

	<p><b>Olives NZ Conference 2016</b>  <b>Saturday 15th &amp; Sunday 16th October 2016</b></p> <p><b>Increasing the Market Share for NZ  Extra Virgin Olive Oil</b></p> <p><b>Wellington</b></p>	 <p>THE AGRICULTURAL AND MARKETING  RESEARCH AND DEVELOPMENT TRUST</p>
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## Welcome from Olives New Zealand

The Executive of Olives New Zealand extends a very warm welcome and invitation to you for Conference 2016, which will be held in Wellington in conjunction with the New Zealand Extra Virgin Olive Oil Awards Dinner on Saturday evening and an Organoleptic Assessment Seminar on the Sunday.

Conference 2016 has the same title as the Olives New Zealand Sustainable Farming Fund Project – “Increasing the Market Share for NZ EVOO”. There will be two main focuses – marketing initiatives and addressing grove productivity. Following on from a bumper harvest in most regions the challenges are the opportunities to grow markets for NZ EVOO and maintaining the level of production to service the evolving markets.

Marketing initiatives will be covered by Rob McGavin of Boundary Bend (how did they increase their market share for Australian EVOO to 80% and where to from here?) and Elena George from La Trobe University on the Mediterranean Diet (is this our secret weapon?).

Andrew Taylor will provide an overview and update on the Focus Grove Project, as well as the other key activities being undertaken by Olives New Zealand, on behalf of members. This will be complemented by a Panel discussion on addressing the biggest challenges facing olive groves in the Southern Hemisphere and will include not only focus grove participants but also our international guests from Australia and South Africa and New Zealand’s foremost olive pioneer – Mike Ponder.

Presentation of the NZ EVOO Awards Bronze, Silver and Gold will be done after the afternoon tea break of Conference leaving presentation of the major awards to the Awards Dinner, which will be held on Saturday evening at Parliament.

Reni Hildenbrand from South Africa, Head Judge for the 2016 NZ EVOO Awards, will run an Organoleptic Assessment Seminar on Sunday 16 October. This seminar will be two-fold. Firstly it will involve blind tasting and assessing of award winning oils from 2016 – what makes the difference between Bronze, Silver and Gold award winning oil, how could Bronze or Silver oil be lifted to Gold? Secondly it will involve tasting and assessing table olives – attendees are invited to bring along samples of their table olives for blind tasting and assessment. Finish time will be 4.30pm.

The excellent Presenters and our usual high standard of Exhibitors will extend your knowledge of the olive industry and give you invaluable information for moving forward in the industry.

Venue for Conference and the Seminar is the James Cook Grand Chancellor which is located in downtown Wellington. It is easily accessible from the motorway for those driving, with various car parking options available. For those flying in there are transfer options with airport shuttles and taxis. The conference rooms, catering and other facilities are of a high standard. Olives New Zealand has block booked a number of rooms at \$160 per night, these must be reserved by 14<sup>th</sup> September.

Join us on the Friday evening for drinks in the bar to catch up with old friends and make some new ones. The Awards Dinner on the Saturday night at Parliament will be a smart affair with plenty of time for celebrations.

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## Our Presenters

### Elena George

Elena George is a lecturer in the School of Allied Health at La Trobe University, Melbourne and is involved in research on the Mediterranean Diet. She also provides advice on nutrition, healthy eating and on the diseases that can be aided by the Mediterranean Diet. Elena will present compelling research results that will have you all become converts!

### Rob McGavin

Rob McGavin and Paul Riordan established Boundary Bend Olives in 1997, with the first trees being planted in 1999. The company has five sites around Victoria; incorporating 6100 hectares of groves across three sites including 2 large processing plants, an office and harvester manufacturing facility in Mildura, a bottling and packaging facility in Lara and a marketing office in Melbourne.

Boundary Bend Olives produces from its own groves approximately 70% of Australia's olive oil and have about 80% of sales of Australian extra virgin olive oil. Boundary Bend Olives is a consistent award winner in prestigious international competitions. Rob is currently Boundary Bend's largest shareholder and CEO.

### Andrew Taylor

Andrew has grown horticultural crops such as avocados, kiwifruit, pip fruit and summer fruit for more than 30 years. For more than 10 years Andrew has provided horticultural advice, harvesting and pruning contract services to the olive industry and now works full time with olives in much of the North Island. Andrew has been President of Olives New Zealand since 2009 and had previous to that been a member of the Executive.

Andrew will give an update on current Olives New Zealand key activities; Certification, Awards, Marketing, the Japan Export Pilot and the Sustainable Farming Fund Project.

## Our Panel

Our international guests as follows.

### **Reni Hildenbrand – Hildenbrand Wine and Olive Estate, South Africa.**

Reni owns the Hildenbrand award winning wine and olive estate in Wellington, South Africa. Reni has received recognition for her contribution to the South African industry with the award of Achiever of the Year in 2008 and 2013. Reni presents olive and olive oil tasting courses and is co-author of the book "Olives and Oil in South Africa". You can read more about Reni and her Hildenbrand Estate at <http://www.wine-estate-hildenbrand.co.za/>

### **Jim Rowntree – Longridge Olive Estate, South Australia**

Jim is the Director of award winning Longridge Olives which is currently the largest Super High Density Grove in Australia. Longridge Olives is a 100% family farm owned by the Rowntree Family and is comprised of over 87,000 trees of specially selected varieties that suit the SHD model. These include Picual, Barnea, Arbequina, Arbosona, Koroneiki and FS17. You can read more about Longridge Olive Estate at <http://www.longridgeolives.com.au/>

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Our Focus Grove participants as follows.

**John Dunlop – Kakariki Olives, Nelson**

John and Helen Dunlop own Kakariki Olives which is a 3,000 tree grove, located in Nelson. Established in 1999, with planting spread over a two year period, the grove consists of mainly Tuscan varieties, with a few Kalamata, Picual and Picholene trees. John has been involved with the Nelson branch of Olives New Zealand since joining in 2001 and is currently Chair and a member of the Olives New Zealand Executive. As well as being a grower, John installed an olive processing plant this year.

**Craig Leaf-Wright – Leafyridge Olives, Wairarapa**

Leafyridge Olives, situated near Masterton in the beautiful Wairarapa region of New Zealand, is owned and managed by the Leaf-Wright family. The grove was established in July 1999 with the 31 acres being progressively planted over the following 3 years. The olive grove has 3,650 trees comprising varieties from Italy (Frantoio, Leccino, Pendolino), France (Picholene) and Spain (Manzanillo, Picual). Craig is Chair of the Wairarapa Branch of Olives New Zealand as well as being Vice President and Treasurer for Olives New Zealand. Check out [www.leafyridge.co.nz](http://www.leafyridge.co.nz) for more information.

**Bob Marshall - Aquiferra, Hawke’s Bay**

After moving from Auckland, Bob and his partner Shona bought a block of bare land on the edge of the Ngatarawa Triangle in Hawke’s Bay and in 2003 planted a grove of Leccino, Frantoio, Pendolino, Picual and Koroneiki olives. With only 650 trees they are a small producer, but successfully market their oil (‘Aquiferra’) at markets and to a number of restaurants. Bob has been Chair of the Hawke’s Bay Branch of Olives New Zealand since 2009 and is therefore a member of the Olives New Zealand Executive. Find out more here <http://www.aquiferra.co.nz/>

**Mike Ponder – New Zealand Olive Pioneer, Marlborough**

Mike Ponder and his wife established Ponder Estate Olive Grove in 1988 and are acknowledged as pioneers in the development of New Zealand’s olive oil industry. Ponder Estate comprised 5,000 trees on the outskirts of Blenheim and from 1995 was recognised internationally as producing some of the world’s best EVOOs.

Mike was (and still is) fanatical about quality, best practice and believed that New Zealand had a unique opportunity to produce olive oils of exceptional standards because of the cooler climates, small scale operations, modern cultivars and growing techniques. Mike was involved in the establishment of the New Zealand Olive Association, fore runner of Olives New Zealand, and served as President. He now combines a lifestyle of author, painter, olive and grape grower and cattle breeder.

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### PROGRAMME – DAY ONE SATURDAY 15<sup>TH</sup> OCTOBER

8:00 - 8:45am	Registration Coffee and tea available – Visit our exhibitors	Gayle Sheridan Executive Officer
8:45 - 9:00	Welcome  Andrew Taylor President-Olives New Zealand	
9:00 – 10:00	The Mediterranean Diet • Why all the fuss?	Elena George La Trobe University, Australia
10:00 - 10.30	Morning Tea – visit our exhibitors	
10:30 – 12:00	Boundary Bend • From zero to hero	Rob McGavin CEO/Executive Chairman
12:00 – 1:00	Lunch – visit our exhibitors	
1:00 – 3:00	Update on Olives NZ Activities  Challenges facing Olive Growers in the Southern Hemisphere	Andrew Taylor  Panel Discussion
3:00 – 3:30	Afternoon Tea	
3:30 – 5:00	New Zealand Extra Virgin Olive Oil Awards • Presentation of Bronze, Silver and Gold Awards	

6:30pm - late	<b>NZ EVOO Awards Dinner – Parliament Buildings</b> Dress – Smart Enjoy a welcome glass of bubbles on arrival and find your table, as per the seating plan, for 7pm start. Wine will be provided on each table with beer and juice also available. However, there is a fixed budget and then a bar tab will operate. 😊	
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**ORGANOLEPTIC ASSESSMENT SEMINAR – SUNDAY 16<sup>TH</sup> OCTOBER**

***Presenter – Reni Hildenbrand (South Africa), Head Judge, NZ EVOO Awards***

9.00 – 10am	Welcome and Overview of What makes an Award Winning EVOO
10.00 – 10.30am	Morning Tea
10.30 – 12.00	Tasting and assessment of 2016 Award winning EVOOs (New Zealand and South African)
12.00 – 1.00pm	Lunch
1.00 – 2.00pm	More tasting and assessment of 2016 Award winning EVOOs Summary, Questions and Answers
2:00 – 4:00	Tasting and assessment of table olives (New Zealand and South African)
4.00pm	Workshop finishes, afternoon tea available

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## Registration Fees

Registration fees stated are assuming current membership of Olives New Zealand and include GST. For non-members the registration fee for Conference and Organoleptic Seminar is \$400 per event, including GST.

Conference Day One – a registration fee of \$250 for the first attendee and \$200 for additional attendees, from the same business.

Organoleptic Seminar – a registration fee of \$250 per attendee and \$200 for additional attendees, from the same business.

## Conference Pack

There will be a pack for each attendee which will contain a Conference booklet with a copy of the relevant presentations, an attendee list, product brochures etc. You can collect this at the Conference Registration Desk.

## Exhibitors

There will be plenty of opportunities throughout the Saturday to visit with the exhibitors and see what their latest offerings are. This will be a great opportunity to see key suppliers to the industry in a central location. Olives New Zealand much appreciates the support of the exhibitors.

## Accommodation

We will happily collate your accommodation requests and pass on to the hotel to action. The special room rate is \$160 per night. However, there is a limit on the rooms tagged for our Conference so you are encouraged to register by 14<sup>th</sup> September to avoid disappointment.

## Final Date for Registration

Your early registration is appreciated so that appropriate arrangements can be confirmed.

**Final date for registrations is Wednesday 28<sup>th</sup> September, however accommodation may no longer be available at the special rate. Register now!**

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## NZ EVOO Awards Dinner

Join us for the NZ EVOO Awards Dinner starting at 6.30pm on Saturday evening at Parliament Buildings. A great evening has been planned and the price includes your beverages (beer, wine, juice) until the tab runs out.

Join us for a glass of bubbles and then be seated by 7pm.

Tables will accommodate 8 people and you will be seated in regional groups unless you request otherwise. A seating plan will be available and circulated prior to the evening.

The menu will be:

To start	<p>Antipasto Platters  -pickled and marinated vegetables, olives, pesto's, continental meats, New Zealand cheese, toasted artisan breads, 2016 award winning EVOOs.</p>
Mains	<p>Pre-order is required  Prosciutto wrapped Marlborough salmon fillet  OR  Baked lemon and sage chicken supreme  Both served on parmesan polenta with whipped goats cheese and vine tomato</p> <p>Plus side dishes of:  Pumpkin and pecorino arancini with aioli  Rocket and parmesan salad with balsamic  Tomato basil and boconcini salad with lemon oil  Italian rosemary and garlic roasted potatoes</p>
Dessert	<p>Tiramisu  -with espresso soaked lady finger biscuits, marscapone, Kahlua and grated chocolate</p>
To Finish	<p>Pickwick teas and Utz coffee</p>

Because of the stringent security requirements of Parliament, late registrations for the Awards Dinner will not be permitted.

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## REGISTRATION FORM

Company Name: \_\_\_\_\_

Preferred Email \_\_\_\_\_ (OK to include on Attendees List – Yes/No)

Please list attendees and tick the sessions they wish to attend:

Attendee Name (Please note any special dietary needs)	Saturday 15 <sup>th</sup> Conference	Friday 14 <sup>th</sup> Organoleptic Assessment	Special Dietary Needs

Registration Fees Payable	Member Fee per Person (inc GST)	No. Attending	\$
Saturday 15 <sup>h</sup> - Conference	First Person @ \$250 Additional @ \$200		
Sunday 16 <sup>th</sup> – Organoleptic Assessment	First Person @ \$250 Additional @ \$200		
<b>TOTAL REGISTRATION FEES</b>			<b>\$</b>

### Saturday Evening NZ EVOO Awards Dinner

Number attending _____	@ \$ 100 per person	\$
Main option	Salmon Fillet Chicken Supreme	

**Total Payable (Registration Fees + Conference Dinner) = \$ \_\_\_\_\_**

Please post this Registration Form & cheque (payable to Olives New Zealand) for Total Payable to:  
Olives New Zealand, PO Box 28140, Havelock North 4157.

Alternatively, email the form to [admin@olivesnz.org.nz](mailto:admin@olivesnz.org.nz) and deposit the Total Payable to:  
ASB account 123157-0113576-00 and show your surname in the Reference field.

A GST Invoice/Receipt will be emailed once payment has been processed.

**Accommodation Request** (\$160 per night, this will be passed on to the James Cook Hotel)

Arrival Date	Departure Date	No. of Rooms

**FINAL DATE FOR REGISTRATIONS – WEDNESDAY 28<sup>TH</sup> SEPTEMBER**