

OLIVES NEW ZEALAND  
MINUTES OF EXECUTIVE MEETING  
THURSDAY 18<sup>TH</sup> DECEMBER 2014  
TELEPHONE CONFERENCE  
7-7.52 PM

**1. Present**

Andrew Taylor (President), Kay McKelvie (Vice President), Craig Leaf-Wright (Treasurer), Bob Marshall, Allan Frazer, Gayle Sheridan

**2. Apologies**

Tony Millar, John Dunlop

**3. Minutes of the November Meeting**

Matters arising – Introduction of Flavoured Oils to NZ EVOO Awards

The paper proposing the addition of Flavoured Oil classes to the NZ EVOO Awards was discussed. It was noted that the international norm is that the base oil must be free from defects. It was agreed that the addition of Flavoured Oils classes would give members recognition of the quality of their oils and would assist in marketing. It was noted that previously members had requested that the Awards be announced asap in October so they could get medals onto their bottles. This needs to be borne in mind and the addition of the flavoured oils to the Awards should not adversely impact on the Awards announcement.

The Executive approved the addition of two new classes to the NZ EVOO Awards for flavoured oils (Citrus, Other) for 2015 with clarified conditions of entry as discussed.

**4. Financial Reports**

Craig spoke to the November Financial Report which had been circulated. He pointed out that there was \$35,000 in cash reserves and the net profit was tracking to be \$2,887.

Craig spoke to the 2015 updated budget and pointed out that the change to Conference fees had resulted in increasing the surplus to \$7,000.

**5. Executive Officer Report**

Gayle spoke to her report which had been circulated.

Grove Census

To date 77 forms had been returned representing 40+%. It was interesting that some 20% of respondents had not harvested in 2014.

Marketing

There is currently about \$5,000 in merchandising stock which will be accounted for in the 2014 financial statements.

The Food Writers Guild had requested the March luncheon be on Waiheke Island. This has been arranged with Cable Bay Vineyard Restaurant and there will need to a minimum of 30 attendees. The menu will be based on recipes from the 2015 calendar.

It was noted that this was the first serious attempt in recent years to engage the media for OliveMark promotion and is on behalf of all members.

## **6. 2014 Executive Priorities**

Craig has expressed an interest in standing for Vice President and the Executive agreed this would be good succession planning for the President position. This would leave an opportunity for another person to be co-opted to the Executive.

### Productivity - Focus Grove Project

Andrew said he is working with Stuart Tustin on arranging a visit to Canterbury.

### Processing - 2015 Conference

Conference arrangements are progressing.

### Marketing

- see Executive Officer Report

## **7. General Business**

Nil

Andrew thanked everyone for their participation during 2014, wished them all the best for the coming year and the meeting closed at 7.52pm.

### **NEXT MEETING**

**19 February 2015 – Teleconference starting at 7pm**