

OLIVES NEW ZEALAND
MINUTES SYNOPSIS OF EXECUTIVE MEETING
THURSDAY 18TH JUNE 2015
TELEPHONE CONFERENCE
7.35 – 8.40PM

1. Present

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

2. Financial Report

Craig spoke to the financial report which had been circulated. The key difference between the 2015 and 2014 figures was no Conference however Certification is also down on 2014 and budget. Whilst currently there is a profit situation this will be eroded over subsequent months. It is anticipated that the final loss will be \$13,000. The shortfall will come from accumulated funds. It is most likely that the Awards will run at a loss.

3. Executive Officer Report

Gayle spoke to her report which had been circulated.

Financial

A cheque for \$7464 had been received from Robert Dean for the balance of the former Auckland Branch. This had been credited to the Focus Grove Project.

Membership

Membership was slowly growing and was up 9 on 2014.

Certification

A total of 11 samples had been received compared with 24 in June 2014. Volume of oils was also significantly down, averaging 20% of 2014. Andrew said that the groves he was harvesting have typically less than 30% of previous crops.

Awards

The judges have been finalised and two potential new New Zealand judges identified. Peter Olson and Himeyo Nagatomo are available for the regional visits after judging. Himeyo is a food writer and it is hoped that her visit will attract good media attention as well as interaction with the Food Writers Guild. It was noted that the break-even point of 77 entries will be difficult to achieve.

Marketing

Kia Ora magazine were not receptive to the suggestion that they do an article on the olive industry in return for advertising. Given the current financial situation, media advertising will not be progressed further.

Enquiries from Japan

Status is that both contacts are waiting on 2015 samples.

Focus Grove Project

The meeting with MPI senior advisor about the Sustainable Farming Fund by Andrew, Stuart Tustin (Plant and Food) and Gayle had been very productive. The advisor had been quite clear that the focus of a new proposal needed to change to increasing the market share for NZ EVOO. He also said that their misconception about how poorly the planted varieties were performing needed to be addressed and that substantial more industry cash contribution was required.

Gayle has re-scoped the project with four groves with two visits each in 2016 and 2017 and a final visit 2018. There would be regional field days in 2016 and 2017 and presentations at conferences in 2016, 2017 and 2018 as well as three Fact Sheets produced. The re-scoped project would require \$94,000 in cash and \$67,840 in kind. The industry cash contribution needed to be \$47,000 of which \$12,000 had already been received from Branches. This left \$35,000 required.

There was substantial discussion on how the \$35,000 could be obtained. This could equate to sponsorship amounts of \$1500, being \$500 per year for three years.

It was noted that increasing the market share could be directly linked to the cost of production and improving productivity to reduce costs and make NZ EVOO more affordable. We need to emphasise that the New Zealand industry is competing against subsidised imports therefore the need to reduce costs to improve market share. All members and processors will benefit from the project.

All members need to have the opportunity to contribute to the project. Craig said there had been general support for funding at the Wairarapa AGM and Tricia said that at the Kapiti branch meeting there had also been support for funding but perhaps on a sliding scale like membership fees.

It was agreed that the best way to communicate with members about the Focus Grove project status and to solicit funding was via Regional meetings over July. These will be arranged as follows.

Kapiti – Tricia	Wairarapa – Craig	(could be combined)
Nelson – John	Canterbury – Tony	Hawke’s Bay – Bob
Auckland – Andrew		

4. General Business

New Members

It was pleasing to see new members joining up.

Joint Marketing Initiative

John said that Nelson Branch will progress this at a regional level.

Branch Updates

John said that the big issue in Nelson was birds and particularly with Frantoio. He said that this was pushing harvest and resulting in low yields of typically 10-13% with the highest being 18%.

Tricia said that birds were also a big issue in Kapiti even with the use of gas guns.

There being no further business the meeting was declared closed at 8.40pm.

NEXT MEETING
Thursday 20th August 2015 – Teleconference starting at 7pm