

OLIVES NEW ZEALAND
MINUTES OF EXECUTIVE MEETING
WEDNESDAY 20 FEBRUARY 2013
TELEPHONE CONFERENCE 7PM – 8.20 PM

1. Present

Andrew Taylor (President), John Arthur (Vice President), John Dunlop, Bob Marshall, David Walshaw, Tony Millar, Allan Frazer, Gayle Sheridan

Andrew welcomed everyone to the meeting and hoped everyone's trees were looking as good as those in Hawke's Bay. He reminded people to keep plenty of water going.

2. Apologies

Craig Leaf-Wright

3. Executive Officer Report

Gayle spoke to her report. Workload has been increased unexpectedly over the past month or so with organising the promotional DVD. This has required significant effort.

Promotional Activities – funding for the promotional DVD has now been fully obtained for the project to break even, with DPI being the other major sponsor. Other sponsors included brands featured in chef spots and brands featured on retail shelves. Gayle said Olives NZ were fortunate that Nancy Turney was not charging for her time.

Conference – 60 paid registrations have been received and late registrations until 1 March were now being promoted. AGMARDT had advised that the application for funding of Pablo's airfares and accommodation had been approved and their logo has accordingly been added to the promotional material.

Research Projects – Gayle has provided information on the NZ olive industry to several research projects, 2 from overseas and 1 from Auckland. She noted that the Grove Census had been the source of the information.

Andrew thanked Gayle for the additional work she had been carrying out over the past few months.

4. Business Plan

6.1 Gove Census

The updated 2013 Grove Census form had been circulated and the following additional data was being requested:

- Grove Information – hectares and matrix
- Processor – press, capacity, contract available
- Tree Performance – tons, yield %
- Sprays Used – Anthracnose, Peacock Spot, others
- Website address

The new form would be sent to all people on the database who have not completed a Census form while those who had completed last year would be sent a prefilled form requesting any changes or additions.

6.2 Promotional DVD

Andrew said that the promotional DVD was going to be of significant value to members. He noted there was a significant investment of time and money in the development and there was a need to ensure that this was recognised.

Andrew said the primary objectives of the DVD were to promote NZEVOO and the OliveMark. This value needed to be emphasised and the use of the DVD pushed.

David said the DVD would be made available free to members and other interested parties. It would be launched at Conference, made available to delegates and subsequently mailed out to other members. There would be suggestions made to members on how the DVD could be used. Given the footage recorded there was potential for future use for the industry and individual groves.

5. General Business

7.1 Branch Membership

John D had provided a copy of the Nelson Branch minutes which had been circulated. He said the issue was about small groves and their importance to Olives New Zealand. The majority of growers in Nelson felt the current membership structure based on grove size should be reviewed and new categories, including based on production, with reduced fees should be introduced. He said this would see an increase in membership numbers although was not sure how it would affect income.

The following points were made by Executive members:

- The investment required for membership was insignificant given the services provided.
- Kapiti committee were targeting non members to push membership and the associated benefits. They felt this would be more effective than changing membership categories.
- Nelson growers needed to look at how the region was structured and there needed to be more sharing and co-operation.
- Olives NZ needed to accept that it might shed members in achieving financial stability.

John D questioned whether membership fees were fair being the same for groves with 250 trees compared to groves with say 25,000 trees.

David pointed out the difference in cost comes about with certification and buying OliveMarks and entering the Awards and buying medals, where these are based on volume. He said to be viable growers need to look at their operations which is particularly challenging for smaller groves..

Andrew said the same issues face other industries and Olives NZ was fortunate at the support of the majority of members.

Allan emphasised the need for Branches to engage non members. Tony agreed that the forthcoming Canterbury Field Day would provide the opportunity to get the message out to non members who attended.

7.2 Conference

John D asked if couples could be subsidised in attending Conference. Andrew said that Conference and other activities had to be run on a cost recovery basis. Gayle said that a discounted partner's fee would have to be offset against a higher attendance fee to balance the books.

John D said the Conference should only be held every 2 years to make attendance more affordable. Andrew said a review of 2013 Conference would enable the decision on Conference frequency. He said that while a higher margin on attendance fee would allow discounts he preferred transparency with the cost being charged representing the cost being incurred.

7.3 Focus Farm Project

John D said the Sustainable Farming Fund results have not been announced and Allan said they were due later this month.

John D noted the final soil analysis had been completed and people were now working on leaf analysis.

7.5 New Members

The new members as follows were noted:

Steve and Jo Baxendale, Golden Bay Olives, Nelson (returned)

Wayne Thompson & Julie Hewitt, Kohara, Marlborough

Paul Anderson, Patria Grove, Whanganui (Kapiti)

Bill Hey, Heyway Services, Wairarapa

Ivan Lipanovic, NZ Olive Growers & Exporters Ltd, Northland (returned)

David and Isabella Sullivan, Mahurangi Olives, Auckland

NEXT MEETING – WEDNESDAY 20TH MARCH