

OLIVES NEW ZEALAND
MINUTES SYNOPSIS OF EXECUTIVE MEETING
WEDNESDAY 20 MARCH 2013
TELEPHONE CONFERENCE
7- 8 PM

1. Present

Andrew Taylor (President), John Arthur (Vice President), Craig Leaf-Wright (Treasurer), John Dunlop, Bob Marshall, Tony Millar, Gayle Sheridan (Executive Officer)

2. Apologies

Allan Frazer

3. Reviews

| | Conference | Dinner | Processors | Field Day |
|-------------------|------------|-----------|------------|-----------|
| Attendees | 59 | 41 | 31 | 31 |
| Presenters | 6 | 5 | 1 | 2 |
| Exhibitors | 10 | 5 | 0 | 3 |
| TOTAL | 75 | 51 | 32 | 36 |
| 2012 | 95 | 73 | 50 | n/a |

14 people attended the Advanced Processors only and 2 people attended Field Day only, which is they did not also attend Conference. This made a total of 91 attendees for the weekend.

Summarised feedback from the Conference and Processors Course Evaluations received had been emailed out to the Executive. All respondents were Very Satisfied with the organisation of both Conference and the Processors Course and the vast majority satisfied with the content of both. Only one respondent preferred a 2-yearly Conference, everyone else indicated an annual Conference and all indicated this to remain on weekends.

There was consensus by the Executive that all of the events over the weekend had been extremely successful and this was supported in the formal evaluations received and the informal feedback. The only issue is how to get an even greater attendance as those not attending are really missing out.

The GEA Happy Hour and Conference Dinner provided excellent opportunities for informal networking. It was suggested that a formal seating plan for the dinner would encourage more mixing. The exhibitors had set up very good displays and their participation and support is appreciated.

Conference – the topics were timely and relevant and all of the Speakers gave excellent presentations.

Processor Course – a very in-depth and informative presentation by Pablo Canamasas, who is obviously a world renowned expert. The presentation was extremely informative with excellent advice on how to measure and adjust for maximum quantity and premium quality. The only challenge was fitting the content into one day, which was exacerbated by a late start and too many questions during the presentation. It was suggested that over-viewing the full weekend programme on day one would clarify the timetable. It was also suggested that we should invite Pablo again and ask him to contextualise his presentation to the NZ environment.

Simonovich Field Day was a great success with the tours of their facilities and grove, hand on demonstrations and amazing catering. It had been assumed that the event would be over by early afternoon especially given the weather. However people did not want to leave!

Noted that in March 2014 there will need to be the AGM and should this coincide with another Conference? A decision on whether to have another Conference in 2014 or 2015 was not needed until October and it was suggested that Regional Chairs should canvas their regions on preference.

A number of people had completed the Training Survey and the results would be available for the April meeting.

5 Promotional DVD

The launching of the promotion DVD *NZEVOO – Simply the Best* was very successful and thus far only positive feedback had been received. Attendees had been advised that it is possible to customise the DVD at a cost and this will be promoted in the newsletter. The DVD is viewable from the Olives NZ website and copies are available free to members.

While there will be logistics with people using the DVD at markets it will be well worthwhile.

There had been feedback on how impressive it was to see the chef endorsements.

6 Other Business

It was agreed that John Arthur approach suppliers of talc and enzymes and ask if they will become sponsors, then the Executive Officer can email them out their flyer or contact information to either all members or just the processors. This could also be promoted in the April newsletter.

David said he would like to acknowledge the great job done by Gayle in organising the Conference weekend. There was general consensus on this.

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

FOR INFORMATION

New Members:

| | | |
|--------------------------|----------------------------|------------------------------------|
| Elizabeth & Ian Fletcher | Boundary Gardens | Wairarapa (ex McCafferty property) |
| The Olive Press | | Wairarapa (Associate Members) |
| Rod Lingard | Il Falcone Investments Ltd | Wairarapa |
| Skeltons Ltd | | Northland (Associate Members) |
| André Esterhuizen | | Canterbury |

NEXT MEETING – WEDNESDAY 17 APRIL (Teleconference)