



## 2013 Certification Purpose and Procedures

### PURPOSE

The Purpose of the Olives New Zealand Certification Programme is:

1. To provide producers and marketers of New Zealand olive oil with a “standard” method for establishing that their oil is of extra virgin quality, as defined by the International Olive Council (“IOC”), and that the oil also meets the higher quality standards established by Olives New Zealand (Olives NZ).
2. To provide consumers with assurance that the oil they purchase is in fact of New Zealand origin and of extra virgin quality.
3. To provide producers and marketers who meet the certification standard with a means of distinguishing their products in the marketplace by the use of the Olives New Zealand trademark – the “OliveMark”.

**Note: To use the OliveMark (shown above) you must enter into a licensing agreement with Olives NZ that regulates the use of the OliveMark, and pay the appropriate annual licence fee.**

### PROCEDURES FOR THE 2013 CERTIFICATION PROGRAMME

#### Olives New Zealand Executive Officer

The Certification Programme is now a one-stop shop administered by the Executive Officer of Olives New Zealand.

All applications are to be made to the Executive Officer who will follow the following procedures:

1. Check that the applicant is a financial member, the application is complete and the appropriate fee has been paid. Details of the application will be entered into the Olives NZ database.
2. Batch up submissions and send to the Department of Primary Industries Oil Testing Service, New South Wales, Australia for chemical assessment by Near Infrared Spectroscopy (NIR) and organoleptic (sensory) assessment by their IOC Panel.
3. Receive back the results and communicate these by formal notification attached to an email to applicants. The results will also be entered into the Olives NZ database.

The results are **confidential** between you and the Olives NZ Executive Officer.

**Note: Should an application be incomplete or the full fee not paid, the Executive Officer will contact the applicant and the application will not be processed until the situation is rectified.**

#### Applicants

Applicants will require the following forms, which can be downloaded from the Olives New Zealand web [www.olivesnz.org.nz](http://www.olivesnz.org.nz) :

- Request and Authorisation For Certification Assessment of Olive Oils
- Certification OliveMark Licence Agreement

To apply for Certification for 2013 applicants must send to Olives New Zealand:

1. Completed Request and Authorisation For Certification Assessment of Olive Oils<sup>1</sup>
2. Completed Certification OliveMark Licence Agreement<sup>2</sup>
3. Two x 250mL labelled bottles of each oil to be assessed (see Sample Bottles below)
4. Separate label for each oil for retail products (for Olives New Zealand records)
5. A cheque payable to Olives NZ for the requisite Certification fee per oil and the OliveMark Licence Agreement fee OR alternatively payment may be made by direct credit. (see 2013 Fees below).

On advice that oils meet Certification requirements, OliveMark stickers can then purchased from Olives NZ. They may also, by prior arrangement with Olives NZ, be printed on your label and a royalty fee paid per label. Please contact the Executive Officer for further information.

<sup>1</sup> Quantity of oil by batch must be shown on the Request and Authorisation form. Once this has been processed, changes to batch numbers and quantity will only be considered on receipt of a copy of the processor's record or invoice to support that change.

<sup>2</sup> Note: 1. An OliveMark Licence Agreement is not required if you will be selling your total oil to another person for them to bottle and resell  
2. In the unlikely event that none of your Oils meet Certification requirements, the OliveMark Licence Fee of \$57.50 will be refunded

## OTHER INFORMATION

### Certification Period

Oils may be submitted for assessment from 1 May 2013. They will generally be batched into boxes of a minimum of 12 bottles and sent to Australia. However samples will not be held for longer than 2 weeks by Olives NZ before sending to Australia.

**Note that 9 August is the final date for submissions to ensure results are received back in time to enter the 2013 Olives New Zealand Olive Oil Awards.**

Assessments required after 9 August may incur an additional freight charge because the majority of oils will have been tested and therefore subsequent shipments will be more costly per bottle sent.

### Chemical Assessment

The chemical analysis carried out will test for the Free Fatty Acid level (FFA) and Peroxide Value (PV). This chemical analysis must show that the oil contains less than zero point five percent (0.5%) FFA and has a PV of less than 15.

### Organoleptic (Sensory) Assessment

The IOC criteria are used for the organoleptic (sensory) assessment. Oils must be free from any defects that give characteristic flavour taints. These are fusty / muddy sediment, musty, rancid, winey vinegar, metallic and 'other' that can arise during processing and storage. Oils must also have the positive attribute of fruitiness.

To meet the IOC and ONZ Certification standards for extra virgin status:

- The median of the defects must be 0
- The median for fruitiness must be more than 0

While the levels of bitterness and pungency are also noted, they do not change the status of an oil. The oils are assessed for the absence of defects and the presence of fruitiness, the required desirable attribute. It is very important to note that the sensory panel is only responsible for classifying oils and does not assess or comment on their aroma or flavour characteristics.

In New Zealand the major defects are likely to be caused by frost damage to fruit or from the contamination caused by vegetation water in the oil or through poor hygiene. These cause flavour taints that are noted in the 'Other' category. Should an oil fail sensory assessment, you can apply to the Executive Officer for it to be re-assessed for a fee of \$175 incl. GST per oil paid in advance. Should the oil then pass, the re-assessment fee will be refunded in full.

### Sample Bottles

Because the bottles are to be sent to Australia for assessment, it is necessary that they are of uniform size for safe packaging. Thus the only acceptable bottles are 250mL – Marasca, Dorica or Aromatica.

Care needs to be taken when oil samples are prepared for submission as poor techniques can lead to oils not meeting the certification requirements. For advice on preparing the samples see Appendix One – Olive Oil Sampling Guidelines.

### Labels

The retail label **must**:

- meet the required New Zealand Food Safety Authority standards
- have the month of pressing and a "Best Before" date of not more than 2 years after the oil was pressed
- have a batch number.

See Appendix Two – Extra Virgin Olive Oil Label Guidelines for more information.

A temporary label may be submitted provided that it contains all of the information that will be on the final label.

### 2013 Fees

The cost of certification is \$242 incl. GST for each oil submitted.

The cost for the OliveMark Licence Agreement is a one-off annual fee of \$57.50 incl. GST.

*For example, the total for oil assessment & Licence Fee is; one oil = \$299.50 inc GST, two oils = \$541.50 inc GST, three oils = \$783.50 inc GST, four oils = \$1025.50 inc GST, etc*

Cheques should be made payable to Olives New Zealand Inc OR you can pay by Direct Credit to ASB 123-157-0113576-00. Please put your name in as the Reference.

A GST invoice will be emailed to you for your records.

### Buying/Selling of Certified EVOO

If you are buying in certified EVOO from another grower and you wish to use the OliveMark for this oil then you must:

1. request the seller to advise Olives NZ the variety and quantity being sold
2. complete a Licence Agreement, pay the fee and provide a front and back label for the oil to Olives NZ (if you have not already done so).

Olives NZ can then issue you with a new Certification Certificate for the oil under your brand name if you require this.

If you have any questions or problems please contact:

Gayle Sheridan – Executive Officer: [admin@olivesnz.org.nz](mailto:admin@olivesnz.org.nz) or Ph 06 877 1447

## Appendix One – Olive Oil Sampling Guidelines

Any sample taken for analysis must be representative<sup>3</sup> of the product that is filled into bottles for retail sale and must also be protected from damage so that the results obtained for the sample are a true indication of the quality of the oil.

Where all of the oil to be analysed is stored in one tank then the oil will be homogenous and the samples for analysis can just be drawn off directly from the tank. Where the oil is held in more than one tank then a weighted average sample will be required. For example, if the oil is held in three tanks containing 500, 300 and 200 litres of the oil to be analysed then sub samples will need to be drawn off from the three tanks in the ratio 5 : 3 : 2. That is, sub samples of 250, 150 and 100mL would be drawn off from the three tanks respectively, combined and mixed well prior to bottling the 2 x 250 mL samples for analysis.

For Olives NZ Certification, two 250mL samples of oil are required. Both bottles are sent to Olives NZ; one is then sent to Australia for analysis and the other is retained and stored by Olives NZ.

### Containers for Chemical Analysis Samples

Please use standard 250mL dark glass bottles (Marasca, Dorica or Aromatica only) and caps.

### Procedure for Sampling

- The samples should be taken in the same manner as retail bottles, ensuring that the tap is adequately flushed (at least 15mL of oil is run out of the tap and discarded) before the sample container is filled. Oil that remains in the tap from previous use is likely to be in contact with air and may have started to undergo oxidative rancidity.
- Samples must be representative of the oil that goes into the retail bottles. Ideally, there is no sediment on the bottom of the tank. If there is, take care to leave it undisturbed.
- The sample container should be filled to within approximately 1cm of the top to minimise the amount of oxygen in the container.
- If possible, flush the space in the top of the bottles with nitrogen or argon before screwing on the cap firmly.
- Protect the samples from degradation. This is done by ensuring the samples are not subjected to extremes in temperature and are protected from light. They need not be refrigerated. However they should not be subjected to high temperatures.
- Label the bottles with your standard retail label (front and back if applicable) or the temporary label so as the sample/s can be clearly identified.
- Pack the samples adequately to ensure they are protected from breakage. Use a suitable wrapping material such as bubble wrap then place in a bubble bag or box for sending by courier or post

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<sup>3</sup> Once a blend has been Certified the recipe (that is the varieties and associated percentages) cannot be changed. Any change in the recipe for a blend requires the new blend to be Certified in its own right.

Oils that are part of a blend are not deemed to be Certified in their own right. If you wish to market a single varietal it must be Certified in its own right.

Any single varietals that have been Certified as such, may be blended with prior permission from Olive New Zealand and the resulting blend considered Certified.

**FOR THE ABOVE REASONS OLIVES NEW ZEALAND STRONGLY RECOMMENDS THAT ALL OILS ARE CERTIFIED INDIVIDUALLY, WHICH THEN GIVES YOU THE FREEDOM TO BLEND AS YOU WISH AND/OR TO SELL AS SINGLE VARIETALS.**

## Appendix Two – Extra Virgin Olive Oil Label Guidelines

The New Zealand Food Safety Authority requires by law that packaged food products are labelled correctly. Below is an example for extra virgin olive oil. Note that all the following data is required unless shown in *italics*, in which case this is optional.

### Extra Virgin Olive Oil Labels

#### FRONT PANEL

Brand: (Insert Brand) EXTRA VIRGIN OLIVE OIL  
Volume: (Insert volume) e.g. 200mL / 250mL / 500mL  
Produced: *Region (optional)*  
Product of New Zealand

#### BACK PANEL

Requires a **product description**, **how to use** the product and **correct storage information**.

#### For example:

"This medium style, fruity and herbaceous oil is pressed mainly from classic Italian and Greek olive varieties. Ideal to serve with breads, drizzle over salads, meats, vegetables and pasta, or stir into soups, dressings and marinades. Store in a cool, dark place out of direct sunlight."

#### NUTRITION INFORMATION

Unless you have had a full nutritional analysis carried out on your oil, the following figures are acceptable.

Servings Per Bottle: 17 (for 250mL) 34 (for 500mL)

Serving Size: 1 tablespoon (15mL)

	Average Per Serving	Average Per 100mL
Energy - Kilojoules	520	3400
- Calories	125	830
Total fat	14g	92g
- Saturated fat	1.8g	12g
- Monounsaturated fat	10.7g	71g
- Polyunsaturated fat	1.4g	9g
- Trans fat	0g	0g
Protein	0g	0g
Carbohydrate	0g	0g
Sugars	0g	0g
Cholesterol	0g	0g
Sodium	0mg	0mg
Potassium	0mg	0mg

**Ingredients:** *(optional statement, as there is only one ingredient in the bottle) Extra Virgin Olive Oil.*

**Best Before:** \_\_\_\_\_ (18 months or up to 2 years from processing date) Note 2 years is the maximum allowed for the Olives New Zealand Certification Programme.

**Processing Date:** \_\_\_\_\_ (take a mid-harvest date or in the case of blends: if the blend contains different varieties that have been separately pressed over a period of 3 months, use the middle month as the month of pressing; if they have been separately pressed over 2 months, use the last month)

**Batch Code:** \_\_\_\_\_ (combination of characters that facilitates tracing of the product to the batch in which it was processed)

#### Company name and physical street address are mandatory

*Add telephone number; email and / or web site if you wish*

All care has been taken in preparing the above guidelines however Olives New Zealand will not accept responsibility should any of the data become out of date or incomplete. You must take responsibility for ensuring that your label meets the New Zealand Food Safety Authority requirements.

For further information go to [www.foodsafety.govt.nz](http://www.foodsafety.govt.nz)