



EXECUTIVE OFFICERS REPORT – NOVEMBER 2016

Membership

Financial membership stands at 198, compared with 194 in November 2015.

Membership is made up as follows:

Hobby Growers	30
Small Groves	29
Full Members	121
Associate Members	15
Life Members	3.

Focus Grove Project

Milestone M02 has been reported to and claimed from SFF.

The Field Days have been completed in Nelson, Canterbury and Hawke's Bay. Wairarapa is due Friday 11th and Auckland/Northland on Friday 18th

Attendances have been really excellent and the feedback received has been very affirmative of the knowledge gained. Our SFF Advisor and another MPI representative plan to attend the Wairarapa Field Day, along with our Account Manager from Pant and Food.

The first Project Report is due this month and must be signed off by a Project Steering Group meeting by the end of November. Special thanks to the Branch Chairs/Secretaries for the Field Day reports prepared. Stuart Tustin will use these as the basis for the Project Report.

Conference

There has been excellent feedback from Conference attendees. People really enjoyed all sessions and the exhibitors also said they had enjoyed the opportunity of talking with growers.

2016 NZ EVOO Awards

There has also been excellent feedback from people who attended the Awards Dinner. The Parliament venue is certainly a hit with members and the presentation ran smoothly.

2016 Certification

A final submission for 2016 Certification was offered to members via the newsletter and one member submitted two samples.

Grove Census

Only 72 forms out of a possible 180 have been returned. This is a very disappointing response rate. Branch chairs have been provided with a list of respondents so that they can follow up with the non respondents. One final email out will also be done at the end of November.

Japan Export Pilot

The Kansai Exhibition went very well. A full report has been provided to the Project Participants. There were 78 exhibitors (including co-exhibitors), from Argentina, Australia, Egypt, Greece, Israel, Italy, Japan, New Zealand, Portugal, Spain, Tunisia, Turkey and U.S.A.

The organisers say there were 35,508 visitors over the three days of the Expo but this was the total number including the other concurrent shows (e.g. Asian Food Show).

The Olives NZ stall stood very comparably with the other exhibitors and the supporting materials were spot on. Expo attendees were obviously impressed with the gift box, the tastings, brochure and wowed with the business card USB. However the pricing of the gift box was an issue, it is quite a high value item.

I was invited to be on a Panel Discussion along with the major Japanese Importer (NZ's Mr Lupi), a Japanese grower and a major Italian grower group representing the Northern Hemisphere. It was chaired by Himeyo.

I had the Simply the Best video (in Japanese) shown before I spoke which was very well received. The Panel discussion went really well and gave me the opportunity to position New Zealand as the premium growing country; why, how. Himeyo totally supported this with comments that she had visited New Zealand and was very impressed with our Certification and Awards and that our EVOOs are among the best in the world. In fact she may even have said that they were the best!

One really interesting outcome was that attendees quickly caught on to the OliveMark and the Certification programme. These were seen as huge differentiators from all other exhibitors and valued as a quality assurance system.

Marketing

Gift packs containing the Best in Show, Reserve Best in Show and Flavoured Oils were sent to three food magazines, along with suggestions on how to use the flavoured oils. The recipients were very pleased to receive these gift packs so will be interesting to see if any publicity results.

There will be a directory advertisement featuring the Best in Class winners and the OliveMark in the Dec/Jan issue of Cuisine magazine.

The Best in Show and Reserve Best in Show oils have been entered in the New York competition.

Food Safety Act

The new documentation was to have been completed last week but still waiting on this.

New Sponsor

Yamaha Motor New Zealand has signed up as a General Sponsor of Olives NZ. Geoff Lamb, Business Development Manager of the New Zealand Sky Division is excited about the opportunities the company can offer to olive growers with aerial spraying. This is a great prospect for large groves or consortiums of smaller and medium sized groves.

2017 Processing Practices Course

Pablo Canamasas has advised that he would be available to run a Processing Practices Course in April 2017 on his way back to Australia as he did this year. The course required 25 paid registrations at \$500 each this year to break even.