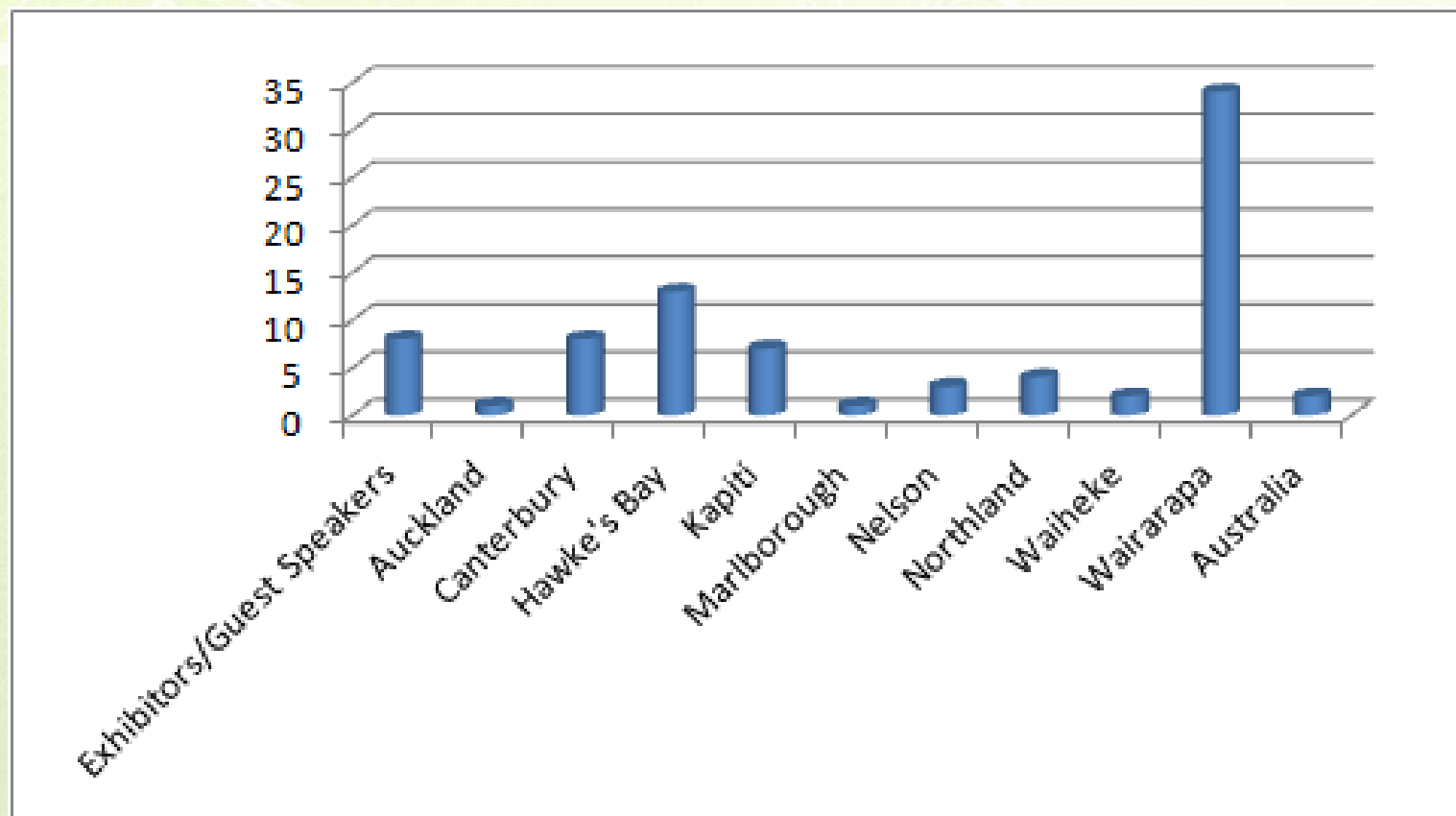


Conference 2014

Brentwood Hotel, Wellington

Saturday 22 March

Total Attendees - 80



Annual General Meeting

Previous AGM Minutes - Approved

Treasurer's Report - Approved

President's Report - Approved

Vice President Elected – Kay McKelvie

Changes to Constitution - Approved

Change to Branch Rules – Withdrawn

Presentation to Retiring Executive Members –
John Arthur & David Walshaw

Retiring Executive

John Arthur & David Walshaw with Andrew Taylor



Thanks to our Principal Sponsor



GEA Westfalia Separator NZ Ltd.

Thanks to the Exhibitors

- Silex Tools
- Mantissa
- COSPAK
- Capricorn Trading – Deltagen
- Kubota

These companies are great supporters of Olives New Zealand and their direct contribution to Conference is much appreciated.

The Attentive Audience



Marketing Principles

Richard Shirtcliffe – Tuatara Breweries



- Me!
- Tuatara – the story so far
- Business Time:
 - The Four Pillars
 - Why vs. What
 - Empathy, Creativity, Execution

Marketing Principles

Richard Shirtcliffe – Tuatara Breweries

- Execution
 - The P's
 - Collaborate or Die



An excellent presentation and thoroughly enjoyed.

Question -why does no one sit in the front row, they were standing at the back! No Billy Connolly here!

Calculating your Grove Costs

Lionel Sheridan



- Summary of Production Costs
- Tracking Options
- Overheads
- Contractors
- Materials
- Transport
- Processing
- Increasing Production

How to Sell

Retailer Perspective – David Nalder, Moore Wilson's



- We can't stock them all
- What do we consider
 - ✓ What's in the bottle
 - ✓ OliveMark
 - ✓ Awards
 - ✓ Price & Size
 - ✓ Where it's From
 - ✓ The Name and Label
 - ✓ **In-store Tasting & Support**

How to Sell

The Ladies in Waiting



How to Sell

Restaurant Perspective – Anita Sarginson, NZCA



- Educate us
- Identify the use for your products
- Packaging for kitchens
- Packaging for restaurants
- Pricing – it's a balancing act
- Consistency in supply
- Delivery & terms of trade
- Promotional activities
- Help chefs love NZ EVOO!

How to Sell

Exporting – Helen Meehan, Olivo



- Research & launch in a small geographic area
- Distributors are the key
- Never do commission
- Correct labelling is critical
- Visit your market constantly
- Do your homework on pricing
- Understand your costs
- Take into account currency fluctuations
- Show strong commitment to your chosen market
- Never give up; follow every likely opportunity; you never know!

How to Sell

Direct Selling – Shona Thompson, Aquiferra



- Markets
- Festivals
- Food Shows
- Gate Sales
- Reasons we 'direct sell'
- Advantages & Disadvantages
- Decisions
- Key Considerations

How to Sell

Lot Eight Business Model – Nalini Baruch



- The very beginning
- Strategy
- Branding
- Product, Brand, Customers
- Forecast
- The need for diversification
- Take strength from failures
- Milestones in our journey
- 2013 achievements

Marketing Principles

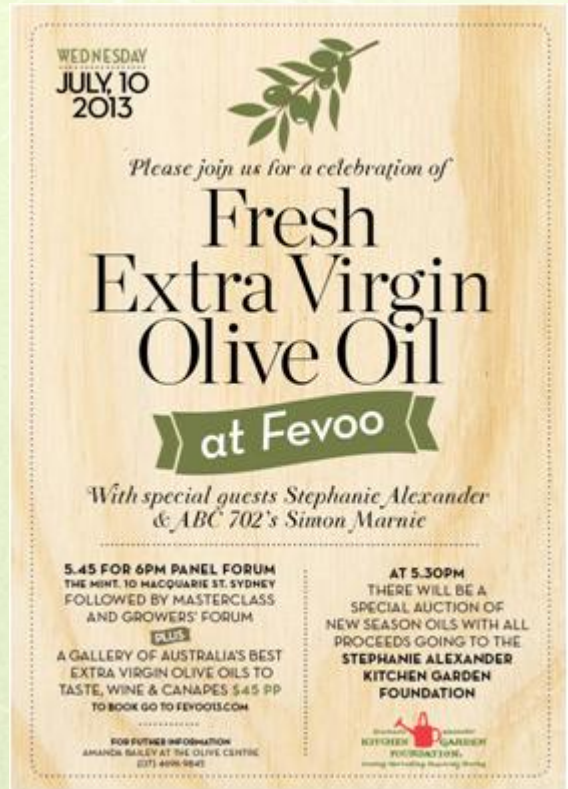
Amanda Bailey – The Olive Centre



- Marketing – what's it all about
 - Reasons we don't market well
 - The NZ consumer
 - The four P's
 - Expand your product & services
 - Promote your products
- Understanding your market
 - Top NZ brands on Google
 - Top keywords on Google
 - Twitter
 - Reputation & engagement

The Australian Scene

Amanda Bailey – The Olive Centre



- The Australian Scene
 - Trends
 - Pricing
 - Production
 - Imports & exports
 - Consumption
 - Shift to Australian olive oil
 - Sales channels
 - Packaging bottles vs tins
- FEVOO Event
 - Fresh Extra Virgin Olive Oil
 - Masterclass
 - Media Gallery & Tasting Bar
 - Media Coverage

Conference Dinner – Table 1



Conference Dinner – Table 2



Conference Dinner – Table 3



Conference Dinner – Table 4



Conference Dinner – Table 5



Conference Dinner – Table 6



Wairarapa Excursion

Sunday 23 March

50 People!

Juno Olives



Olivo



Lot Eight



The Olive Press



And that was it!

A great time had by all.