

OLIVES NEW ZEALAND  
MINUTES SYNOPSIS OF EXECUTIVE MEETING  
WEDNESDAY 15 MAY 2013  
TELEPHONE CONFERENCE  
7 PM – 8.15 PM

**1. Present**

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

**2. Apologies**

Allan Frazer (comments had been provided to several items in Executive Officer's report)  
Andrew had apologised he would be a little late so John Arthur chaired this meeting

**3. Minutes of the April Meeting**

Matters Arising

Packaging Review – the report from John Arthur had been distributed with the Agenda Pack. John said that no substantial research had been done on packaging and Australia had been unsuccessful in funding bids for the same. John recommended the status quo in regards to packaging specifications in the OliveMark Licence Agreement but with the suggestions in the report promulgated. It was agreed that because there was no definitive research to suggest any issues there was no justification for any changes.

Action Point

Executive to review packaging standards ahead of 2014 Certification.

**4. Financial Report**

Noted that forecast income for the next quarter was conservative but there was a good level of funds in the bank and the surplus situation was tracking well.

Action Point

Andrew joined the meeting.

**5. Executive Officer Report**

Gayle spoke to her report which had been circulated.

Membership – despite having 9 memberships terminated membership was 12 ahead of 2012. Several members had re-categorised as Associate Members and would have to upgrade their membership if they wanted to participate in Certification.

Promotional Activities – the draft of shortened version of the promotional DVD should be completed this week. This would be more generic and focussed on NZ EVOO and the OliveMark rather than the chef endorsements of specific brands. The signature/shelf talker block has been updated and the availability will be promoted to members via the newsletter.

Sponsorship – only Rob de Borst of Mantissa had responded to the email about lifting the cap on Silver Sponsors. Rob's only concern was that there should not be duplication of sponsors in the same level. It was therefore that the cap should be removed and any future requests should be referred to the Executive.

Certification – 2013 documentation had been emailed to all grove members. No samples have been received to date. There had been only one response to the email to large brand owners about a tiered Royalty Fee.

Harvest – average yields reported in Northland and Auckland were 16-18% with the best reported up to 22-23%. Andrew said he had received positive feedback on yield and flavours. There was much more fruitiness, robustness and bitterness than 2012 which was showing great potential for some excellent oils. Rain in Northland had caused disappointment and Anthracnose had been a problem – some groves could not be harvested. Andrew said some oil had been quite opaque which he thought was a result of the rain. Andrew raised the level of some processing charges was an issue for growers in the north. At \$1 per kg this would knock on to potential for bulk oil sales. He said the processing investment/cost was a concern for Olives NZ on behalf of its members. David agreed that processing investment was a regional issue – investment in infrastructure was required and there would not necessarily be a profit return on the capital. Tony said that profit need to be reserved until the end of the production chain rather than all of the middle men taking their cut. Craig said this was an economic issue for growers and the co-operative model that he is involved with does not offer preferential rates to share holders. John A said there was an issue with the capacity of presses available and running costs. Accordingly the co-operative model had not worked in Nelson. Andrew said the under investment will adversely impact on the industry and this needs to be communicated to members. John D suggested the underperformance of grove production was contributing to the issue. Andrew asked Tony if he would be prepared to do a review of pre-season expectations and post season outcomes on his experience with commissioning a new press as this would be of great interest to members.

Awards – Allan and Gayle were working on 2013 Awards and would have documentation and recommendations for the June meeting. It was agreed that the main categories remain the same; Boutique 30-99 litres, Commercial 100 litres and above. This will be reviewed again ahead of 2014 Awards.

Export Opportunities to China – Gayle advised that she has been receiving ongoing contact from people interested in exporting NZ EVOO to China and from people interested in importing into China. There was a perception that NZ EVOO was of the best quality and there were no tariffs on NZ imports. She had two recent serious approaches, one of which resulted in Andrew and herself meeting with a visiting delegation this morning. Gayle said whilst initial expectations in relation to volumes could not be met, the delegation were still interested in how Olives New Zealand might manage a response. She said that a regional response might fit with their requirements and she would follow up with the delegation on how Olives NZ might work with them. Andrew said that the delegation was accepting the NZ industry was boutique and focussed on quality and there was a premium in pricing. He said that Te Mata Estate had also given a brief presentation which had a similar message about their wines. Andrew said the delegation had also indicated an interest in investing in infrastructure to see the olive industry expanded.

Craig exited the meeting.

## **6. Business Plan**

### Focus Farm Project

John D said there was a need to keep records of the crops being harvested from the pilot blocks. He said there seemed to be already a positive correlation of crop size to spraying programmes. After harvest the next key process would be fertiliser application in accordance with the Mantissa guidelines.

Andrew said that a timeline needed to be developed for the next SFF application for the Focus Farm Project. He reminded that Plant and Food had offered assistance. John D said the key issue with the application was the lack of cash contribution and perhaps assistance from Plant and Food may reduce the costs of the project.

Marketing

David said that in addition to the items covered off in the Executive Officer's report, he was working with a member who would be putting forward a social media proposal for Executive consideration.

**7. General Business**

It was noted that Allan had advised he would be away from August until November.

There being no further business the meeting close at 8.15pm.

**NEXT MEETING – Wednesday 19<sup>TH</sup> June (teleconference)**