

OLIVES NEW ZEALAND
MINUTES OF EXECUTIVE MEETING
WEDNESDAY 21 AUGUST 2013

NOTE: THE JULY MEETING WAS CANCELLED

1. Present

Andrew Taylor (President), John Arthur (Vice President), John Dunlop, Bob Marshall, Gayle Sheridan (Executive Officer)

2. Apologies

Allan Frazer (until December), Craig Leaf-Wright, David Walshaw, Tony Millar

3. Financial Report

An AGMARDT grant had been successful for \$3,000 towards the travel costs of Sue Langstaff. This was unbudgeted and would help offset costs for Sue's internal travel and accommodation.

4. Executive Officer Report

Certification

Figures for both the number of oils submitted and the volume they represent is now ahead of 2012 and 2011. Noted that only one oil has thus far not met EVOO classification and it was thought this was a reflection on the season plus better practices in relation to harvest, processing, storage, etc.

Historically the reason for failures was Fusty/Musty with storage and hygiene being the main issues. However many smaller growers were not racking their oil because of a lack of knowledge and their storage capacity. An article would be included in the August Newsletter with practical advice on how to rack and why.

A set of DPI brochures was being emailed out all people who submitted oil explaining what the various processes were and why. The Organoleptic Testing brochures included a guideline on the flavour profile (Light, Medium, Intense) based on the Fruitiness score.

Awards

Entries for the Awards are coming in steadily.

Sustainable Farming Fund Application

One of the reasons that the 2012 Focus Farm application had been unsuccessful was because of a lack of cash contribution towards the project. It was agreed that Branch Chairs would ask their regional groups if there were available funds to contribute towards the Focus Farm project, including those funds already on loan to Olives New Zealand.

5. Business Plan

Marketing

A proposal has been received on using Social Media, in particular Facebook. The proposal was well constructed with good suggestions and requires further discussion particularly on who would be the 'Champion'.

Focus Farm

The next stage is the spray programme following the Mantissa guidelines. The difficulty was in not having any external review, which particularly affected pruning. Andrew and Gayle

would meet with Stuart Tustin of Plant & Food Research in September to discuss the project with a view to drafting a new application with Plant and Food taking leadership of the project. A new application involving Plant and Food and with cash in kind was much more likely to receive consideration by SFF.

6. Succession Planning

John A has advised that he will step down from Vice President in 2014 and noted that Andrew's term as President would finish in 2015. It is important that likely candidates be identified now who would initially commit to being Vice President with a view to being available to step up to President. A 5 year commitment was needed with candidates having this commitment plus the time available to carry out the roles to at least the current level. It was timely for some new blood to come into the Executive and to lift the organisation up another notch on what the current Executive had achieved. Suggestions of potential candidates should be directed to the Executive Officer.

7. General Business

Nelson Eco Fest – John D reported on the Eco Fest recently held in Nelson where a chef, Chris Fortune, had showcased local certified oils in demonstrations plus extolled the virtues of NZ EVOO. John D said that this fellow did regional demonstrations plus visited schools and it would be great to have him more formally as an ambassador for the industry.

There being no further business the meeting was declared closed at 8.05pm.

New Members – for information

Paul Stevens, Foxton

David Brosnan & Penelope Elliott, Featherston

Ron & Josphine Whitehead, Wairarapa (re-joined)

NEXT MEETING – Wednesday 11th September (teleconference)