

Olives New Zealand
Minutes Synopsis of Executive Meeting
Thursday 18 August 2016
Teleconference
7.10 – 8.45pm

1. Present

Andrew Taylor (President), Tricia Noble-Beasley, John Dunlop. Niall Holland, Bob Marshall, Gayle Sheridan

2. Apologies

Craig Leaf-Wright

3. Executive Officer Report

Gayle spoke to her report which had been circulated.

Membership

Four more new members had joined taking the total membership to 190 compared to 189 in August 2015.

Focus Grove Project

Andrew would give an overview of the Focus Grove Project at Conference.

Dates have been set for the next round of Focus Grove Field Days. These are:

Thursday 27th October – Nelson

Friday 28th October – Canterbury

Friday 4th November – Hawke's Bay

Friday 11th November – Wairarapa

Friday 18th November - Auckland (Field Day only)

Stuart Tustin would give the first formal Project presentation at the Field Days and Gayle will arrange handouts of this for attendees.

Given the cost of the Field Days was budgeted at \$2,750 each it was agreed that non-members should pay \$200 each if they wished to attend, otherwise they need to join Olives NZ. Membership is currently discounted by 50% and would be discounted by 75% in October so was at a real bargain price.

Japan Pilot

There were 51 confirmed exhibitors for Kansai; Japan – 21, Australia – 2, New Zealand 1 + 5 co-exhibitors, Europe – 22, USA – 2, Argentina – 1, Middle East – 2 + 4 co-exhibitors.

Endeavour Glass are in receivership but had been able to deliver the two pallets of bottles required for the Pilot. However re-orders will need to be via another company and with a longer lead-time and an increase in cost. The e-brochure has just been emailed out and a re-order of bottles will initially be dependent on the interest that generates.

Certification

A record 198 submissions have been sent for certification and there are still a couple pending.

NZ EVOO Awards

Personalised invitations have been sent to all eligible members and full documentation is on the website. Entries opened on Monday and already 20 have been received. There has been great interest in the Awards so hopefully a record entry reflective of certifications.

Information on the Awards Dinner is in the Conference Programme and the cost has increased slightly to \$100 per head with drinks included.

2016 Conference

The speakers for Conference had all confirmed with three Executive/Focus Grove people required for the Panel discussion. Suggested some topics for the latter:

Cost and time associated with being a Focus Grove participant

Infrastructure - accessing timely harvesting contractors and processing facilities

Developing the market for NZ EVOO (selling increased production).

There would be a small window at Conference for Craig to report back to members on options for a change in membership classification and associated fees.

In relation to a National Field Day on the Sunday, the consensus was that this was unnecessary because of the forthcoming Focus Grove Field Days. It was agreed that rather, the Assessment Seminar be moved to the Sunday which would enable a better attendance.

2017 Conference/Awards Dinner

There had been negative feedback from around a dozen members about the Awards Dinner being moved out to mid-October. This was the first weekend after World of Wearable Arts because accommodation and flights were cheaper.

The option of moving back to the end of September was discussed and whether the Conference/Awards Dinner should be in Wellington or moved. It was agreed that Wellington was the most accessible city for members and because of the savings on accommodation and flights, the weekend needed to be after World of Wearable Arts. That will be 14/15 October 2017.

Australian Olives Association

It was noted that AOA had become a member of the World Olive Oil Trade Group. With Lisa Rowntree coming to 2016 Conference there was an opportunity to invite her to talk to the Executive about AOA and also the WOOTG.

4. General Business

Branch Updates

Kapiti – Tricia said that harvest had been up on previous year although yield had been down. The Branch had a Tasting Event coming up on 28th August including contributing lunch dishes that showcased member's oil. Tricia said that the Branch had successfully lobbied Lucy Corrie, food writer for the DomPost "Life", to specify New Zealand EVOO in recipes.

Hawke's Bay – Bob said there had been an increase in harvest tonnage but the dry season had resulted in issues getting olives off the trees. The Branch had a Table Olives workshop planned for 21 September with an open invitation to other members to attend. A tasting seminar was also planned with date to be set.

Nelson – John said a wet season had impacted on fruit and harvesting, compounded by limited access to one mechanical harvester. Overall harvest tonnage was down but yield was

up. John noted there had been a lot of fruit wastage. The Branch was working with NMIT to have a meal using local oils. John said he was very interested in the DroneMate and the possibilities that offered to improve grove management. He noted there had been no progress with the proposed joint marketing initiative.

Canterbury – Niall said they had a dry season and with good harvest volumes. The estimate was 80 tonnes across the region. He said they had a rocky start with the new operation of the processing plant but had a recommendation from Pablo of a German chap, Moritz Heiliger, who had worked for Boundary Bend and then on Waiheke Island. The advice and assistance received from using Moritz made a significant turnaround in operations and productivity and the use of enzymes had been hugely successful. Niall estimated this had resulted in a 10% increase in yield. Niall suggested that Moritz might be available to come to New Zealand again in 2017 to assist with harvest. Niall said the quality of oil was also looking very impressive. He noted the processing plant was going to be moved to another location and that the new operator was keen to be involved on an ongoing basis. Niall said he was blown away with the significance of medical research on the powers of EVOO. He said EVOO was the true superfood with the new research supporting this, particularly compared with other supposed food fads. He said there must be a way to piggy back on the research on the health benefits and would look to write a paper at some stage.

Otago – Andrew has been approached by the Central Otago group to visit again to talk about various matters, including the potential to become a Branch of Olives NZ. This would be permissible if they adopted the standard Branch Rules, including also that all their members were also members of Olives NZ.

Other Business

Members looking to sell and buy bulk 2016 certified oil had been asking if there was an indicative price for 2016. It was agreed that probably \$13 per litre would be the norm and this was reasonable given current production costs.

Andrew confirmed the plan for the Judge's excursion; Auckland – Hawke's Bay – Kapiti – Nelson – Canterbury and back to Wellington for Conference weekend.

There being no further business the meeting was declared closed at 8.45pm.

NEXT MEETING

14 October (James Cook Hotel, Wellington starting at 5.30pm)

Future Meeting Dates

17 November

2017:

16 February

20 April

15 June

17 August

13 October (Wellington)

16 November