIVE MEETING  
WEDNESDAY 15 AUGUST 2012  
TELEPHONE CONFERENCE  
7.00 – 8.15 PM

**1. Present**

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

**2. Apologies**

Roger Armstrong, John Dunlop, David and Bob (for lateness)

**3. Minutes of the July Meeting**

Subject to some minor changes, the Minutes were approved as accurate and complete.

**4. Financial Report**

Craig spoke to the Financial Report that had been circulated. He noted that these were the Draft Annual Accounts pending the Audit. The Year to Date showed a conservative surplus. Current membership fees received in July have been shown as Membership Fees in Advance. Certification fees received, but for which the service had not been completed/charged, have also been allowed for as Certification Fees in Advance.

David joined the meeting.

Gayle raised that airfares for the 2012 Awards Judges had also been incurred in advance and how this should be shown. It was agreed this needed to be a prepayment.

Craig noted that Depreciation was not included in the draft report.

Gayle raised the Non Current Asset of Trademarks shown as \$4,889, which was for the Olives NZ logo with the leaf. Craig said this was a non tangible item which could not be sold and suggested writing this off. John agreed that this was an appropriate action given the current financial position. Craig will advise members at the AGM of the write-off of the Trademarks.

Gayle advised that she and Craig had discussed looking for an Auditor in Hawke's Bay which would be more convenient than continuing to work with the current one based in Blenheim. Gayle has approached three companies for quotes. Assuming there was an auditor who could provide the same level of service at the same or reduced cost, a recommendation would be made to the AGM for a new auditor.

Craig pointed out that the GEA sponsorship had been received in July and shown as 2011/12 income. John noted this was how the 2011 payment had been allocated because of the receipts/payments basis but queried this now as the current payment related to 2012/13. It was agreed that the payment should more correctly be shown as a payment received in advance.

David reminded the meeting that the Executive Officer is not being recompensed appropriately and this needed to be addressed.

## 5. Executive Officer Report

Gayle spoke to her report that had been circulated.

Membership update – Hobby Growers – 6, Small Growers – 16, Full Members – 134, Associate Members – 6, Life Members – 3. Approximately half of members had paid their 2012 membership fee and a reminder would be sent because otherwise this created issues with Certification and Awards.

Awards – Entries had opened on Monday 13th and Gayle would collect and process any received as at Friday 17<sup>th</sup>. Subsequent entries would be processed in September. Allan had confirmed David Burton as Guest Speaker at the Awards Dinner.

Certification update – 86 samples have been sent to Australia and results for 62 received. There were now 8 oils that had not met EVOO classification. The total litres reported for certification was approximately 40,000 compared to 150,000 reported for 2011.

Gayle raised that there needed to be formalisation of processes for rebranded certified oils bought in by growers, where they wished to use the OliveMark. In addition to having completed and paid for a 2012 Licence Agreement, the grower needed to provide a set of labels, if these had not already been supplied, advise what had been bought, from whom and the quantity. This would then allow the re-allocation of that oil, issuing of a new Certification Certificate, entering the oil in the Certified Oils List on the website and enable entry into the Awards. Andrew said this was required for traceability.

A similar process was required to records blends that were done after Certification recording the components of the blend and provision of labels if not already supplied.

Gayle to include advice on rebranded and blended oils in the August Newsletter.

Bob joined the meeting.

AGM update – Gayle advised that no remits had been received and there were two nominations for President. Voting papers would be emailed to members on Friday and would be due back on/before 12<sup>th</sup> September. There would also be voting available at the AGM.

Standards New Zealand – a letter had been received in response to the request to review the decision to not adopt the Australian labelling standard. They advised:

- The issues raised are not a food safety problem
- There could be grounds for misrepresentation complaints
- Public submission comments indicate it would be unlikely to achieve consensus across all NZ stakeholders.

Gayle to write to Standards NZ and express disappointment at their decision given this is a truth/labelling issue.

Cafe Secrets – the first program had screened and had been filmed in Christchurch featuring Kapiti Olives oil. There had been good coverage of the Kapiti brand and the OliveMark. David said he had noted a subsequent increase in supermarket orders but this could have been coincidental. Gayle said the newsletter would promote the forthcoming features and a link to the on demand to view the Christchurch episode.

## 6. Business Plan

Constitution (Branch) – David advised there would be no progress until October.

Field Days – Bob had emailed the Regions but the only response was from Kapiti.

## 7. General Business

Andrew had several items to raise.

1. He had recent discussions with Simunovich and other growers interested in re-establishing the Auckland Branch and there would be a meeting next week.
2. He thought that Gayle should attend the Australian Olives Conference for recognition and upskilling. David and Chris supported this in principle but a formal proposal was required for consideration.

### Best Practice Manual

Gayle spoke to the paper circulated. The Best Practice Manual was the most authoritative and relevant resource for NZ growers, albeit that it had been developed 10 years ago. Substantial funds of \$200,000 had been invested. The investment required to get a functioning version available was \$850 and this expenditure was approved. David noted that one of Olives NZ roles was to provide education for members.

### Fernando Martinez - NZ itinerary (Sat 22 – Sat 29 September)

Andrew has offered to arrange the itinerary for the week in between completion of the Awards judging and the Awards Dinner.

### New Members – for information

Douglas and Jennifer Allan	Queensberry Grove	Central Otago
Lance and Kathleen Wiggins	Kapiti	
Barry and Verity Baines	Chapel Olive Oil	Northland

**NEXT MEETING – WEDNESDAY 12<sup>TH</sup> SEPTEMBER 2012**