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## PROJECT NUMBER 404831

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## Project Details

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## ▼ Project Detail

Project Status **Draft**Title **Increasing the Market Share for New Zealand Olive Oil**Amount Requested **\$35,660.00**Proposed Start Date **1/07/2016**Proposed End Date **31/10/2018**Number **404831**

## ▼ Classification

Sector **Horticulture**Sub Sector **Tree crops**Topics **Crop Management; Decision Mgmt & Support; Pests & Disease**Region **Hawkes Bay; Wellington; Nelson; Canterbury**

## ▼ Applicant Group Name

Applicant Group Name **Olives New Zealand Incorporated**

## ▼ Project Summary

Project Summary 

The proposed project is to increase the market share for New Zealand produced olive oil by identifying basic grove management practices to enable the industry to consistently lift the productivity of fruit per hectare and thus also reduce costs. This will allow the New Zealand industry to compete effectively with imported olive oils to increase market share.

The New Zealand olive oil market is estimated to be \$35m or 4.5m litres. New Zealand olive oil makes up less than 10% of this figure but has the potential to increase this to 20%, if issues around sustainability and productivity are addressed.

The issues of sustainability and productivity also impact on cost/price in a market where imported olive oil is heavily subsidised by their own countries.

## ▼ Application Details

Problem or Opportunity **Problem**

The New Zealand olive oil market is estimated to be \$35m or 4.5m litres. More than 90% of the olive oil market is imported, mainly from Europe. New Zealand olive oil therefore makes up less than 10% of the olive oil market but has the potential for increasing this to 20%, if issues around sustainability and productivity are addressed.

Similarly to New Zealand, Australia previously imported 90% of olive products but today has increased market share for locally produced products to 45% (from 10%). This huge turn around has been attributed to providing excellent quality product at competitive pricing combined with education that many imported products are not what they claim. New Zealand has shown it can produce excellent quality, through awards won at international olive oil competitions, so needs to focus on achieving competitive pricing. Consumer education is also already underway with a New Zealand quality system for extra virgin olive oil - the OliveMark. *See the Other Information section for more information on the OliveMark.*

Contrary to some misconceptions, olive trees thrive in New Zealand and indeed demonstrate more vigorous growth than in traditional olive growing regions. However, this vigorous growth needs to be managed to ensure optimum annual fruit production. The New Zealand maritime climate supports an environment for specific diseases such as Peacock Spot, Cercosporiose and Anthracnose, which also need to be managed.

There are approximately 300 productive olive groves in New Zealand encompassing 2,000+ hectares. The main growing regions are on the east coast of New Zealand from Northland to Canterbury and also in Kapiti and Central Otago. Growers consistently produce a high quality, high value product as attested by international olive oil judges and results in international olive oil competitions. However at present the New Zealand olive grower is unable to achieve internationally comparable total

olive production per hectare. Annual production varies from no crop to in excess of 10 tonne per hectare in a stand-out year. However, on average the New Zealand olive grower is achieving less than 4 tonne per hectare.

International research on olive production is generally not applicable to New Zealand because it focuses on different issues, usually arid growing conditions and pest control. The New Zealand maritime climate actually results in the opposite growing conditions because of frequent precipitation and related fungi. There is also no teaching institute or research body in New Zealand that has growing of olive trees as part of its commercial portfolio.

The issue of disease in olive trees in New Zealand is because of the maritime climate and the frequency of rain. These factors create an ideal environment for fungal diseases. Unfortunately the only olive specific licenced fungicide in New Zealand is prohibitively expensive, which means that olive growers don't use the product or don't use the product adequately. Therefore diseases such as Peacock Spot, Cercosporiose and Anthracnose are evident in many olive groves causing poor tree health and contributing towards low crops.

The situation in New Zealand is exacerbated by biennial bearing. Biennial bearing is characterised by a fruitless, highly vegetative season followed by over cropping the following year. Biennial bearing is an issue that affects all stone fruit if tree growth is not managed effectively. In New Zealand, research in stone fruit has shown that managing tree growth through effective pruning will enable management of crop loads on an annual basis versus biennial. This is one area which is supported by international research in olive trees. Research by Shimon Lavee says that "olive trees will gradually start to alternate in their production, unless specific horticultural practices such as adequate pruning, thinning, etc. will be applied."

The low level of production impacts on cost of production and selling price. Whereas European olive oil typically sells for under \$10 per litre in supermarkets, the New Zealand product typically ranges from \$20 - \$50 per litre. Whilst New Zealanders display a strong preference for local products, there is consumer resistance to the pricing of the New Zealand olive oil.

The key issue is therefore that the New Zealand olive industry is being constrained in market share because of low levels of productivity and the impact on cost/price.

Pilot projects conducted by Olives New Zealand since 2012 have shown that changes to basic grove management practices substantially improve production. These changes have been based on proven practice with other stone fruit in New Zealand, particularly the use of canopy management and disease management technologies. These Olives New Zealand pilot projects have resulted in crop increases of 50% on average over two years, from less than 4 tonne per hectare to 6 tonne. However these projects have lacked the involvement of an independent and recognised tree expert and have thus been unverified and not formally measured. The intention now is to formalise the use of the technologies, formally record the gains in production and enable the roll out of these technologies to the broader industry.

#### Opportunity

The project will establish four Focus Groves in different regions which characterise the different growing environments in New Zealand. Each of the Focus Groves will be visited four times during the project by two specialists; a crop and fruit specialist from Plant and Food Research and an independent orchard consultant experienced in olive growing in New Zealand. During the visits the specialists will evaluate tree health, photograph for comparative purposes, provide advice and monitor effectiveness.

The main areas of the project will evaluate and advise on:

#### **Canopy Management**

Pruning is required to:

- renew the fruiting surface of the tree and achieve high yields (all trees and on an annual basis)
- maintain vegetative growth of fruiting shoots
- maintain the skeleton structure and contain tree size
- preventing and addressing biennial bearing\*
- enable light penetration and air circulation inside the canopy
- permit control of pests and diseases (by spraying)
- prevent aging of the canopy and eliminate dead wood
- re-form the canopy after damage by frosts and pests
- rejuvenate old or abandoned trees
- enable mechanical harvesting
- permit easy movement of machinery in the grove.

\*The recommended approach to biennial bearing in stone fruit is primarily canopy management, which is one of the key technologies applied during the pilot project conducted by Olives New Zealand. This canopy management is believed to have contributed towards increased harvests on an annual basis over the two year pilot period.

#### **Disease Management**

Major diseases in New Zealand are Peacock Spot, Cercosporiose, and Anthracnose.

Disease results in:

- defoliation
- twig death
- strong bloom failing to develop
- crop production substantially reduced.

Research in stone fruit and other crops in New Zealand has shown that Mancozeb is a very effective broad spectrum protectant fungicide. It is widely used in orchards, crops, nuts and vegetables. It is readily available and at a reasonable cost. Accordingly Mancozeb has been used in the pilot project conducted by Olives New Zealand and has been administered using the programme recommended for stone fruit. Following this programme is believed to have contributed to the pilot groves producing increased harvests on an annual basis over the two year pilot period.

#### Why and Who

Serious propagation of olive trees in New Zealand started in the late 1990's and as the industry has matured, growers have had difficulty in attaining the projected return on their investment and/or achieving viability. The return on investment and achieving viability is two-fold. Firstly in the crop load and second in production costs, both impacting on market share.

This project will benefit all olive growers. Without change in the industry, there will be further retrenchment of existing olive groves. Growers need to understand that they must invest in their olive groves on an ongoing basis to attain and maintain an acceptable level of production at a viable cost. There is anecdotal evidence of large groves being pulled out across most regions, as well as a number of inactive groves.

The project will enable conclusions to be drawn on appropriate practices and demonstrable implementation to increase the fruit production of olive trees per hectare. With improvements to production costs this will also enable a lower cost of procurement for the consumer and will result in increased demand and market share.

#### References:

Olive Oil Source *Olive Tree Pruning* (<http://www.oliveoilsource.com/page/olive-tree-pruning>)  
Sheridan G (2014) *New Zealand Olive Growing Census 2014*  
Sheridan G (2015) *2014 Grove Census Harvest Data*  
Sutton J and Burland J (2014) *A Boutique Olive Grove in New Zealand: From Investment to Consumer Sales*  
Levee S (2006) *Biennial Bearing in Olive (Olea Europaea)*

Project Deliverables 🍌 The project will deliver as follows.

1. Focus Groves that demonstrate the results of the project achieved through the use of specific technologies related to canopy management and disease management.
2. Regional Field Days to provide advice on how to apply the technologies to replicate the results attained by the Focus Groves.
3. Two-monthly reports will be compiled by the Project Administrator based on the recommendations made to the Focus Groves and the associated activities undertaken by them during the intervening periods. These reports will be discussed at the two-monthly meetings of the Olives New Zealand Executive and any issues will be referred to the Project Team for action.
4. Status Reports will be produced in each year of the project (2016, 2017 and 2018) together with a Final Report that will summarise the project, the outcomes and recommendations for further work.
5. Fact Sheets that will be available to all olive growers and other interested parties that provide guidelines on best practice technologies related to canopy management and disease management.
6. Project Team meetings will be held annually (2016, 2017 and 2018) to monitor progress and confirm reports, etc. Minutes of these meetings will be available on the Olives New Zealand website.
7. Presentations on the project progress, status and outcomes at Olives New Zealand annual conferences.
8. Regular reporting of milestones via the Olives New Zealand website, Olives New Zealand monthly newsletter and other journals.

Innovation 🍌

This project is innovative in that no research, quantitative or qualitative, of this type has been carried out in New Zealand for the olive industry. Nor has there been any international research for the olive industry in a maritime climate.

There needs to be a conversion from a lifestyle, cottage industry perspective to a horticultural managed tree crop perspective, with appropriate management practices and technologies tailored to the New Zealand maritime environment.

The project proposes to use New Zealand fruit tree crop knowledge from other species by using deciduous crop specialists to lead the project. The tree specialists will make recommendations based on proven technologies used with other stone fruit production. This will enable the application of appropriate tree physiology principles to the olive industry.

The project will be measured by:

1. Establishing baselines at the start of the project and measuring back against

- these on an annual basis
- 2. Recording of comparative crop sizes on an annual basis
- 3. The number of attendees at the regional field days.

Note – Olives New Zealand already carries out an annual Grove Census Survey which includes production statistics. This survey will be used to gather the additional data related to the field day application and results.

**Project Outcomes**

The project will enable the practical demonstration of new technologies in olive growing in New Zealand that will result in increased production, reduction in costs and dissemination of this information to all olive growers. This will cover best practice in canopy management and disease management.

The key outcomes will be:

1. An understanding of best practices in relation to key aspects of olive grove operations and management under New Zealand maritime conditions. Specifically canopy management and disease management.
2. Measurement and analysis of olive grove practices that will ultimately lead to better decision making, improved productivity and profitability and industry wide knowledge.
3. Establishment of reliable, consistent and accurate information that will be available to current and future olive growers.
4. Increased table olive production. Another product of the olive growing industry is processed table olives. New Zealand also has conservative table olive production constrained by levels of suitable fruit. Through understanding how to increase fruit production this will enable expansion of table olive production to increase market share and allow better availability of a local product to the New Zealand consumer.
5. Increased export potential. The industry is already successfully exporting modest volumes of olive oil (40,000 litres per annum) to a number of countries and increased production has the potential for a significant increase in exports. Enquiries are received on a regular basis from countries that recognise New Zealand's ability to produce high quality products. The latest of these being Japan where there is interest in combining shipments of high-end boutique olive oil for a discerning market rather than a bulk supply of questionable product. The enquiries from Japan have included visits by potential importers to view New Zealand olive groves and taste products, as well as requests for product samples to be sent to Japan.

**Risks and Mitigation**

Risk	Mitigation
Reluctance of olive growers to participate in the project	Commitment has already been obtained from a pilot group of olive groves
Lack of funding	Commitment has already been obtained from industry participants to contribute towards the project
Inability to access appropriate sprays for disease control	Commitment has already been obtained from an industry contractor that they will provide products for the project
Technical expertise in methodologies	Partnering with Plant and Food Research will ensure access to appropriate technical expertise in fruit tree crops physiology
Effective dissemination of progress and results	Communications methods are already established and working effectively by Olives New Zealand, the national organisation for olive growers. This is via regional groups, monthly newsletters, website, conferences, etc.

**Contribution to Sustainability**

**Economic**  
 There is already an established market for olive oil in New Zealand of \$35m per annum. Consumers choose olive oil because of its health benefits, taste and suitability for cooking and finishing dishes. There is potential to increase this market by increasing consumer awareness of these factors.

**Social**  
 Achieving sustainable levels of production will enable sustainability of the industry and its participants. It will also ensure that New Zealanders will have adequate access to a quality and locally grown product. A consistently higher yield will provide employment opportunities on a regional basis – on grove and in production facilities.

### Environmental

The olive industry already contributes to a diversification of land use. Best practice methodologies will result in applied better practices in relation to efficient use of the land, appropriate use of sprays, improved soil and tree health, and overall better production footprint. These factors will all add to a better and sustainable environment.

### Community of Interest

The lead stakeholder group are the olive growers – approx 300 active plus up to another 50 inactive, and the olive processors – approx 40. They will be represented by Olives New Zealand and key industry representatives on the Project Steering Group overseeing the project.

The Focus Groves will be key stakeholders as they will be making the investment and commitment to the project. The Focus Groves are proposed to be in Hawke's Bay, Wairarapa, Nelson and Canterbury as these four regions are fairly representative of the broader growing regions in New Zealand.

Other beneficiaries of a vibrant industry sector are:

New Zealand retailers – small, medium, large

New Zealand consumers

Regional workers

Industry contractors and suppliers

Local and Government authorities.

### Knowledge Sharing and Extension

The project will commence formally in July 2016 and be introduced to members and others at the Olives New Zealand Conference in October 2016.

This will be followed by regionally located meetings on the Focus Groves and other groves in other regions on at least an annual basis to demonstrate what has been done and the results. Attendees will be able to take home practical applications for their own implementation.

The project will be monitored on a two-monthly basis by the Executive of Olives New Zealand. A report will be prepared by the Project Administrator for these meetings based on the recommendations made to the Focus Groves and their related activities during the intervening period. A synopsis of the report will be included in the meeting minutes which are available on the Olives New Zealand website.

Three Fact Sheets will be produced in each year of the project and directly distributed to Olives New Zealand members, as well as made openly available via the Olives New Zealand website.

The project progress and availability of Fact Sheets will be reported to broader stakeholders via The Australian and New Zealand Olivegrower and Producer magazine and other publications.

Olives New Zealand already has already established effective communication channels with the industry. Industry and other interested parties will also be communicated with via these enhanced existing channels as follows:

- Olives New Zealand Conferences (2016 – 2018) – specific sections where there will be reporting on the project by participants
- Olives New Zealand website – Fact sheets, meeting minutes
- Olives New Zealand monthly newsletters – reporting on project milestones and reminding growers what they should be doing in their olive groves and how to access appropriate information
- Regional field days on specific topics
- Progress Reports on the project will be produced on an annual basis, showing baselines, practices implemented, progress and planned activities
- Final Report on the project will be produced summarising the project, the outcomes and recommendations for further work.
- Industry and Horticultural magazines – articles on the project.

### Related Work

This is the first initiative focussed on increasing the local market share of the olive oil industry. It is also the first initiative focussed on improving the technical capability of the New Zealand olive industry.

Probably the closest link to the project for the industry was the development of the "Best Practices for Olive Growing" via an SFF grant in 2001/2002.

International work has been of little use to the New Zealand olive growing industry because it does not take into account the maritime climate or the diversification of our terrain and terroir.

### Methodological Rationale and Design

New Zealand extra virgin olive oil is of unquestionably high quality as is evidenced by comments from international experts and the performance of New Zealand

products in international competitions. Our primary objective is to increase the market share for locally produced olive oil by making commercial olive growing more productive and economically viable.

This will be an action based project with leadership from the sector and supported by experts from Plant and Food Research. The project will be controlled by a Project Team (annual meetings as a minimum) with oversight by the Olives New Zealand Executive (which meets every two months).

The aim of this project is to increase the use of good fruit production methods in olive groves in New Zealand. The target is to lift production from less than 4 tons per hectare to at least 8 tons, thus reducing costs of production.

The project design is to:

1. Choose the four focus groves in the main climatically different growing regions. Each focus grove will have two blocks for the project; one block will be the control/usual practice block and the other will be the trial block.
2. Audit and establish a baseline for these focus groves.
3. Provide expert advice and discussion on tree health and tree shape and structure, with particular emphasis on canopy management and disease management. This will include practical advice on how to prune the trees, appropriate tools to be used, and spray programmes including product, frequency and application.
4. Over the project period establish and review protocols to increase the production level of fruit.
5. Establish a rigorous and expert monitoring and review program with regular feedback to growers via field days and publications (electronic and printed).
6. Produce full reports on the project to be available to stakeholders.
7. Produce Fact Sheets to act as references for all interested industry participants.
8. Provide recommendations on future work (e.g. future projects, incorporating the results into the Olives New Zealand Best Practice Manual.)

#### Other Information

Other Information

This is a critical project for the future of the New Zealand olive growing industry. This is demonstrated by the substantial commitment to this project through:

- participation and in-kind contribution of the participating focus groves
- financial contribution by regional groups
- financial contribution by members of Olives New Zealand Inc.

This is also supported by suppliers to the industry via their in-kind contribution of time and products to ensure access to appropriate expertise and appropriate products.

#### The OliveMark Quality Standard

Olives New Zealand has a trademarked quality standard for Extra Virgin Olive Oil based on the standard defined by the International Olive Oil Council. This quality standard includes a certification programme for olive oil to ensure that it meets the international standard and is evidenced by the use of a seal on all containers of that olive oil – the red OliveMark. Olive oil must be Extra Virgin to have the associated health benefits. There is a conservative fee associated with using the OliveMark. Increased levels of production will result in more Olives New Zealand certified olive oil. This will enable more funding for raising consumer awareness on the benefits of New Zealand certified extra virgin olive oil and the quality assurance associated with olive oils bearing the OliveMark. This raising of consumer awareness will also contribute towards increasing the market share for New Zealand produced olive oil.

#### Milestones

Enter Milestones

Milestone Number	Due Date	MPI Funding (\$)	Non-MPI Cash (\$)	In Kind Contributions (\$)	Total	Status	Invoice
404831-M01	31/07/2016	\$260.00	\$500.00	\$1,360.00	\$2,120.00	Forthcoming	
<b>Milestone Description</b>		Project Startup					
<b>Activities Undertaken</b>		Project Team Meeting Confirm Focus Grove participants. Develop the Extension Plan. Review baselines, review 2015 harvest volume data. confirm 2016 Conference presentation, programme for 2016/17 pilot grove visits and field days					
<b>Deliverables/Evidence of Completion</b>		Project team meeting minutes Conference programme Field days programme					
Milestone Number	Due Date	MPI Funding (\$)	Non-MPI Cash (\$)	In Kind Contributions (\$)	Total	Status	Invoice



404831-M02	30/10/2016	\$460.00	\$500.00	\$640.00	\$1,600.00	Forthcoming	
<b>Milestone Description</b>		Conference Presentation					
<b>Activities Undertaken</b>		Presentation at Olives New Zealand Conference on project aim, plan and status					
<b>Deliverables/Evidence of Completion</b>		Presentation delivered					
<b>Milestone Number</b>	<b>Due Date</b>	<b>MPI Funding (\$)</b>	<b>Non-MPI Cash (\$)</b>	<b>In Kind Contributions (\$)</b>	<b>Total</b>	<b>Status</b>	<b>Invoice</b>
404831-M03	30/11/2016	\$4,420.00	\$6,500.00	\$22,840.00	\$33,760.00	Forthcoming	
<b>Milestone Description</b>		First Focus Grove Visits					
<b>Activities Undertaken</b>		Visit the four pilot groves (2 consultants), evaluate tree health - photograph, advise on pruning and spray programme and gather 2016 harvest volume data Implement recommendations and report to Project Administrator First report - current status of grove tree health, 2016 production and recommendations Project Team Meeting - to discuss and confirm first report					
<b>Deliverables/Evidence of Completion</b>		Project team meeting minutes First report available on Olives NZ website					
<b>Milestone Number</b>	<b>Due Date</b>	<b>MPI Funding (\$)</b>	<b>Non-MPI Cash (\$)</b>	<b>In Kind Contributions (\$)</b>	<b>Total</b>	<b>Status</b>	<b>Invoice</b>
404831-M04	30/11/2016	\$2,200.00	\$3,000.00	\$0.00	\$5,200.00	Forthcoming	
<b>Milestone Description</b>		First Regional Field Days					
<b>Activities Undertaken</b>		Regional field days (x 5) to share information and provide practical advice					
<b>Deliverables/Evidence of Completion</b>		Field days delivered					
<b>Milestone Number</b>	<b>Due Date</b>	<b>MPI Funding (\$)</b>	<b>Non-MPI Cash (\$)</b>	<b>In Kind Contributions (\$)</b>	<b>Total</b>	<b>Status</b>	<b>Invoice</b>
404831-M05	1/03/2017	\$4,780.00	\$6,500.00	\$0.00	\$11,280.00	Forthcoming	
<b>Milestone Description</b>		Second Focus Grove Visits					
<b>Activities Undertaken</b>		Visit the four pilot groves (2 consultants), evaluate tree health - photograph, review crop loads, advise on pruning and spray programme Implement recommendations and report to Project Administrator Interim status report prepared for Olives NZ Executive meeting on recommendations made and activities undertaken by Focus Groves Produce First Fact Sheet - Disease Management					
<b>Deliverables/Evidence of Completion</b>		Fact Sheet available on Olives NZ website					
<b>Milestone Number</b>	<b>Due Date</b>	<b>MPI Funding (\$)</b>	<b>Non-MPI Cash (\$)</b>	<b>In Kind Contributions (\$)</b>	<b>Total</b>	<b>Status</b>	<b>Invoice</b>
404831-M06	1/03/2017	\$3,200.00	\$2,000.00	\$0.00	\$5,200.00	Forthcoming	
<b>Milestone Description</b>		Second Regional Field Days					
<b>Activities Undertaken</b>		Regional field days (x5) to share information and provide practical advice					
<b>Deliverables/Evidence of Completion</b>		Field days delivered					
<b>Milestone Number</b>	<b>Due Date</b>	<b>MPI Funding (\$)</b>	<b>Non-MPI Cash (\$)</b>	<b>In Kind Contributions (\$)</b>	<b>Total</b>	<b>Status</b>	<b>Invoice</b>
404831-M07	30/09/2017	\$5,660.00	\$7,500.00	\$22,840.00	\$36,000.00	Forthcoming	
<b>Milestone Description</b>		Third Focus Grove Visits					
<b>Activities Undertaken</b>		Visit the four pilot groves (2 consultants), evaluate tree health - photograph, advise on pruning and spray programme and gather 2017 harvest volume data Implement recommendations and report to Project Administrator Interim status report prepared for Olives NZ Executive meeting on recommendations made and activities undertaken by Focus Groves (April, June) Second report - current status of grove tree health, 2017 production and recommendations Produce second Fact Sheet - Canopy Management 1 Project Team Meeting - discuss and confirm second report, second Fact Sheet and 2017/18 activities					
<b>Deliverables/Evidence of Completion</b>		Project team meeting minutes Report on findings by pilot groves and related recommendations Fact Sheet available on Olives NZ website					
<b>Milestone Number</b>	<b>Due Date</b>	<b>MPI Funding (\$)</b>	<b>Non-MPI Cash (\$)</b>	<b>In Kind Contributions (\$)</b>	<b>Total</b>	<b>Status</b>	<b>Invoice</b>
404831-M08	31/10/2017	\$960.00	\$0.00	\$640.00	\$1,600.00	Forthcoming	
<b>Milestone Description</b>		Second Conference Presentation					
<b>Activities Undertaken</b>		Presentation at Olives NZ Conference on project status, progress, findings, where to from here					
<b>Deliverables/Evidence of Completion</b>		Presentation delivered					
<b>Milestone Number</b>	<b>Due Date</b>	<b>MPI Funding (\$)</b>	<b>Non-MPI Cash (\$)</b>	<b>In Kind Contributions (\$)</b>	<b>Total</b>	<b>Status</b>	<b>Invoice</b>
404831-M09	31/10/2017	\$2,700.00	\$2,500.00	\$0.00	\$5,200.00	Forthcoming	
<b>Milestone Description</b>		Third Regional Field Days					
<b>Activities Undertaken</b>		Regional field days (x5) to share information and provide practical advice					
<b>Deliverables/Evidence of Completion</b>		Regional field days delivered					
<b>Milestone Number</b>	<b>Due Date</b>	<b>MPI Funding (\$)</b>	<b>Non-MPI Cash (\$)</b>	<b>In Kind Contributions (\$)</b>	<b>Total</b>	<b>Status</b>	<b>Invoice</b>

404831-M10	1/03/2018	\$6,040.00	\$6,000.00	\$4,880.00	\$16,920.00	Forthcoming	
<b>Milestone Description</b>		Final Focus Grove Visits					
<b>Activities Undertaken</b>		Visit the four pilot groves (2 consultants), evaluate tree health - photograph, review crop load, effectiveness of pruning and spraying programmes Interim status report prepared for Olives NZ Executive meeting on activities undertaken by Focus Groves (December, February) Produce third Fact Sheet - Canopy Management 2 Project Team Meeting - to discuss project status, and confirm third Fact Sheet					
<b>Deliverables/Evidence of Completion</b>		Project team meeting minutes Fact Sheet available on Olives NZ website					
<b>Milestone Number</b>	<b>Due Date</b>	<b>MPI Funding (\$)</b>	<b>Non-MPI Cash (\$)</b>	<b>In Kind Contributions (\$)</b>	<b>Total</b>	<b>Status</b>	<b>Invoice</b>
404831-M11	30/09/2018	\$4,020.00	\$660.00	\$2,040.00	\$6,720.00	Forthcoming	
<b>Milestone Description</b>		Final Review and Report					
<b>Activities Undertaken</b>		Interim status report prepared for Olives NZ Executive meeting on activities undertaken by Focus Groves (June, August) Gather 2018 harvest data Third report - current status of focus grove tree health, 2018 production Final report - summary report of project and including further recommendations Project Team Meeting - review final outcomes, confirm reports and Conference presentation					
<b>Deliverables/Evidence of Completion</b>		Project team meeting minutes Reports available on Olives NZ website					
<b>Milestone Number</b>	<b>Due Date</b>	<b>MPI Funding (\$)</b>	<b>Non-MPI Cash (\$)</b>	<b>In Kind Contributions (\$)</b>	<b>Total</b>	<b>Status</b>	<b>Invoice</b>
404831-M12	31/10/2018	\$960.00	\$0.00	\$640.00	\$1,600.00	Forthcoming	
<b>Milestone Description</b>		Conference Presentation					
<b>Activities Undertaken</b>		Presentation at Olives NZ Conference on project outcomes, findings and where to from here					
<b>Deliverables/Evidence of Completion</b>		Presentation delivered					

#### ▼ Co Funding

##### Enter Co-Funding Details

Co-Funder	Status	Total Amount
Olives New Zealand - Canterbury Branch	Confirmed	\$1,500.00
Olives New Zealand - Hawke's Bay Branch	Confirmed	\$1,500.00
Olives New Zealand - Wairarapa Branch	Confirmed	\$1,500.00
Olives New Zealand - Kapiti Branch	Confirmed	\$500.00
Olives New Zealand - Auckland Branch	Confirmed	\$500.00
Others - TBA	Provisional	\$30,160.00
<b>Total Non-MPI Cash</b>		<b>\$ 35,660.00</b>
Ngatarawa Enterprises	Confirmed	\$13,520.00
Leafyridge Olives	Confirmed	\$15,220.00
Kakariki Olives	Confirmed	\$15,220.00
Bel Hamed Farms	Confirmed	\$13,520.00
Olive Culture & Harvesting	Confirmed	\$6,500.00
Olives New Zealand	Confirmed	\$4,300.00
<b>Total In Kind Contributions</b>		<b>\$ 68,280.00</b>

#### ▼ Project Resources

##### Enter Project Resources

Project Resource Name	Type	Organisation	Role	Phone	Mobile	Email	Confirmed?	Communications Contact?	Active
John Dunlop	Project Team	Kakariki Olives	Project Manager	03 544 1629	027 334 0303	<a href="mailto:dunlop@ts.co.nz">dunlop@ts.co.nz</a>	Yes	No	✓
Craig Leaf-Wright	Project Team	Leafyridge Olives	Finance Manager	04 232 0721	021 984 866	<a href="mailto:craig.leaf-wright@acco.com">craig.leaf-wright@acco.com</a>	Yes	No	✓
Andrew Taylor	Project Team	Olives NZ/Olive Culture & Harvesting	Chair Person	06 844 9069	027 611 9703	<a href="mailto:forty.groves@paradise.net.nz">forty.groves@paradise.net.nz</a>	Yes	No	✓
Stuart Tustin	Project Team	Plant & Food Research	Technical Advisor	06 975 8968	021 226 8968	<a href="mailto:stuart.tustin@plantfood.co.nz">stuart.tustin@plantfood.co.nz</a>	Yes	No	✓
Gayle Sheridan	Project Team	Olives New Zealand	Project Administrator	06 877 2315	021 057 7635	<a href="mailto:admin@olivesnz.org.nz">admin@olivesnz.org.nz</a>	Yes	Yes	✓
Stuart Tustin	Sub Contractor	Plant and Food Research	Crop & Fruit Physiologist				Yes		✓



Andrew Taylor	Sub Contractor	Orchard Specialist	Olive Culture & Harvesting				Yes		<input checked="" type="checkbox"/>
Gaston Monge-Grassi	Sub Contractor	Silex Tools	Equipment Advisor				Yes		<input checked="" type="checkbox"/>

**▼ Attachments**

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Document Name	File
SFF Budget	<a href="#">2016 SFF Budget for Olives New Zealand.xlsx</a>

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