



**Olives NZ Conference 2015**  
**Saturday 28<sup>th</sup> & Sunday 29<sup>th</sup> March 2015**  
**Auckland**



GEA Westfalia Separator NZ Ltd.

## Welcome from Olives New Zealand

The Executive of Olives New Zealand extends a very warm welcome and invitation to you for Conference 2015, which will be held in conjunction with the Annual General Meeting in March. Our Conference Programme has a two-fold focus – Best Practice Processing and Product Diversification. With challenges of consistent productivity it is timely that members learnt more about Best Practice Processing and with the market being driven by consumer demand for boutique products, Product Diversification is the path which many members are contemplating if they have not already done so.

Saturday will focus on Best Practice Processing and our presenter is Rafael Muela from Spain. Rafael is a second generation olive grower and mill operator from Andalusia, Cordoba in Spain and he will cover the best practices required in processing to produce top quality extra virgin olive oil. Saturday will be held at the Sudima Auckland Airport Hotel and will start with the Annual General Meeting of Olives New Zealand.

Sunday will offer two options.

Advanced Processors Workshop – a hands-on processing course at Wells Grove Estate, Whitford and will be led by Rafael Muela.

Product Diversification will be led by Margi Kirkby from the award winning Gwydir Olive Grove, New South Wales and will focus on flavoured oils, table olives and other products. This will be held at the Sudima Auckland Airport Hotel. The workshop will include a hands-on activity making a flavoured oil. You are encouraged to bring along your own flavoured oils for blind tasting and feedback.

Olives New Zealand is also offering two additional seminars at the Sudima this weekend, subject to sufficient registrations being received. Simon Field from Australia can run a Table Olives Seminar on Friday 27<sup>th</sup> March and a Judging EVOO Seminar on Saturday 28<sup>th</sup>. These two seminars are a real bonus offering to the Conference programme. Table Olives being in response to requests from members to have a more in-depth workshop following on from Simon's seminar at 2013 Conference, and the Judging EVOO Seminar being an advanced course for our Awards Judging Panel but open to interested members who have attended an Olives NZ Tasting Seminar in the last three years.

The excellent Presenters and Exhibitors will extend your knowledge of the olive industry and give you invaluable information on ensuring quality products.

The Sudima Auckland Airport Hotel is located close to Auckland Airport and is easily accessible for those driving to the Conference. The airport is 5 minutes away with a free courtesy coach plus there is free car parking at the hotel. The accommodation is very well priced and the catering is of a very high standard. There will be a coach available to take attendees to Wells Grove Estate on Sunday and then return to either the airport or the hotel.

Join us on the Friday evening for drinks to catch up with old friends and make some new ones. The Conference Dinner on the Saturday night will give you the chance to discuss the presentations and also relax and unwind.

We look forward to you joining us in Auckland on the weekend of 28<sup>th</sup> and 29<sup>th</sup> March – spoil yourself with an enjoyable weekend away from home before Harvest 2015 starts!



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## **Our Presenters**

### **Rafael Muela**

Rafael is a second generation olive grower and mill operator from Andalusia, Cordoba in Spain. He is the Commercial Director for Muelolivia. The Muela Oil Mill focuses on quality output and has an unique and exclusive system that allows the extraction of oil without any water or heat input during the process. This is to preserve each and every one of the attributes of the olive oil. Awards received place their olive oil among the top 8 Extra Virgin Olive Oils of the World, with over sixty awards in eight different countries.

For more information <http://en.mueloliva.es/>

### **Margi Kirkby**

Margi Kirkby is co-founder and co-owner of Gwydir Grove in Moree, New South Wales, which was established in 1996. Gwydir Grove is regarded as one of Australia's leading premium olive groves and has successfully diversified into other related olive food items and accessories. Margi was one of the original members of the first organoleptic panel that was set up at the Waite Institute, University of Adelaide, trained and accredited by the International Olive Oil Council. Margi is looking forward to running the Product Diversification Workshop and has some ideas on potential uniquely New Zealand products.

For more information <http://www.gwydirgrove.com.au/>

### **Simon Field**

Simon Field is the Managing Director of Salsi Pty Ltd, a family company which produces and markets the Salsi brand of organically certified extra virgin olive oil and table olives from a 4,500 tree organic olive grove near St Arnaud, Victoria, Australia. Simon is also the organiser and a presenter for Savantes. Simon's experience and expertise were recently recognized by the leading Spanish quality association QvExtra!. The honour of the status of 'Socio Colaborador' was conferred in relation to his work in promoting high quality extra virgin olive oil through Savantes. A bonus for those who attend the Judging EVOO Seminar will be, providing they reach the required level, awarding of the Savantes Certificate.

For more information on Simon Field and Savantes see <http://www.savantes.com/index.php/new-york-2015/savantes-presenters>



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### PROGRAMME – DAY ONE SATURDAY 28<sup>TH</sup> MARCH

8:00-8:30	Registration Coffee and tea available – Visit our exhibitors	Gayle Sheridan Executive Officer
8:30-9:00	Welcome <i>Annual General Meeting</i>	Andrew Taylor President-Olives New Zealand

### *Best Practice Processing – Rafael Muela*

9am – 10am	Mill Design <ul style="list-style-type: none"> <li>• Overview</li> </ul> Fruit Handling <ul style="list-style-type: none"> <li>• Quality of fruit, transport, delivery, storage, handling and cleaning</li> </ul>
10am - 10.30	Morning Tea
10.30 – 12.30	Paste Preparation <ul style="list-style-type: none"> <li>• Washing (or not), Crushing and Malaxing</li> </ul> Processing Aids <ul style="list-style-type: none"> <li>• Using talc and enzymes to maximise extraction</li> </ul>
12.30 – 1.30	Lunch
1.30 – 3.30	Separation <ul style="list-style-type: none"> <li>• Decanter, centrifugation</li> <li>• How to influence quality and yield (calibration)</li> </ul> Storage <ul style="list-style-type: none"> <li>• Tanks, temperature, settling, draining/racking, using nitrogen</li> </ul>
3.30 – 4.00	Afternoon Tea
4.00 – 5.00pm	Plant Sanitation and Maintenance  Summary, Questions and Answers
7.00pm - late	<b>Conference Dinner</b> Dress – Smart Casual Wine will be provided on each table with beer and juice also available. However, there is a fixed budget and then a bar tab will operate. 😊

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### PROGRAMME – DAY TWO SUNDAY 29<sup>TH</sup> MARCH

***Advanced Processors Workshop with Rafael Muela at Wells Grove Estate, Wades Road, Whitford***

8.30 am	Depart Sudima Auckland Airport Hotel
4.00pm (latest)	Depart Wells Grove Estate for Auckland Airport and Sudima Hotel

***Product Diversification Workshop with Margi Kirkby at Sudima Auckland Airport Hotel***

9.00 – 10am	Welcome and Overview of the Gwydir Business <ul style="list-style-type: none"> <li>• Product range and reasons for diversification</li> </ul>
10.00 – 10.30am	Morning Tea
10.30 – 12.00	Flavoured Oils <ul style="list-style-type: none"> <li>• Infused and Agrumanto</li> <li>• Tastings of flavoured oils</li> </ul>
12.00 – 1.00pm	Lunch
1.00 – 4.00pm	Flavoured Oils <ul style="list-style-type: none"> <li>• Hands on activity</li> </ul> Table Olives Other Products Summary, Questions and Answers
4.00pm	Workshop finishes, afternoon tea available



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**SPECIAL SEMINAR - FRIDAY 27TH MARCH**

***Table Olives with Simon Field***

9.30 – 10am	Meet and greet <ul style="list-style-type: none"><li>• Morning tea available</li></ul>
10.00 – 11am	Table Olive Markets <ul style="list-style-type: none"><li>• What the markets want</li><li>• Production costs and price points</li></ul>
11.00 – 12.30	Tasting Table Olives <ul style="list-style-type: none"><li>• Formal olive tasting</li><li>• Defects</li><li>• Tasting participants' own olives</li></ul>
12.30 – 1.00pm	Pre-harvest, Harvest <ul style="list-style-type: none"><li>• Variety and selection</li><li>• Pruning for table olives</li><li>• Grove management</li><li>• Harvesting</li></ul>
1.00 – 2.00pm	Lunch
2.00 – 3.30pm	Processing Table Olives <ul style="list-style-type: none"><li>• Processing green, turning colour and black olives</li><li>• Californian style – lye treatment</li><li>• Spanish style – lye treated and natural fermentation</li><li>• Greek style – natural fermentation</li><li>• Middle Eastern – semi- dried</li><li>• Trouble shooting</li></ul>
3.30 – 4.00pm	Afternoon Tea
4.00 – 5.00pm	Packaging and Selling <ul style="list-style-type: none"><li>• Food safety</li><li>• Methods of packaging</li><li>• Brine preparation</li><li>• Pasteurisation</li><li>• Labelling</li><li>• Delivery</li><li>• Post-sale monitoring</li></ul>



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**SPECIAL SEMINAR – SATURDAY 28TH MARCH**

***Judging EVOO with Simon Field***

9.00 – 9.15am	Welcome and preliminary skills test
9.15 – 10am	Competitions and judging around the world <ul style="list-style-type: none"><li>• The range of competitions worldwide</li><li>• Commercial judging</li><li>• Technical judging</li><li>• Competition judging</li><li>• Different scoring systems</li><li>• Judge training</li><li>• Personal preference and bias</li></ul>
10.00 – 10.30am	Olives New Zealand Awards Overview <ul style="list-style-type: none"><li>• Objectives</li><li>• Rules</li><li>• Judging protocols</li></ul>
10.30 – 10.45am	Morning Tea
10.45 – 11.00am	Revision on Defects and Off Flavours
11.00 – 12.00	Tasting different styles from around the world
12.00 – 1.00pm	Tasting for different flavour characteristics from around the world
1.00 – 1.45pm	Lunch
1.45 – 3.00pm	Judging extra virgin olive oil using the Mario Solinas scoring system <ul style="list-style-type: none"><li>• New Zealand and International Award winners</li></ul>
3.00 – 3.15pm	Discussions of results of judging
3.15 – 3.30pm	Afternoon Tea
2.30 – 5.00pm	Savantes “Testing Your Skills as a Taster” <ul style="list-style-type: none"><li>• Triangle Tests</li><li>• Rancidity Ranking</li><li>• Intensity Ranking</li><li>• Defect Description</li><li>• Pick Your Own Oil</li><li>• Variety and Regional Identification</li></ul>
5.00 – 5.30pm	Return of Test Scores with Savantes Ranking Presentation of Savantes Certificates where Savantes status achieved

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## Registration Fees

Registration fees stated are assuming current membership of Olives New Zealand and include GST. For non-members the registration fee for Conference and each workshop is \$350 per event, including GST.

Conference Day One – a registration fee of \$250 for the first attendee and \$200 for additional attendees, from the same business.

Day Two – a registration fee of \$200 for each attendee at either the Product Diversification Workshop or the Advanced Processors Course.

Table Olives and Judging EVOO Seminars – a registration fee of \$250. **Please note these two seminars are subject to minimum registrations being received by 27 February.**

## Conference Pack

There will be a pack for each attendee which will contain a Conference booklet with a copy of the relevant presentation, an attendee list, product brochures etc. You can collect this at the Conference Registration Desk.

## Exhibitors

There will be plenty of opportunities throughout the Saturday to visit with the exhibitors and see what their latest offerings are. This will be a great opportunity to see key suppliers to the industry in a central location.

## Conference Dinner

Join us for the Conference Dinner starting at 7pm on Saturday 28<sup>th</sup>. A great smorgasbord has been planned and the price includes your beverages (beer, wine, juice) until the tab runs out. The Conference Dinner is a great opportunity to meet other growers and industry people, network and tell 'stories'.

## Accommodation

We will happily collate your accommodation requests and pass on to the hotel to action. The room rate is \$160 per night.

## Final Dates for Registration

**13 February – Table Olives and Judging EVOO Seminars**

**13 March - Conference, Advanced Processors and Product Diversification Seminars**

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## REGISTRATION FORM – CONFERENCE AND SUNDAY SEMINARS

Company Name: \_\_\_\_\_

Preferred Email \_\_\_\_\_ (OK to include on Attendees List – Yes/No)

Please list attendees and tick the sessions they wish to attend:

Attendee Name <small>(Please note any special dietary needs)</small>	Saturday 28 <sup>th</sup> Conference	Sunday 29 <sup>th</sup> Product Diversification	Sunday 29 <sup>th</sup> Advanced Processors

Registration Fees Payable	Member Fee per Person (inc GST)	No. Attending	\$
Saturday 28 <sup>th</sup> - Conference	First Person @ \$250 Additional @ \$200		
Sunday 29 <sup>th</sup> – Seminars	Product Diversification @ \$200 Advanced Processors @ \$200 Coach transport @ \$60		
<b>TOTAL REGISTRATION FEES</b>			<b>\$</b>

### Saturday Evening Conference Dinner

Number attending _____	@ \$ 95 per person	\$
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**Total Payable (Registration Fees + Conference Dinner) = \$ \_\_\_\_\_**

Please post this Registration Form & cheque (payable to Olives New Zealand) for Total Payable to: Olives New Zealand, PO Box 28140, Havelock North 4157.

Alternatively, email the form to [admin@olivesnz.org.nz](mailto:admin@olivesnz.org.nz) and deposit the Total Payable to:

ASB account 123157-0113576-00 and show your surname in the Reference field.

A GST Invoice/Receipt will be emailed once payment has been processed.

**Accommodation Request** (\$160 per night, this will be passed on to the Sudima Hotel)

Arrival Date	Departure Date	No. of Rooms

**FINAL DATE FOR REGISTRATIONS 13<sup>TH</sup> MARCH**



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## REGISTRATION FORM – SPECIAL SEMINARS

Company Name: \_\_\_\_\_

Preferred Email \_\_\_\_\_ (OK to include on Attendees List – Yes/No)

Please list attendees and tick the sessions they wish to attend:

Attendee Name <small>(Please note any special dietary needs)</small>	Friday 27 <sup>th</sup> Table Olives Seminar	Saturday 28 <sup>th</sup> Judging EVOO Seminar

Registration Fees Payable	Member Fee per Person (inc GST)	No. Attending	\$
Friday 27 <sup>th</sup> – Table Olives Seminar	Members @ \$250 Non-members @ \$350		
Saturday 28 <sup>th</sup> – Judging EVOO Seminar	Members @ \$250 Non-members @ \$350		
<b>TOTAL REGISTRATION FEES</b>			<b>\$</b>

### Saturday Evening Conference Dinner

Number attending _____	@ \$ 95 per person	\$
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**Accommodation Request** (\$160 per night, this will be passed on to the Sudima Hotel)

Arrival Date	Departure Date	No. of Rooms

**FINAL DATE FOR REGISTRATIONS 13<sup>th</sup> FEBRUARY**