



MINUTES OF 2015 ANNUAL GENERAL MEETING
Saturday 28th March 2015 11am – 12.15
Greytown Hotel, 33 Main Street, Greytown

Andrew Taylor, President, welcomed attendees to the Annual General Meeting and declared the meeting open.

1) Present

Bryon Upshon, Rob & Tricia Noble-Beasley, Colin & Nalini Baruch, Allan & Heather Frazer, Margaret Hanson, Prue & Grahame Taylor, Bob Marshall, Bruce McCallum, Bill Hey, Joy & Mike Cooper, Ruth & Peter Graham, Malcolm & Sue Nowill, Gillivray & Claire McKay, John Arthur, Andrew & Joe Priddle, Kay & Charles Chinnaiyah, Rona Huggins, John Valentine, Gillian & David Bate, Kate Bunny, Steven & Chris Price, Ray Lilley, Delyth & Andrew Taylor, Gayle Sheridan

2) Apologies

Jen Stiger, Chris & Annette Moore, Joyce & Guy Camilleri, Averill Coxhead, Maria Roddick, Robin & Margaret Irwin, Ross & Margaret Legh, Craig & Ruth Leaf-Wright, Elizabeth & Ian Fletcher, Charlie Pancierzewski, Carol Woodmass, John & Helen Meehan, Judy & Vick Bryant, David & Helen Walshaw, Trevor & Sue Lowe, Chris & Linda Smith, Annette & Rhys Thomas, John & Simon Arthur, Chris Crompton-Smith, Kay McKelvie, John O'Leary, Niall Holland, Jan Whyte, Julie Mays, Werner Seitner, Barry Wade, Geoff Crawford, Richard & Julie Winder, Andrea Stewart, Ross Vintiner, Colleen and Paul Harris, Margaret & John Edwards, Colin & Diane Hadley, John & Helen Dunlop, Peter & Francis Baylis, Paul Stephens, Tony & Cinday Millar, Mark Bunny

Motion: The apologies be accepted

Moved: Andrew Taylor Seconded: Bob Marshall

3) Minutes of 2014 AGM

Andrew noted that the 2014 minutes had been circulated to members prior to the meeting.

Motion: The 2014 AGM Minutes be approved as complete and accurate.

Moved: Andrew Taylor Seconded: Bruce McCallum

There were no matters arising

4) President's Report

Andrew Taylor delivered his report with key comments made as follows.

1. Certification – there had been an increase in the number of groves harvested and the number of oils submitted for certification. There had been a reduction in the number that were not certified as EVOO which was very positive.
2. NZ EVOO Awards – the Awards Dinner at Parliament had been a great success and there had been several special guests attend. The Awards judging panel had comprised judges

from Australia and New Zealand led by the Head Judge, Franca Camurati, from Italy. There had been large increase in entries to 93.

3. Conference – 2014 conference had been themed Effective Marketing and had been held in Wellington with a very good attendance and excellent speakers. This was followed on the Sunday by an excursion to Wairarapa to visit olive groves and The Olive Press.
4. Marketing – Olives NZ has produced a variety of merchandise to help assist members in marketing their EVOO.
5. Membership – stood at 190 in December, which was a great increase on previous years.
6. Sponsors – thanks to Silex Tools, Omnia Nutrition, CB Norwoods, COSPAK, Arthur Holmes and Capricorn Trading for their support during 2014. However it was noted that a number would not be continuing their sponsorship into 2015 because they do not see the expected support from Olives NZ members plus sponsorship is now seen as an activity not supported by some companies.
7. Focus Grove – there has been no funding approved to date from Sustainable Farming Fund but contributions had been received from the regional groups. Andrew noted he would speak more about this in General Business.
8. Future – communications is seen as the most important tool for members via regional groups, members of the Executive and the Executive Officer. Andrew noted that the Executive Officer was now being remunerated as a full time position to reflect the workload and passed a vote of thanks to Gayle for her efforts in that role.
9. Executive – Kay McKelvie and Allan Frazer were retiring from the Executive and Andrew passed a vote of thanks to them for their contribution and commitment.
10. Regional Groups – noted that these are active and there has been good support.

Motion: The President's Report be accepted.

Moved: Andrew Taylor Seconded: Margaret Hanson

5) **Treasurer's Report**

In the absence of Craig Leaf-Wright, Gayle read his report. Key points were as follows.

1. Member subscriptions had increased
2. Total income was much the same as the previous period, however, because of loss of sponsorship.
3. Total expenses had increased but there had been a \$4,228 surplus for the year.
4. 2015 budget has been prepared conservatively but there is difficulty in maintaining the current level of subscriptions and sponsorship.
5. The Executive have identified a number of promotional activities which could be undertaken but are unable to consider these under the present financial constraints.
6. Members need to consider where the future lies, either the status quo or finding an acceptable means to increase funding in order to grow.
7. No honoraria were paid to the Executive.
8. Accumulated funds have increased to \$47,576, however cash reserves have dropped to \$36,681.

Motion: The Treasurer's Report be accepted.

Moved: Andrew Taylor Seconded Colin Baruch

6) Executive Nominations

The following nominations had been received and the nominees were declared appointed to those positions:

- President – Andrew Taylor
- Vice President – Craig Leaf-Wright
- Treasurer – Craig Leaf-Wright

Andrew noted that the Regional Chairs on the Executive – Bob Marshall - Hawke's Bay, John Dunlop – Nelson and Tony Millar – Canterbury, would be joined by the proposed new Kapiti Chair – Tricia Noble-Beasley.

7) Appointment of Auditor

Motion: Parkers Business Solutions be re-appointed as auditors.

Moved: Andrew Taylor Seconded: Allan Frazer

8) Remits – nil

Andrew noted that remits were always welcome.

9) General Business

Focus Grove Project

Andrew said the future of the Focus Grove Project related to the financial position of the organisation. Members have said they need help with marketing/promotion and viability. Other industries have seen an ongoing increase in the productivity cycle however the olive industry is struggling to maintain productivity and is not meeting previous production. The Sustainable Farming Fund had previously been a successful source of funding for Olives NZ projects. However with our focus now being on productivity, applications had thus far been unsuccessful and Andrew felt this was because there was not a significant cash contribution being seen from industry. He suggested that \$20-\$25,000 was needed from members. Olives NZ has been running as a very lean organisation with the only remuneration being to the Executive Officer. His suggestion was to propose a one-off contribution from members to create a pool for the Focus Grove Project and asked for feedback on this.

Joy Cooper said she supported a grower levy as this has worked well in the past.

Allan Frazer asked if this contribution would fund the three year project or would it need to be repeated for another three years. Andrew replied that other industries show results after 3 years but have then extended for a further 3 years. He said that tangible measures would be identified for feedback to members and via field days to enable discussion on regional issues.

John Arthur said that the funding should be related to an increase in membership fees. Andrew said the Executive has not discussed this pending feedback from members.

David Bate asked what members should expect in return for their investment. Andrew said addressing biennial bearing of crops was a key issue. For example, 2014 was the best year on record for Wairarapa but in 2015 there are issues of decreased or potentially no harvest for some groves. He said that the project would identify grove management practices required to address this plus issues with harvest timing and fruit condition. Whilst there is a lot of research available none relates to New Zealand conditions, let alone a regional focus. The project had focus groves in each of the main growing regions – Auckland, Hawke's Bay, Wairarapa, Nelson and Canterbury.

David Bate said he would like to see key outputs for 6/12/18/24 etc. months of the project. Andrew said that the Plant and Food scientists are used to providing tangible results.

Nalini Baruch said this has been discussed previously but never a conclusive report produced. She suggested membership has not been used effectively for data collection and results. She noted substantial differences within regions and there is a need to work at a regional level with more comprehensive data. Particularly to identify successful practices. Andrew said that the Grove Census database shows no ongoing successful production.

Peter Graham supported seed money being sought.

Margaret Hanson said need to do both project and collect other data.

Andrew said that John Dunlop and Craig Leaf-Wright have already benefitted from a visit from the Plant and Food scientist and have changed practices after just one visit. He asked Bob Marshall and John Arthur to talk about their experience with their visits.

Bob Marshall said the feedback he had received was to keep on doing his current practices in relation to spraying, etc. He noted consistent increased crop but more and new advice was required.

John Arthur said his feedback was also positive but he was also implementing new practices such as mechanical pruning. Ongoing investment was required and the change to with-holding periods for spraying will also have a positive impact.

Andrew noted that the participants had already received tangible results and asked what issues could be barriers to members supporting a one-off contribution.

Bruce McCallum said he was highly supportive of driving sustainable production. His experience with funding organisations was that there is a funding contribution specified and the funding organisation may also expect to see payback.

Nalini Baruch said some growers cannot afford investment with uncertain returns. Andrew suggested the need to seek additional funding from those who could support. Nalini suggested approaching large groves, etc. first.

In response to a question about New Zealand statistics, Gayle advised that the annual consumption of olive oil was approximately 4.5m litres of which 400,000 litres was local production and the balance imported. Some 40,000 litres were exported from New Zealand.

Allan Frazer asked what support there was for a capital levy.

Malcolm Nowill pointed out that there were 190 members but only 30+ present, thus there is a need to canvas more widely.

David Bate suggested perhaps a graduated fee based on the size of a grove because of the potential return.

Colin Baruch said he disagreed with a graduated fee because this needs to be done as a grove project and not related to the size of the grove.

Allan Frazer said he thought a \$200 capital levy spread over 2 years would be a sensible amount.

Peter Graham noted that productivity can also be affected by weather and growers need to learn how to minimise the impact.

Andrew asked for a show of hands for support for a one-off contribution and there was overwhelming support.

OliveMark Promotion

Joy Cooper noted that non certified oils were being sold at a similar price to certified oils and there is a need to push the requirement for certification and communication about what it means to the consumer.

Gayle said the Executive was looking at a marketing campaign for the OliveMark using the media but there was a funding issue.

Nalini Baruch agreed the need to promote the OliveMark exclusively and not to under estimate the power of even local free papers.

Conference

Bruce McCallum noted his disappointment with Conference 2015 being cancelled and queried if that lack of support would also knock on to support (or not) for a levy.

Allan Frazer asked if there had been thought given to holding Conference every two years. Andrew said the Executive had discussed this and decided to proceed with a conference in 2015 on the back of the excellent support of the previous three conferences. However it soon became apparent the 2015 Conference was not going to be viable because of the low level of registrations. The timing of the next conference would need to be discussed by the Executive.

Nalini Baruch said timing conference and the Awards Dinner at the same time has worked well in the past. Andrew said he felt conference needed to be before harvest rather than post when people are focussed on getting their awards and selling their oil.

Bob Marshall said perhaps the Executive need to canvas the membership on the options.

Using EVOO in Cooking

Mike Cooper said that a major issue was that people don't think you can cook with olive oil, rather use just as a dressing, and worse that it is carcinogenic if heated. He said there was a need to push that good fresh EVOO has a low smoking point. He suggested getting alongside the chefs to dispel the myth as some of them were the promulgators. Andrew said that Olives NZ did work alongside the chefs whenever possible.

Vote of Thanks

Allan Frazer proposed a vote of thanks to Andrew Taylor in his role as President and this was greeted with acclamation.

There being no further business Andrew Taylor declared the AGM closed at 12.15.