

Olives New Zealand
Minutes Synopsis of Executive Meeting
Friday 17th October 2016 5.30 - 7pm
James Cook Hotel Boardroom, Wellington

1. Present

Andrew Taylor (President), Craig Leaf-Wright (Vice President and Treasurer), Bob Marshall, Tricia Noble-Beasley, Jon Dunlop, Niall Holland, Gayle Sheridan

2. Financial Report

Craig spoke to the financial report which had been circulated. He noted that the year forecast is looking better than budget primarily because of the increase in numbers for certification and the awards. Although there were still expenses to come for both of these, the budget is tracking towards a \$16,000 surplus compared to a break even. Craig also noted that the cash balance included funds tagged for the Focus Grove Project and Export Pilot.

Craig reported on his modelling of introducing a new tier of membership as suggested at the AGM. The scenario he thought was best was as follows.

<u>Membership</u>	<u>Category</u>	<u>Fee</u>	<u>Current</u>
Hobby	<100	\$100	\$106.25
Small Grove	100-499	\$250	\$212.50 for <250
Medium Grove	500-1,999	\$600	\$425
Large Grove	>2,000	\$1,000	\$425

This would generate membership income of \$72,250 compared to current figure of \$64,000.

After substantial discussion there was consensus that Craig report back to the membership on the review undertaken and that the Executive had made a decision not to implement for 2017 and review the situation again prior to setting the 2018 membership fees.

3. Executive Officer Report

Gayle spoke to her report which had been circulated.

Focus Grove Project

Hawke's Bay and Kapiti had already sent out notifications to members and non-members with encouragement to the latter to join at the substantially discounted membership fee on offer. This would mean they could attend for free and receive all of the other membership benefits until into the new year when the new membership fee was invoiced.

Conference Weekend

There had been 61 paid registrations received for Conference, which was low compared to previous Conferences, and 26 for the Assessment Seminar.

It was noted that the conference registrations were disappointing given the benefit to attendees and the organisational effort required. On the Head Judge's regional visits there had been 20 – 30 people attend in Kapiti, Canterbury and Central Otago and perhaps this was a better model than trying to have a centralised conference. It was suggested that the Head Judge visit could be coincided with the regional Focus Grove Field Days in 2017. There would still be the requirement to have a centralised Awards Dinner.

NZ EVOO Awards

Commensurate with the record entry there had been a record number of medals; 55 going to Wairarapa, 16 to Kapiti, 12 to Canterbury, 11 to Hawke's Bay, 9 to Nelson, 8 each to Auckland and Northland, 4 each to Waiheke Island and Bay of Plenty and 1 to Central Otago. This equated to 17 Gold Medals, 62 Silver Medals and 49 Bronze Medals, a total of 128 medals and 10 no awards.

Certification

As in previous years issues with Certifications have included:

- Incomplete documentation (especially dates)
- No labels provided for file
- Unlabelled bottles
- Payments not received by the time results are available
- Requests to alter volumes of oil from what was advised on the Certification Request form
- Request to alter the name of oil after Certification
- Non representative samples.

There had been a couple of requests for late certification and DPI had agreed to accommodate. This would be offered via the newsletter with a tight deadline of the end of the month.

Certification Data

The proposal to include a synopsis of certification results in the annual Harvest Data Report was agreed.

Japan Export Pilot

The brochures, gift boxes and business card USBs have been completed and packed for taking to Japan.

Grove Census

The response has been disappointing with only 70 received out of a possible 180. Gayle will provide the Branch Chairs with a list of who has supplied these so that they can follow up with the others.

Food Safety Act

The estimate to prepare a National Programme 3 for producers was approved.

New Sponsor

The news of a new sponsor with Hunter Valley Enterprises was welcomed.

2017 Dates

It was agreed that the AGM be held in Carterton on Saturday 18 March.

The Awards Dinner on Saturday 14th October was also confirmed with a proposal on any other activity to be considered for that weekend.

EO – temporary change to work location

The Executive approved for the Executive Officer to work from the UK from 1 December until probably late April, with Lionel providing assistance from New Zealand.

4. General Business

Branch Updates

Nelson – John said the dinner with Reni had gone well and she had raised concern about storage methods post processing. A real concern for members who were contract growers was the requirement for the new Food Safety Programme so the provision of a template would be well received. There have been several groves change hands with new owners not interested in the olive trees (e.g. Frogs End, Kina Haus).

Kapiti – Tricia said that they had a successful tasting event and pot luck dinner using dishes made with EVOO. The committee had enjoyed the evening with Reni. A sub-committee was looking at possibility of a regional attendance at the Feilding Field Days. A Christmas event was being planned. A notice has been sent to local members and non-members about the forthcoming Focus Grove Field Day in Wairarapa.

Hawke's Bay – Bob said the Table Olives Field Day had gone well at Telegraph Hill with about 17 attendees. A notice has been sent out to members and non-members about the Focus Grove Field Day. Telegraph Hill were flat out finishing the bottling of the Japan Pilot oils and the labelling had proved rather fiddly and taken much longer than anticipated.

Canterbury – Niall said their most recent event had been the meeting with Reni. She had been very energetic and invigorated members. The new processing plant had proved a good focus for members. Niall said that people were becoming much more aware about the quality of NZ EVOO and the health benefits.

John added that the "Trust me I am a Doctor" programme on TV had been compelling and customers at the local farmers market had been raising it.

Wairarapa – Craig said that the committee were looking at a forward plan and it would be good to have some new blood join.

Lisa and Jim Rowntree joined the meeting and gave an overview of the activities of the World Olive Oil Trade Group and the Australia Olive Association.

Lisa said that the American olive oil producer representative had attended the wine group meeting and this confirmed the benefits of the WOOTG. The group would be looking at other options to IOOC and a standard that better suited the members. This included developing a new world standard for presentation to Governments. Both the AOA and Boundary Bend are involved with the WOOTG, including sub-committees.

The AOA has recently held its AGM and Conference. The major activity has been a consumer awareness campaign using digital marketing (Facebook, Twitter, Instagram). This was targeted at young demographics and moving them from other oils to Australian EVOO. The budget was \$150,000 and there would be a review on effectiveness. The funding was coming from the grower levy, this was \$3.10 per tonne processed for R & D with \$1 coming to marketing. Typically the R & D fund had been used to fund fact sheets.

Andrew thanked Lisa and Jim for attending the meeting and said he hoped they would enjoy Conference and the Awards Dinner.

There being no further business the meeting was declared closed at 7pm.

NEXT MEETING - 17 November - Teleconferenc