

	<p>Conference 2013 Saturday 16th & Sunday 17th March 2013 Taking Control of the Four P's Productivity + Processing + Promotion = Profitability</p>	 <small>GEA Westfalia Separator NZ Ltd.</small>  <small>THE AGRICULTURAL AND MARKETING RESEARCH AND DEVELOPMENT TRUST</small>
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Welcome from Olives New Zealand

The Executive of Olives New Zealand extends a very warm welcome and invitation to you for Conference 2013. Our Conference Programme is based on feedback from the 2012 Conference and the areas identified by the Executive as critical for the success of the New Zealand olive growing industry. That is; **Productivity, Processing and Promotion**, which should result in **Profitability!**

Saturday will focus on **Productivity and Promotion**. We need to get olive crops increased to a world standard size and be able to maintain this crop load on an annual basis. We also need to raise awareness about the excellence of New Zealand EVOO and have the public insisting on the local product rather than buying inferior imported products.

Sunday will offer two options; hands on **Productivity** at Simunovich Olive Estate or **Processing** at the Sudima Airport Hotel. You will be spoilt for choice with the two options so if two or more of you are coming to Conference, the suggestion is you split up so that you can cover off both options.

At Simunovich Olive Estate there will be a wide range of exhibitors who can advise on and demonstrate the equipment and products you need to increase your **Productivity**. There will be workshops in the olive grove with hands-on tutorials (e.g. pruning, harvesting equipment, spraying). You will also be able to see how Simunovich has diversified their olive product range. A pre-booked bus will run to Simunovich in the morning and return to the hotel and airport at the end of the day.

The Advanced **Processing** Course at the Sudima Hotel will focus on how best practice processing will give you the best quality and quantity of oil from your olives. This course is an absolute must for anyone with an olive press or looking to buy one, and is also important for growers to learn how processing practices impact on their product.

The excellent Presentations and Exhibitors will extend your knowledge of the olive industry and give you some good pointers for improving the performance of your olive grove and the quantity and quality of your oil.

The Sudima Auckland Airport Hotel is Qualmark Five Star rated and has excellent facilities. The airport is 5 minutes away with a free courtesy coach plus free car parking at the hotel. Their catering is of a very high standard and the hospitality was well enjoyed by the 2012 Conference attendees.

There will be a Happy Hour on the Friday evening, hosted by GEA Westfalia and will be a great chance to catch up with old friends and make some new ones. The Conference Dinner on the Saturday night will give you the chance to discuss the presentations and also relax and unwind.

We look forward to you joining us in Auckland on the weekend of 16th and 17th March – spoil yourself with an enjoyable weekend away from home before Harvest 2013 starts!



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THE AGRICULTURAL AND MARKETING
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PROGRAMME - DAY ONE SATURDAY 16TH MARCH (Sudima Auckland Airport Hotel)

8:30-9:00	Registration Coffee and tea available – Visit our exhibitors	Gayle Sheridan Executive Officer
9:00-9:30	Welcome and House Keeping <i>Future Direction of Olives New Zealand</i>	Andrew Taylor President-Olives New Zealand
9:30-10:30	Reality vs Romance <i>Tree Husbandry Principles</i>	Stuart Tustin Plant & Food Research
10:30-11:00	Morning Tea - Visit our exhibitors	
11:00-11:30	The Focus Farm Project	Bob Marshall Olives NZ Executive
11:30-12:30	The Olive Grove Production Cycle	Sjef Lamers Sustainable Nutrition
12:30-1:30	Lunch - Visit our exhibitors	
1:30-2:30	Plant Pathology and Diseases Managing Pests	Ian Harvey PLANTwise Services Ltd
2:30-3:00	Nutrition	Rob de Borst Mantissa Corporation
3:00-3:30	Canopy Management	Stuart Tustin Plant & Food Research
3:30-4:00	Afternoon Tea	
4:00-4:30	Olives New Zealand Marketing Strategies	David Walshaw Olives NZ Executive
4:30-5:00	Questions and Answers	Andrew Taylor
7:00- late	Conference Dinner Dress - Smart Wine will be provided on each table with beer and juice also available. However, there is a fixed budget and then a bar tab will operate. 😊	



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PROGRAMME - DAY TWO SUNDAY 17TH MARCH 2013

Field Day - Simunovich Olive Estate, Bombay

Simunovich Olive Estate is the largest olive grove in New Zealand with approximately 40,000 trees and has diversified its business to include an extensive range of well respected skin care products and a fine dining restaurant. The Field Day will include the opportunity to tour the olive grove and skin care facility as well as for exhibitor displays, hands-on tutorials (e.g. pruning, harvesting equipment, spraying), in-grove discussions...

This will be a great day out and a unique opportunity to see the offerings from key suppliers to the olive industry.




Full catering will be provided during the day.

A bus will leave the Sudima Auckland Airport Hotel at 8.30am and will then depart from Simunovich Olive Estate at 4pm back to the Hotel and Airport.

Or

Advanced Processor Course with Pablo Canamasas - Sudima Auckland Airport Hotel

8:00-10:00	Welcome and Overview Efficient Mill Design Fruit Handling
10:00-10:30	Morning Tea
10:30-12.30	Crushing and Malaxing Processing Aids
12:30-1:30	Lunch
1:30-3:00	Separation Storage
3:00 -3:30	Afternoon Tea
4:00-5:00	Plant Sanitation and Maintenance Managing Milling By-Products Summary Questions and Answers

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Our Presenters

Stuart Tustin

Stuart Tustin is a Science Group Leader with Plant and Food Research with responsibility for Crop and Fruit Production Systems and Sustainable Production. His research activities have included physiological and environmental regulation of fruit development, productivity of tree fruit crops, intensive orchard production systems, regulation of fruit quality, orchard canopy architecture and planting systems design. In his morning presentation Stuart will pose and answer the question “Tree Husbandry Principles – reality vs romance?”. In the afternoon Stuart will discuss Canopy Management; why/how/when to prune and grove hygiene.

Bob Marshall




Bob Marshall is the Regional Chair for Hawke’s Bay and he holds a position on the Olives New Zealand Executive. Bob and his partner Shona own a small olive grove, which is part of the Focus Grove Project. Bob has a ‘real’ job as Research Professor with the Eastern Institute of Technology. His specialist field is biomechanics – the mechanics of the human body and motion. Bob will overview the Focus Grove Project - why it was established, who is involved, the objectives and how these will be achieved and disseminated.

Sjef Lamers

Sjef Lamers is the Principal of Sustainable Nutrition, a company offering a comprehensive multidisciplinary range of expertise, which enables the firm to undertake projects in agriculture, horticulture and other land based resource management. His work with the olive industry has included nutrition, soil, climate and site selection. Sjef will cover the Olive Production Cycle including physiology for olive fruit production (growth, flowering and pollination, fruitset and fruit development) and influences in the production cycle (climates, pests, diseases, deficiencies and tree management).

Ian Harvey

Dr Ian Harvey set up PLANTwise Services Ltd in 1997 to provide independent plant health advice and consultancy, utilising 30 years of experience in government service as a background. Ian will look at the major diseases affecting olive trees (Peacock Spot, Anthracnose, Cercosporiose), and pests (birds and scale). Ian will discuss how to prevent, how to detect and treat, including the importance of with-holding periods.

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Rob de Borst

Rob de Borst is Managing Director of Mantissa Corporation, which offers a comprehensive range of plant health products, including micronutrients, plant stress compounds, adjuvants, growth stimulants, pesticides and phyto sanitary products. Rob will look at the importance of olive tree nutrition; why, what to use, when and how.

David Walshaw

David Walshaw and his wife Helen own Kapiti Olives, a very successful reasonable sized olive grove on the Kapiti Coast. After three years on the Olives New Zealand Executive, David has been co-opted back on to the Executive to lead the Promotions and Marketing Strategy. The vision is **People clamouring to buy New Zealand Extra Virgin Olive Oil**. David will outline the activities planned to raise consumer awareness about the excellence of New Zealand Extra Virgin Olive Oil and the importance of the OliveMark.




Pablo Canamasas

Pablo Canamasas is among the world's most knowledgeable experts in olive oil production and quality. He is the oil production technical manager of Australia's largest olive oil producer, Boundary Bend Limited (owner of Cobram Estate).

Pablo manages Boundary Bend's oil production and post-harvest oil quality. He is responsible for all matters related to olive oil chemistry and organoleptic quality. He is also on the company's taste panel, ensuring that only the best oils are used and that their flavours are consistent from year to year. Pablo has extensive knowledge on how to maximize profitability and quality by adjusting processing variables.

Prior to joining Boundary Bend in 2002, Pablo spent six years working in the Argentinean olive industry. Pablo's education includes a degree as an agricultural engineer specializing in olive oil production and oil quality. He went on to pursue a post-graduate Superior Course of Specialization in Oil Production and Table Olives in Jaen, Spain. During this course, he extensively studied and researched oil production techniques & oil quality (chemical and organoleptic) production. He established and has maintained strong ties with the most important olive researchers in Spain and Italy, and is constantly updating his technical knowledge. Due to his vast knowledge and expertise of the global olive industry, Pablo's role has provided technical advice to olive oil processing plants throughout Australia and overseas.

Olives New Zealand is fortunate in being able to bring Pablo to New Zealand for the Advanced Processors Course.

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GEA Westfalia Happy Hour

GEA Westfalia will host a Happy Hour on Friday evening starting at 7pm and we are most appreciative of their support. You may then wish to have dinner in the hotel restaurant.

Conference Pack

There will be a satchel for each attendee which will contain a Conference booklet with copies of presentations, an attendee list, etc. You can collect this at the Conference Registration Desk.

Exhibitors

There will be plenty of opportunities throughout the Saturday to visit with the exhibitors and see what their latest offerings are. This will be a great opportunity to see key suppliers to the industry in a central location. There will be a larger display of equipment at the Field Day at Simunovich Olive Estate on the Sunday.

Conference Dinner




Join us for the Conference Dinner starting at 7pm on Saturday 16th. A fabulous menu has been planned and the price includes your beverages (beer, wine, juice) for the first two hours. The Conference Dinner is a great opportunity to meet other growers and industry people, network and tell 'stories'.

Accommodation

We will happily collate your accommodation requests and pass on to the hotel to action. The room rate is \$150 for either a king bed or two double bed suite.

Transportation to Simunovich Olive Estate

For those going to Simunovich Olive Estate for the Field Day on Sunday, a coach will run from the hotel and return at the end of the day back to the hotel and also the airport. You must pre-book and pay for this with your Registration.

	<h2 style="margin: 0;">Conference 2013</h2> <p style="margin: 0;">Saturday 16th & Sunday 17th March 2013</p> <p style="margin: 0;">Taking Control of the Four P's</p> <p style="margin: 0;">Productivity + Processing + Promotion</p> <p style="margin: 0;">=</p> <p style="margin: 0;">Profitability</p>	 <small>GEA Westfalia Separator NZ Ltd.</small>  <small>THE AGRICULTURAL AND MARKETING RESEARCH AND DEVELOPMENT TRUST</small>
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REGISTRATION FORM

Company Name: _____

Preferred Email _____ **(OK to include on Attendees List – Yes/No)**

Please list attendees and tick the sessions they wish to attend:

Attendee Name	Saturday 16 th Conference	Sunday 17 th Processors Course	Sunday 17 th Field Day

Registration Fees Payable	Fee per Person (inc GST)	No. Attending	\$
Saturday 16 th - Conference	Members @ \$150 Non-members @ \$300		
Sunday 17 th – Field Day at Simunovich - Bus Travel to Simunovich	Members @ \$150 Non-members @ \$300 \$40 per person return		
Sunday 17 th – Processors Course	Members @ \$250 Non-members @ \$400		
TOTAL REGISTRATION FEES			\$

Saturday Evening Conference Dinner

Number attending _____	@ \$ 85 per person	\$
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Total Payable (Registration Fees + Conference Dinner) = \$ _____

Please post this Registration Form & cheque (payable to Olives New Zealand) for Total Payable to: Olives New Zealand, PO Box 28140, Havelock North 4157.

Alternatively, email the form to admin@olivesnz.org.nz and deposit the Total Payable to: ASB account 123157-0113576-00 and show your surname in the Reference field. A GST Invoice/Receipt will be emailed once payment has been processed.

Accommodation Request (this will be passed on to the Hotel)

Arrival Date	Departure Date	No. of Rooms

REGISTRATIONS CLOSE 15th FEBRUARY 2013 – REGISTER NOW!