

OLIVES NEW ZEALAND  
MINUTES SYNOPSIS OF EXECUTIVE MEETING  
SUNDAY 13 APRIL 2014  
WELLINGTON AIRPORT – ARGOSY ROOM  
9.45AM – 3PM

**1. Present**

Andrew Taylor (President), Kay McKelvie (Vice President), Bob Marshall, Allan Frazer, John Dunlop, Gayle Sheridan

Andrew welcomed those present to the meeting and especially Kay being her first meeting. Andrew said he was looking forward to the contribution that Kay would make to the Executive.

**2. Apologies**

Craig Leaf-Wright, Tony Millar

**3. Financial Report**

Andrew said that the financial report had been circulated and there was nothing untoward to report.

**4. Executive Officer Report**

Gayle spoke to her report which had been circulated.

Membership

With resignations received and non financial members terminated, membership now was 164. However previous experience was that some members would rejoin when they wanted to have their oil certified plus there would be new members joining. For example, since sending out the Agenda pack there were now two new members – David & Gillian Bate, Hawke's Bay and Murdoch James Estate, Wairarapa.

AGM

This had gone well and there was little discussion which would seem to show that members were happy with the progress and direction of the organisation.

Conference and Excursion

Both had been very well attended, with excellent feedback. The Conference Evaluations were extremely positive in relation to content and organisation. Two thirds of respondents wanted Conference to continue as an annual event. Conference ran at a small surplus and the excursion would also result in a small surplus once the refund from Tranzit was received.

Grove Census

2013 forms had been received from 82 groves and another email with the form attached had been sent to non respondents. Reasons why people should return their data would be included in the April newsletter but the close-off would have to be the end of April because returns were required to IOC and the new seasons harvest was now underway.

Certification

Generic documentation was on the website and personalised documentation had been sent to members in Northland, Auckland and Waiheke Island. The other regions would be sent their documentation over the next month or so as their harvests got underway.

### NZ EVOO Awards

The availability of all proposed judges was confirmed except the Head Judge. The draft budget showed that the Awards would require closer to 100 entries to break even. The proposed judging panel and budget were approved.

The suggestion that the Awards Dinner be held in Wellington as the bulk of entrants was central North Island was approved. This would be Saturday 4 October and Gayle was working with Allan on a suitable upmarket venue.

It was agreed that the Polyphenol results be used to direct people on which class to enter for the Awards.

### International Competitions

The Executive had previously discussed providing an incentive for our top Award winning oils to be entered into international competitions as any success would result in good publicity for the wider industry.

It was agreed that the four groves mentioned in the Executive Officer's report be approached and offered support to enter the international competitions specified. This support would also be offered to the 2014 Best in Class winners for 2015 competitions. Olives New Zealand also receives requests from international tasting panels for NZ EVOO and it was agreed that the 2014 Best in Class winners be asked if they would like to donate oil for this purpose.

### Marketing

The woven bags had been ordered and there was already interest in these from those who were aware they were coming.

The Merchandising subcommittee was working on other material. This includes a recipes calendar and recipe leaflets. It was also agreed to look at a health benefits flyer.

### MPI

MPI has added Italy to the list of countries where X. Fastidiosa is a known problem and added a mandatory testing requirement for the bacterium for olea nursery stock imports.

### Executive Officer Away

Gayle will be away in the UK from 11 May until 2 June. She will be clearing emails during that time and would continue to manage general administration.

## **5. 2014 Executive Priorities**

### Productivity

The key to productivity was the Focus Grove Project. SFF was oversubscribed and the funding request not accepted. Another funding request will be made to AGMARDT.

It was noted that an issue with successful project outcomes would be the flow on to inadequate processing facilities.

### Processing

It was agreed that the next Conference should focus on growers' expectations of processors. If possible the guest speaker could then be taken out to the regions to give specific advice to processors with the aim of improving their skills

It was noted that Conference would be best timed to coincide with the AGM in March 2015.

The Conference program would be to improve skill levels across the board and cover:

- Grove practices – harvest process, quality of fruit, transport
- Harvest timing – using NIR and timeliness of processing
- Using processing aids

- Processing differences – varietal, climatic
- Measuring outputs vs. inputs and how to effect
- Racking, filtering, storage
- Packaging and storage (including a review of plastic).

#### Marketing

There was no formal marketing strategy as this had been seen as outside the scope of Olives New Zealand but that there were ongoing promotional activities. For example, in 2013 the development of the promotional DVD and the pull-up banners and now in 2014 the merchandising subcommittee.

It was agreed that the key to marketing/promotions was empowering local growers to promote regionally.

### **6. General Business**

#### Membership

It was agreed to incentivise members to use the OliveMark by offering a free box of stickers to newcomers to Certification.

#### Certification

A document will be posted on the website clarifying the background to the current Certification system, what additional benefits were being received and that the cost was the same.

#### **NEXT MEETING**

**Thursday 19 June 2014 – Teleconference starting at 7pm**