

OLIVES NEW ZEALAND
MINUTES SYNOPSIS OF EXECUTIVE MEETING
SUNDAY 2ND DECEMBER 2012 10.30AM – 3.00PM
COPTHORNE SOLWAY HOTEL, HIGH ST, MASTERTON

1. Present

John Arthur (Vice President), John Dunlop, Bob Marshall, Craig Leaf-Wright, Tony Millar, Allan Frazer, Gayle Sheridan

John A welcomed everyone to the meeting and especially Tony to his first meeting. John explained that Andrew had apologised that he was not sufficiently recuperated from recent surgery for travelling.

2. Apologies

David Walshaw and Andrew Taylor

3. Minutes of the October Meeting

Matters Arising

Co-option of David Walshaw

Noted that David Walshaw has accepted co-option on to the Executive to lead Promotions and Marketing.

Associate Membership

The paper drafted by John A was discussed. It was agreed that Associate Membership was targeted at those who were not growers. There was discussion around potential for a collective or company to be Associate Members and then access benefits such as Certification and entering the Awards. It was agreed that this was not appropriate for Associate Membership and such a collective or company needed to be a full member. There was also discussion around Associate Members being Branch members and it was agreed that this should be allowed but that they should not have voting rights nor be eligible for appointment to the Branch Executive.

Motion: Associate Members shall have access to all membership benefits except access to the Olives New Zealand Certification programme and, whilst they can become Branch members, they shall not have voting rights nor be eligible for appointment to the Branch Executive.

Moved: John A Seconded: Craig Carried

Action:

Gayle – Update the Membership Application Form and Benefits of Membership documents to show the constraints of Associate Members not being able to access Olives New Zealand Certification, nor voting rights at Branch level and nor being eligible for appointment to Branch Executive.

4. Financial Report

Craig tabled the Balance Sheet and Profit & Loss Statement as at 30th November, which actually included two months since the previous report. He noted that the -\$1500 in Subsidies was because of the transfer of the Hawke's Bay Branch contribution to Advances as per Canterbury Branch. Craig said the Net Profit stood at \$9104 and the bank balances totalled \$25,943. He said there was not a lot of income forecast until 2013 subscriptions started coming in and Conference registrations. However, there was also only business as usual expenditure forecast.

5. Executive Officer Report

Membership

The report from the Contact Database included Total Contacts vs Paid members and there were several regions where that latter were less than half of the potential.

Certification

A total of 95 oils have been sent to DPI and all results have been received. A total of 11 oils have not met EVOO status.

Awards

All charges for the Awards had now been processed and the P&L showed a \$6,300 loss which was almost \$1,500 greater than the revised forecast. There were two reasons for this. Firstly the Australian airfares were not purchased at special offer rates plus there was internal travel for two, which had not been budgeted. Secondly the cost of meals was much greater than budget.

Truth in Labelling

Gerri Nelligan has advised that the ANZ Olive Grower & Processor Magazine said that as there are no mandated standards for oils to be certified they did not have any right to sanction or refuse to support any competition that did not require certification

Gayle raised her concern that one of the Branches also ran an awards that did not require certification. It was agreed that if branches are running regional competitions they should require certification.

Promotional Activities

Gayle had tabled the Orchardist magazine which had run a three page article on the NZ EVOO Awards.

She noted that the chef tastings had gone well and this was an important stakeholder group to build relations with.

The Air NZ Wine Awards had given good acknowledgement of the EVOO donation from Olives NZ.

Gayle was working with David on a promotional DVD based on the one from California. The intention was to launch this at Conference.

6. Business Plan

6.1 Focus Groves Project

John D reported that the project has been launched. Groves were measuring base status on their pilot blocks and soil analysis was underway. Anecdotal data was also being recorded.

6.2 Grove Census

The request for updating of data held would be sent out in February along with a new form to all who had not provided their data.

6.3 Branch Rules

The draft prepared by John A had been circulated for comment by Branches. Feedback had been received and Gayle tabled an updated version showing the proposed changes. There were some other suggestions that were discussed in relation to Branch Executive size being at the discretion of the Branch, combining of Executive positions.

Action:

Gayle – Update Branch Rules and circulate to Executive.

Branch Chairs – Schedule a Special General Meeting with their Branch for adoption of the new Branch Rules and then cancel Branch only memberships.

6.4 Conference

The draft programme and budget had been circulated. Day One was discussed and it was suggested that Monika Walter be asked to include with-holding periods for pesticides, if she had not intended doing so.

Day Two was discussed with two options available to attendees – Field Day or Advanced Processor Course.

6.5 Other Business Plan Projects

Gayle noted that some Business Plan Projects were unallocated – Courses, Field Days, Best Practice Manual.

7. General Business

7.1 Australian Olives Conference

John A gave a verbal report on the Australian Olives Conference held in Adelaide in November.

Day One was a field trip to super high intensive groves. The trees had been grown on trellises and the oldest grove was just 6 years old. The rows were 3.5 – 4m wide with 1.3m tree spacings. Wine equipment is used for harvesting, pruning and spraying for suckers. The suggestion is only person unit cost is required for 70ha and that 10 ton will be harvested per ha.

Interesting topics at the Conference were as follows.

National and International Pricing. Spain's production is estimated to be 60% down, because of lack of rain, and including stock on hand will not meet the demand. This will impact on pricing and also impact on the following year. 76% of Australia's production is going into supermarkets. Cobram has now taken over Red Island brand and production. Estimate that there will be a 20-30% increase in retail price and this will increase the threat of adulteration. Coles will require all oils to comply with the voluntary standard by the end of this year.

Australian Codes of Practice now include Flavoured Oils and Table Olives. Flavoured oils must be EVOO and essences not fruit, and cannot be labelled EVOO.

Australian production is 37% down in 2012. Of oil exported, 36% is to USA, 26% to China and 17% to Italy. Of local sales 70% is retail and 20% food service.

There was an interesting presentation on working with China, a hugely growing market.

Claudia Guillaume of Modern Olives gave an excellent presentation on chemical testing and how these can report on fruit condition, processing timeliness, processing practice, age, storage and current condition.

Pests and Diseases – if Anthracnose affects 16% or more of a crop then the resulting oil will not be EVOO. Any affected fruit left on trees will affect subsequent crops. Strobe is required to be sprayed at flowering otherwise it is too late to be effective.

The point was also made that if fruit is left on trees this will adversely impact on the next crop.

7.3 Other Business

John D said that previously there had been Nelson growers listed on the Olives NZ website and now there were none. Gayle said that jpgs of logos and text were all that was required to load a listing. It was not necessary for a grower to have a website but including details of where their products could be brought, markets attended and any other products sold (eg tapenade, table olives) was also sought information.

Matapiro Focus Grove – John A said that their previous pruning technique had taken out 20-25% growth which knocked on to the crop produced and he would be interested to see how the change in practice impacted on the subsequent crop. He said he also had an issue with the amount of fruit falling outside of the harvesting umbrella and this needed to be addressed.

The following new member had been advised - Graeme Harris , Te Waka Grove. Kapiti.