

OLIVES NEW ZEALAND
MINUTES SYNOPSIS OF EXECUTIVE MEETING
WEDNESDAY 11 SEPTEMBER 2013
TELEPHONE CONFERENCE 7PM – 8.20PM

1. Present

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

2. Apologies

Allan Frazer

3. Financial Report

Craig noted that the out-turn of Certification and Awards will not be apparent until the end of October when all charges are processed. The forecast for the end of the financial year was \$34,000 surplus.

DPI had informed that GST has incorrectly been charged and would be refunded for 2013. This would be approximately \$1200.

4. Executive Officer Report

Awards

75 entries had been received from 46 members. The entries have been sent to Massey University and will be coded by the Facilitator/Scrutineer. There were only 8 entries in Boutique with the balance being in Commercial.

A press release on the entries had been done and resulted in publication on Scoop and in at least one regional newspaper.

Media coverage on the Awards & interviews with Sue Langstaff have been arranged with the Herald, DomPost, the Press, Radio NZ & Orchardist. Other publications are being pursued.

Certification

A total of 139 samples have been received for Certification with 64 OliveMark Licence Agreements. Only two members had chosen not to sign the Licence Agreement.

5. General Business

Marketing

David reported on the proposal he had received in relation to social media.

OliveMark

David said that a member had suggested making the use of the OliveMark compulsory as a condition of certification. There was also a suggestion of looking at levies again but this had proved divisive previously.

Succession Planning

There would be an article in the newsletter on the forthcoming Vice President vacancy and future President vacancy.

Regional Visits

Andrew outlined the program of regional visits for Sue Langstaff. These were going to be an excellent opportunity for members to meet her and to share tasting of their new seasons oil.

There being no further business the meeting was declared closed at 8.20pm.

New Members

Peter & Kay Goldfinch, Martinborough Val Hopperus, Axis Industrial Ltd, Auckland

NEXT MEETING – Wednesday 16th October (teleconference)