

OLIVES NEW ZEALAND  
MINUTES SYNOPSIS OF EXECUTIVE MEETING  
THURSDAY 19 FEBRUARY 2015  
TELEPHONE CONFERENCE  
7 – 8.45 PM

**1. Present**

Andrew Taylor, Kay McKelvie, Craig Leaf-Wright, John Dunlop, Tony Millar, Bob Marshall, Gayle Sheridan

**2. Apologies**

Bob Marshall for lateness, Allan Frazer

**3. Financial Reports**

Craig spoke to the draft 2014 Financial Statements received from the Auditor. He noted that the 2013 figures related to a 17 month period which made comparison with 2014 difficult. Craig said that the \$4,228 surplus was in line with the forecasts. The Auditor had not identified any issues. The 2014 Financial Statements were approved for the AGM.

It was noted that included in the stock figure of \$4,103 was the unsold calendars at around \$2,000. It was agreed that the remaining stock be given away to members.

**4. Executive Officer Report**

Membership

Copy of membership invoices would be posted this week to the approximately 50 members who had not yet paid

Conference

Only 10 registrations had been received for Conference, 6 for the Advanced Processors and 7 for Product Diversification. The telephone survey had seen another 5 registrations plus 5 maybes for Conference and the follow-up email to all members not registered this week had brought forward no more registrations. These numbers were not viable and it was agreed that Conference and the associated workshops be cancelled.

It was agreed that holding Conference every two years was more practicable for the future.

AGM

No further nominations and no remits had been received and close-off date was Friday. The AGM Agenda, draft 2014 minutes and the financial statements would then be emailed to all members. It was suggested that the AGM be moved to a location more accessible by the majority of members and it was agreed that the meeting be moved to Greytown starting at 11am. This was driving distance for members from Hawke's Bay, Kapiti and Wairarapa. The AGM could be followed by a visit to TOP's new premises.

Grove Census

The 2014 harvest tonnage was variable across the country but typically very low in most regions. With three years of data, poor productivity was apparent and there had been seemingly little improvement. The fundamental issue was that growers were not growing enough olives on their trees.

The Focus Grove Project was targeted to address this issue and John said he had already noted a significant improvement in his tree health after advice from Stuart Tustin.

The change to spray with-holding period should impact positively on harvest.

It was pointed out that crop load can be affected by growers not harvesting all of their trees. If there is an issue with the market then there is low incentive for members to harvest all of their trees. However it was noted that increased crop load equals lower costs and there was currently a demand for bulk EVOO from growers who were on the verge of selling out of their own.

#### Sponsorship

Only two sponsors, COSPAK and Capricorn Trading, had committed to renew their sponsorship. On the basis that there were now only two sponsors plus the impact of no Conference, the 2015 Budget needed to be reworked accordingly.

#### Marketing

Discussions on revamping the Facebook page were progressing with EIT and would depend on student enrolments in their E-commerce paper.

In response to requests from members that Olives NZ promote NZ EVOO in media, indicative pricing for media advertising had been obtained. It was agreed that the Marketing sub-committee with the addition of Craig, progress media promotion.

#### Food Writers

The Guild has 15 registrations for the Waiheke Island lunch and the close off date was end of February.

#### NZ EVOO Awards

It was suggested that the international Head Judge run a judging training seminar ahead of the judging itself. It was agreed that Fernando Martinez be approached to see if he was available to be 2015 Head Judge. As many of the New Zealand judges as were available could be used for the judging with only one Australian being required.

The challenge with having current harvest oil flavoured and ready within the timeline used for the awards had been raised. It was agreed that flavoured oils should be opened up to oils from 2014 harvest as well as 2015 on a trial basis in 2015.

It was agreed to reference in the Awards rules the procedure for dealing with oils thought to be defective back to the OliveMark Licence Agreement. Any necessary changes should be drafted for the OliveMark Licence Agreement accordingly.

#### Member Survey

The feedback from the member survey carried out this week had been very positive. There had been no negative feedback and the commonality of issues and priorities were very helpful in supporting the focus of the Executive.

### **5. General Business**

Nil.

Andrew noted that this would be the last meeting attended by Kay and he thanked her for her contribution as Vice President and her input into the Executive.  
The meeting was then declared closed at 8.45pm

**NEXT MEETING**  
**16 April 2015 – Teleconference starting at 7pm**