

OLIVES NEW ZEALAND
MINUTES SYNOPSIS OF EXECUTIVE MEETING
THURSDAY 16TH APRIL 2015
TELEPHONE CONFERENCE 7.07 – 9.04 PM

1. Present

Andrew Taylor, Craig Leaf-Wright, Tricia Noble-Beasley, John Dunlop, Tony Millar, Gayle Sheridan

Andrew welcomed everyone to the meeting especially Tricia who has taken over as Kapiti Branch President.

2. Apologies

Bob Marshall, Tony Millar (for lateness)

3. Financial Report

Craig spoke to the financial report and noted that income to date this year has primarily been from membership fees and sponsorship. He noted that the surplus funds have to cover operational activities for some time with a predicted end of year deficit of \$10,000 primarily because of the loss of sponsorship. He noted there was a good level of accumulated funds and few accounts payable.

4. Executive Officer Report

Gayle spoke to her report which had been circulated.

Financial

To offset the predicted deficit situation again in 2016 membership fees would need to increase by 25% to cover just current operational activities.

Membership

Membership is now 181 compared with 176 in April 2014. Four members had been terminated for non-payment of their 2015 membership fees, in accordance with the Constitution.

Conference

Based on registrations for Conferences from 2012 to 2015, it was recommended that future activities be run in Wellington. This was within driving distance for many members and easily accessible by other regions with direct flights. In hindsight having the Conference in Auckland may have been why there were so few registrations.

Certification

Personalised documentation has been emailed to all grower members. DPI has kept the price for their services the same but the turnaround had increased from 10 working days to 15. This would mean the total turnaround from receipt by Olives NZ would be 5-6 weeks and members have been advised.

Members needed to be reminded that they must hold a Certification certificate plus have met the other requirements to use the OliveMark on oil they had brought in.

NZ EVOO Awards

The updated Conditions and Rules had been circulated. It was agreed that:

1. Associate Members can enter the Awards with certified oil that they have brought in provided they have a Certification certificate for this oil, have signed the OliveMark Licence Agreement and have an approved label.

2. Awards are transferable if winning oil is on-sold in bulk, subject to the approval of the seller and Olives NZ and provided they are an OliveMark licensee and their label is approved by Olives New Zealand.

Members need to be advised that labelling of oil brought in should not show as single estate and not show the incorrect region and this would be covered off in the newsletter.

Tony joined the meeting.

Expressions of interest were being sought from qualified Japanese judges to be Guest Judge. Two judges would again be recommended from Australia, both with in-depth experience in judging flavoured oils. Together they would be able to run the Judges' Training Seminar and one would be able to act as Head Judge.

A program had been drafted for the Judges' Seminar and all of the New Zealand panel asked for their availability to attend this and the judging. Once availability was confirmed, decisions could be made on the three NZ judges.

Massey University have advised that their facilities are not available on the dates previously agreed for judging. Other options were being looked at.

The only venue at Parliament available on the preferred date of Saturday 3rd October for the Awards Dinner was the Beehive Dining Room. Unfortunately this could seat a maximum of 50 people and perhaps it would be safer to book a hotel venue in case registrations exceeded 50 as they did in 2014.

Sponsorship

Sponsorship for 2015 has been renewed by COSPAK and Capricorn Trading plus a new Gold sponsor, Kiwi Labels Ltd. Other companies were being approached.

Marketing

Pricing had been obtained for magazine advertising and noted that there was a two month lead in time. The issue of funding was discussed and it was agreed that it was most preferable to have accompanying editorial.

Japan Enquiries

There had been two enquiries from Japan on importing NZ EVOO. Another Japanese company had also made enquiries about importing olive waste.

AGM

The AGM had attracted 36 members and there was good discussion around the Focus Grove Project and promotion of the OliveMark. It was noted that the minutes should show there was over-whelming support for a Focus Grove levy rather than unanimous support.

Focus Grove Funding

MPI has advised that they would arrange a meeting with an appropriate advisor to discuss the Focus Grove Project at some point.

Food Writers

The luncheon on Waiheke Island had to be cancelled but there had been good engagement with other activities.

Branch AGMs

It was noted that Kapiti and Wairarapa had had their AGMs and Nelson was coming up. Canterbury had been held several months before the end of the financial year.

Visit by Olive Oil Chemists

Two olive oil chemist from the USA were on a world study tour and an itinerary had been arranged for them to visit processors in Wairarapa, Hawke's Bay, Auckland and Waiheke Island. There would also be an informal evening meeting with local growers in Wairarapa and Auckland.

5. 2015 Executive Priorities

The priorities have not changed for members with Productivity holding growers back as has been evidenced by the harvest data being collected. Productivity runs hand in hand with Certification, Awards and Promotion. There was discussion around productivity and marketing.

Andrew said he had discussed at the AGM that the FGP was critical to the future of the industry but that there was a missing link in the funding applications of adequate industry contribution¹. There had been very supportive discussion for a one-off capital contribution. It was agreed that a proposal be drafted for members outlining the activities that the Executive believes need to be undertaken and the associated funding required.

There was discussion about the Grove Census showing average crop load by tree based on the total number of trees rather than the number of trees harvested. The point was made that it is acknowledged that for a variety of reasons all trees are not always harvested. This, however, does not alter the overall grove performance being the total fruit produced from the total trees planted. However it was preferable that the FGP should be driven by productivity by hectare and not by tree.

Email from Malcolm Nowill

It was generally felt that the issues raised had been covered at this meeting of the Executive.

6. General Business

Executive Co-option

It was agreed that Andrew should discuss possible Executive co-option with an Auckland based member.

Project Proposal from Laurie Rothenberg

It was agreed that John should discuss this further with Laurie at the Nelson AGM.

David Walshaw Request

It was agreed by the Executive that the focus was on positive promotion of the health benefits of EVOO and on the OliveMark. This was the ongoing feedback from members and supported by both the member survey and discussion at the AGM. The organisation did not have the financial resources to support taking on the imported brands in the supermarkets and needed to 'choose its battles' carefully.

The Executive agreed that it does not think Truth in Labelling is not important but is not appropriate to pursue at this point.

There being no further business the meeting was declared closed at 9.04pm.

NEXT MEETING: Thursday 18th June 2015 – Teleconference starting at 7pm

¹ The cash cost of the FGP is \$109,120 of which \$93,200 was being requested as SFF funding with the balance coming from Olives NZ and the industry. The latter was the minimum cash contribution (20%) required.