

OLIVES NEW ZEALAND  
MINUTES SYNOPSIS OF EXECUTIVE MEETING  
WEDNESDAY 19 JUNE 2013  
TELEPHONE CONFERENCE 7PM – 8PM

**1. Present**

John Arthur (Vice President), John Dunlop, David Walshaw, Allan Frazer, Gayle Sheridan (Executive Officer)

**2. Apologies**

Andrew Taylor, Craig Leaf-Wright, Bob Marshall, Tony Millar  
In the absence of Andrew, John A chaired the meeting.

**3. Minutes of the May Meeting**

Matters Arising

Sustainable Farming Fund – This is scheduled for review in September. The key issues with the previous application had been the projected cost and the lack of cash contribution by Olives NZ. In relation to the former, Plant & Food had indicated their willingness to be involved with new projects with Olives NZ. Their involvement might see some reduction in the consultant costs. In relation to the cash contribution, it was suggested that Branches may be prepared to contribute towards the project.

**4. Financial Report**

Awards draft budget – it was noted that entries need to reach 100 for the Awards to break even. The bulk of the costs are with the Panel and these are the same be there 60 or 100 entries. It was noted that the Awards Dinner in Christchurch was a more expensive option than other centres, but should attract a greater participation by South Island members.

May Financial Report - it was noted that the financial report now included the projections until the end of the financial year. The forecast was for a surplus of \$16,000 which was ahead of budget and a much sounder situation than in previous years.

**5. Executive Officer Report**

Promotional Activities

The short version of the Simply the Best DVD would be promoted in the June newsletter.

The Canterbury Branch would represent Olives NZ at the national Chefs Conference in Christchurch and it was agreed that this was a great initiative.

It was agreed that Olives NZ invest in two pull-up banners at a cost of \$169 each plus graphics work at \$65 each, with the funding coming from the OliveMark promotional account. These would be available for internal/external marketing and by branches..

Harvest

The update on data provided by processors is shown on the following table.

Region	Average	Best
Northland	16%	22%
Auckland	16-18%	23%
Bay of Plenty	15-16%	20%
Hawke's Bay	16-19%	22%
Kapiti	14%	
Waiheke Island	18%	21%
Wairarapa	14-16%	18%
Marlborough	10-14%	19%
Nelson	12-14%	21%

There was discussion on the use of NIR to determine when to harvest and the use of processing aids. John A said that Matapiro was using the NIR service with good success, For example, Frantoio was initially 30% oil to dry matter and then 44%, with this increasing yield from 15-16% to 20%. The results also enabled Matapiro to provide directions to the processor on the use of enzymes. There was discussion about the potential for a co-operative to buy an NIR scanner (approx cost \$40,000).

#### Certification

An update on samples received for certification is shown on the following table.

Region	2013	2012
Northland	3	9
Auckland	6	22
Waiheke Island	1	3
Bay of Plenty	5	3
Hawke's Bay	4	13
Kapiti		2
Wairarapa	8	28
Marlborough		3
Nelson		9
Canterbury		2
Central Otago		1
<b>Total</b>	<b>27</b>	<b>95</b>
Failed EVOO		11
Total EVOO Litres		42,120

#### Awards

The draft documentation was discussed. The proposed Facilitator/Scrutineer and Judges were approved. The 2013 Awards would be formally announced in July as many growers were currently occupied with harvesting.

### **6. Business Plan**

#### Focus Grove

John D advised that he was checking with the trial participants what fertilisers had been applied so that Rob de Borst from Mantissa could make appropriate recommendations. John D said that once harvest was completed there needed to be discussion on pruning plans.

#### Marketing

David advised that Cindy Millar was working on a draft social media programme for presentation to the Executive.

### **7. General Business**

Nil

There being no further business the meeting closed at 8pm.

#### New Members – for information

Neil & Melvne Surtees, Whakatane

Andy Cross, Kapiti

Max Hayward, Northland

Maria Roddick & Averil Coxhead, Kapiti

Alec & Anne Webster, Kapiti

**NEXT MEETING – Wednesday 17<sup>TH</sup> July (teleconference)**