

OLIVES NEW ZEALAND  
MINUTES SYNOPSIS OF EXECUTIVE MEETING  
THURSDAY 21 AUGUST 2014  
TELEPHONE CONFERENCE  
7.10PM – 8.40PM

**1. Present**

Andrew Taylor (President), Kay Mc Kelvie (Vice President), Craig Leaf-Wright (Treasurer), Bob Marshall, John Dunlop, Allan Frazer, Gayle Sheridan

**2. Apologies**

Tony Millar (absent until December), Allan (for lateness)

Andrew also apologised that he would need to leave the meeting early, it was agreed to re-prioritise the Agenda and then for Kay to take over as Chair when Andrew needed to leave.

**3. General Business**

Manzate With-holding Period

John Arthur has advised that while Manzate is not registered for olives in New Zealand, the withholding periods overseas for use on olives are; Spain - 15 days and Greece - 7 days. He noted that there is a blanket withholding period for any fungicide of 90 days in the Olives NZ food safety template. He therefore requested that Olives NZ look to reduce the withholding period for Manzate to 30 days and update the food safety template accordingly.

There was discussion about the background to the blanket 90 day with-holding period in the food safety template and the issue with getting a supplier to apply for registration of Manzate for use on olives.

It was agreed that John Dunlop do some research on the international with-holding period for Manzate and for Andrew to ask Farmlands if they would support a registration application for Manzate.

Gayle to discuss with Omnia the registered with-holding period for Spotless with olives.

**4. Executive Officer Report**

Gayle spoke to her report which had been sent out with the Agenda pack.

Gayle drew the attention of The Executive to the overload of work that is typical at this time of year for her position. When Andrew and John Arthur reviewed the position two years ago it had been agreed that the position was full time (40 hours per week) but the organisation could not afford to remunerate as such. Instead a compromise had been agreed where the base rate was increased but remuneration kept at 20 hours per week. Given that Gayle was continually being expected to do more, it was now time for this to be reviewed.

It was agreed that Andrew and Gayle carry out a review of the Executive Officer position and Andrew to bring recommendations to the October meeting.

Financial

Support by the sponsors was critical to Olives NZ and its members. It was agreed that Allan work with Gayle on revamping the sponsorship proposition for current and potential new sponsors.

Membership

Another new member had just joined taking total membership to 185 compared with 167 in August 2013.

### Focus Grove Project

The Focus Grove Project Steering Group had a teleconference meeting and agreed that the grove visits should get underway. Stuart Tustin (along with Andrew) had since visited Nelson and John said that the visit was extremely worth-while. Andrew and Stuart had scheduled to visit the focus groves in Wairarapa and Hawke's Bay (2) in September.

### Certification

The bulk of oils for certification had been sent to DPI and the total was now 163, well ahead of the last three years. However there were more than 60 samples still in the DPI queue and the results for two cartons would not come through until the week after the Awards close.

Allan joined the meeting,

### NZ EVOO Awards

The Awards information packs have been sent to all members who submitted oil for certification before the cut-off date. Emails have also been sent to those whose results would not arrive until the week after the Awards close encouraging them to enter now, pending their results being EVOO. This would also be covered off in the August newsletter.

### International Competitions

The New Zealand results in Los Angeles were very impressive and this benefited the industry as a whole.

### Marketing

Merchandising is going well. The recipe calendar has now been finalised and will be off to the printer next week, meaning copies would be available for sale at the Auckland events and the Awards Dinner.

Gayle has been doing weekly posts to the Facebook page to keep this alive and this was bringing dividends with the number of people being reached.

Gayle has worked with the Food Writers Guild on the Auckland Media Tasting Event. This was scheduled for the evening of Wednesday 24<sup>th</sup> September and the two Australian judges would be staying on an additional night to participate in this along with the Italian Head Judge. Olives NZ was underwriting this event.

Gayle has also provided assistance in the Consumer Tasting Event to be held at the NZ School of Food and Wine in September. Members had been very generous in donating oils and other products for the media and consumer tasting events and this would be acknowledged in the programme included in the hand-out packs for all attendees.

### Research

Olives NZ has contributed industry data to IOC, Flos Olei and to a Greek researcher.

Olives NZ has just received a copy of the case study on the New Zealand olive industry prepared by a Business Studies professor at a German university, to which industry data had also been contributed. The case study was well researched and presented and Gayle hoped to get permission to publish it on the website.

Olives NZ was also assisting Cornwall Park in an exhibition on the New Zealand olive industry.

### Health Star Rating System

Gayle had given an overview of the issue for EVOO with the proposed HSR. It was agreed that Olives NZ write to MPI about this and copy the Minister.

### Conference 2015

The venue for the 2015 Conference will be Auckland, probably Saturday 28 March at the Sudima Airport Hotel and then a hands-on processing course on Sunday 29 March. Dates subject to confirmation by the Guest Presenter for both days. As per other conferences Olives NZ would offer bus transport from the Sudima to the processing venue.

Andrew exited the meeting and Kay took over as Chair.

### **5. Minutes of the June Meeting**

Kay commented on the thoroughness of the minutes.

The minutes of the June meeting were accepted as true and complete.

There were no matters arising and Kay noted that the Action Points were in hand.

### **6. Financial Report**

Craig spoke to the financial report that had been circulated. He raised that the budget allowed for sponsorship contribution and any variation would impact on the projected surplus for the year.

### **7. 2014 Executive Priorities**

#### Productivity and Processing

- The Focus Grove Project and Conference 2015 had been covered off in the Executive Officer's report.

#### Marketing

- Allan advised that a meeting had been arranged with Beef and Lamb NZ in September for Andrew, Gayle and himself. The intention was to learn from their experience how to get more out of promotion especially with a limited budget, and to look at how they have created relationships and whether Olives NZ might draw on these.
- Kay said that the regional groups are quite active but that Olives NZ does not have a regional group in Northland because Oliveti has this role. She thought it would be good to share what activities Oliveti is doing.

### **8. General Business**

#### Truth in Labelling

Allan had suggested a standard question be used to ask election candidates about truth in labelling. He agreed to look at drafting something suitable.

Craig exited the meeting.

September meeting – it was noted that Gayle would send out a report on numbers for the NZ EVOO Awards and key activities (Auckland Media Tasting, Wellington Tasting Seminar and Awards Dinner) in September and a teleconference meeting would only be required if there were issues that needed to be discussed.

**NEXT MEETING: SUNDAY 5<sup>TH</sup> OCTOBER 8.30AM – 12 NOON  
JAMES COOK HOTEL, WELLINGTON**