

Olives New Zealand  
Executive Meeting Minutes Synopsis  
Thursday 20<sup>th</sup> April 2017  
Teleconference 7pm – 8.25pm

**1. Present**

Andrew Taylor (President), Craig Leaf-Wright (Vice President/Treasurer), Tricia Noble-Beasley, Bob Marshall, Gayle Sheridan

**2. Apologies**

Niall Holland, John Dunlop, Andrew Taylor (for lateness)

**3. Minutes of the February Meeting**

That the minutes of the February meeting be accepted as accurate and complete.  
There were no matters arising

**4. Financial Report**

Craig advised that the report had been completed and would be circulated after the meeting. He noted this was the first financial report for the new year and covered the first quarter. Budget is on track and there is nothing significant to report. The bulk of income received has been membership fees and there has also been sponsorship and Focus Grove Project contributions. The audit fee has been paid and some large Focus Grove expenses invoices. The main debtor is MPI for the Focus Grove Project. The with-holding tax refund from 2014 requires the completion of a return and this is in hand. Craig summarised that the current financial position is sound.

**5. Executive Officer Report**

Gayle spoke to her report which had been circulated.

Membership

Some 14 memberships have been cancelled because of non-payment. This has reduced membership to 176 but should recover progressively over the year.

AGM

There was the usual attendance at the AGM and there seemed to be no major issues. The minutes are on the website.

Focus Grove Project

Gayle thanked those who had contributed to the Focus Grove Report on the March visits. There are now only six unpaid invoices for Focus Grove contributions totalling \$1,702.

Given that SFF were viewing the Focus Grove Project positively perhaps it was opportune to talk with them about a subsequent project. It was agreed that, following on from good outcomes in addressing and raising consistent production, looking at promoting the OliveMark would be timely. This was something membership had been asking about for some time. Gayle to discuss this with the SFF advisor to see if there would be scope for an application and if so look at options for campaigns such as TV, regional, etc.

2017 Awards

The proposed judging panel includes an Italian Head Judge, an Italian Guest Judge, one Australian (Margi Kirkby), two Kiwis (Charlotte Connoley and Hilary Fenemor) and Georges

from Lebanon. A high profile chef would join the panel for the flavoured oils and in return could have an event using the two Italian judges.

#### New Sponsor

The Executive were appreciative that the Grove Supply Company had taken up sponsorship.

#### Japan Export Pilot

There has been no progress with finding an importer from the contacts made at the Kansai Expo. However, NZ Trade and Enterprise in Tokyo is looking at the potential market for NZ EVOO and would advise accordingly.

#### Marketing

The New York results would be announced on 27 April.

Facebook updates and hits and merchandise sales are progressing.

In relation to sponsorship for the NZ Truffle Association, Craig said that Leafyridge would be happy to donate 100ml bottles for the Conference packs. Approximately 50 would be required.

#### Certification

The 2017 documentation would be emailed out to members last week of April once the Contacts Database had been rolled.

#### Food Safety Act

MPI had advised that if a grower bottles, blends or infuses post processing then they must register under National Programme 3. This would require a more comprehensive approach and annual verification.

Tricia said she had done a lot of reading around the National Programmes and noted people who made jams and chutneys were under National Programme 1. It did not seem appropriate then that there was this requirement for National Programme 3 when olive oil was a lower risk food.

Craig said he would be happy to meet with MPI in Wellington to discuss this further and Tricia said she could attend. Craig also said that it would be interesting to know how these same requirements were applying to imported products.

#### Olives NZ Objectives

There was consensus that these were fine and it was not appropriate to add anything in relation to assisting members to sell their oil.

#### Australian and NZ Forum on Food Regulations

Ray Lilley had advised that this group were looking at "Clarify the policy issue in relation to naming source of fats and oils". This was being driven by consumers wanting to know what products contained palm oil.

Gayle has contacted the group and asked that Olives NZ be involved in any consultation and they are happy to discuss ahead of time.

#### Research Request

It was agreed that this request was not appropriate and Olives NZ preferred to take leadership for any new projects.

## **6. 2017 Executive Priorities**

### Productivity – Focus Grove Project

The Status Report had been circulated and was on the website.

Craig noted the consistent and excellent turn-out at the Field Days and said members really enjoyed these. He and Ruth had visited Ngatarawa and were really impressed at the size of the fruit and the effectiveness of the pruning regime.

Andrew joined the meeting and apologised for lateness.

Bob noted that the grove had recovered well from the pruning and lack of irrigation.

Tricia said her feedback had been very positive as to the effectiveness of the Field Days.

Andrew said it was great to see people attending Field Days outside of their own regions and they had found this very constructive. He said however that it was difficult to get some members to see that their own groves were in no way in good tree health as the Focus Groves and the harvest data report would hopefully get the message across.

Craig said he definitely thought that the project was going to produce compelling evidence of the effectiveness of the methodologies.

Andrew said that the October Field Days would hopefully be the week of 9-13<sup>th</sup> October and the Head Judge and International Guest Judge would attend. However Stuart's attendance had not been confirmed. Northland was likely to be late the previous week and unlikely that Stuart would attend.

Processing – nothing to report

Marketing – Merchandise, Facebook (see Executive Officer Report)

## **7. General Business**

### Branch Updates

Hawke's Bay – Bob said the Focus Grove Field Day has been the major event. There have been no reports of significant storm damage. Manzanilla appear to be at least two weeks early and already being harvested.

Andrew added that Telegraph Hill are being driven by the threat of Anthracnose and the requirement for firm fruit to harvest table olives early.

Wairarapa – Craig said he was unsure how crops were looking across the region but his own grove was looking to be at least as good as 2016. There were planned tasting events and still uncertainty around the main processing facility.

Kapiti – Tricia said Georges Feghali had come to their AGM and this had gone well.

Unfortunately the regional membership had fallen with several groves changing their focus from being producers to being family operations. Tricia said there was mixed feedback on crop loads. Some groves are reporting their best harvest ever while others have said their crops will not be worth harvesting.

Tricia said the Central District Field Days combined stall with five groves had not been successful. The first and second days were really poor and the third day not much better. The main issue was the location within the Gourmet Food marquee and the location of that

being off the main thoroughfare. The marquee was also blocked by food stalls. Tricia said there were three issues highlighted with having a combined stall.

1. One participant was not a financial member of Olives NZ.
2. One participant was selling oil that had not been certified.
3. There were significant pricing differentials.

Tricia said it was obvious that ground rules needed to be established in future for such events. She said that one participant was selling one litre bag in box for \$20 and were sourcing the bag in box ex Melbourne at \$2.50 each. In all the event was very disappointing especially given reports from other similar events that appeared to be very successful. She said that she had contacted the organisers after the first day and there had been promotion on the sound system but not effective. She had also given feedback on the event evaluation form. Other food stalls in the same marquee also said the event had not been worthwhile for them.

Andrew said these issues needed to be addressed regionally but it would be helpful if Tricia could work with Gayle on an article for the newsletter on the Kapiti experience.

#### Other Business

Andrew reported that he and Delyth had attended the Super High Density Field Day in South Australia. He was particularly interested because there are now drivers for establishing larger new groves in New Zealand. The field day involved groves of 25,000 – 75,000 trees being managed by the Rowntrees of Longridge Olives. Andrew noted that the irrigation of these groves was necessary but driven by financial considerations. Also noted the aggressive mechanical pruning and that there were the same issue as in New Zealand with poor tree health. Harvesting was by over the tree harvesters such as the Colossus. In summary Andrew could see there was no evidence to support this being a future model for New Zealand.

Craig said he thought the model was opposite to what the Focus Grove Project was promoting and agreed that this was not appropriate for New Zealand.

Andrew said he was about to head up to Northland to start harvesting but there looks to be substantially reduced crops. He noted this would impact on certification and income for Olives NZ. He said with Village Press actively searching for product the demand would exceed the available supply.

There being no further business the meeting was declared closed at 8.25pm.

#### **NEXT MEETING 15 June**

#### **2017 Meeting Dates**

15 June  
17 August  
13 October (Wellington)  
16 November