

OLIVES NEW ZEALAND
MINUTES OF EXECUTIVE MEETING
THURSDAY 20TH AUGUST 2015
TELEPHONE CONFERENCE
7.15PM – 8PM

1. Present

Andrew Taylor (President), Craig Leaf-Wright (Vice President/Treasurer), Tricia Noble-Beasley, John Dunlop, Bob Marshall, Tony Millar, Gayle Sheridan

2. Financial Report

The Treasurer said a new account code under Current Liabilities had been set up for the Focus Grove Project. Funding already received had been coded here and expenditure would be charged against this code as it was incurred.

3. Executive Officer Report

Membership

Membership continued to increase and the Central Otago field day had resulted in several new members.

2015 Certification

There had now been 100 samples sent to Australia totalling 74,000 litres. This was a pleasing total given the 2015 harvest and compared to the last low harvest year in 2012. All regions were down on 2014 with the exception of Nelson, which was double, and Hawke's Bay, which was pretty much the same. There have been 6 samples that have not been EVOO.

NZ EVOO Awards

Entries for the Awards had opened and some entries received already. The breakeven would be 76 entries and it was hoped that the flavoured oil entries would compensate for the reduction in EVOO entries.

Kiwi Labels has donated a new perpetual trophy for Best Label and a representative would attend the Awards Dinner to present this.

Judging Seminar

Five of the pool of seven NZ judges had confirmed attendance at the Judging Seminar. Seven other registrations have been received leaving only three places which would be promoted in the newsletter.

Focus Grove Project

The regional meetings had been very well attended and the last one scheduled for this weekend in Auckland had 40 registrations already. More than half of these were non-members so it was hoped that there would be more new members as a result and also interest in having more field days in the region. Some \$54,000 had been pledged but it was necessary to have some contingency in the event that pledges were not honoured over the three year life of the project and also to get a round of visits this year. The SFF project, if approved, could not start until July 2016 but the visits needed to get underway ahead of that or another year would be lost. Visits now would enable advice on pruning and the spray programme for the forthcoming year.

Best Practice Manual

The BPM was not being used despite the wealth of information. Segments have been sent out in response to specific information requests and the pruning section as a handout for the field days. As time permitted Gayle would look at the feasibility of converting to a paper based manual.

Marketing

Members of the Food Writers Guild had been invited to meet the Awards Judges in Auckland and observe the process. Invitations had also been sent to key media; food magazines, rural news, etc.

Once the major winners in the Awards were known, invitations would be sent to their local media to attend the Awards Dinner.

Australian Olives Conference

This will be held 14-16 September and Olives NZ members can attend at AOA member rates. There was a good programme of speakers with several topics of particular interest – growth of market share for Australian EVOO, update on the smoke point research, exporting to China, and research on phthalates in olive oil.

Andrew said it had always been the intention of the Executive to build stronger relations with AOA. He said they have the benefit of size in relations to the research and initiatives they could undertake and New Zealand was able to benefit from this. He said it had been the intention for the Executive Officer to attend the AOA conferences as a form of professional development.

It was unanimously approved for the Executive Officer attend the Australian National olive Conference.

4. General Business

Bob noted that there had been an excellent turn out at the Hawke's Bay Field Day.

There being no further business the meeting was declared closed at 8pm.

NEXT MEETING

Sunday 4th October 2015 – Bolton Hotel, Wellington starting at 9am