

Olives New Zealand  
Executive Meeting Minutes  
Thursday June 15<sup>th</sup> 2017  
Teleconference  
7pm – 8.20pm

**1. Present**

Craig Leaf-Wright (Vice President/Treasurer), Tricia Noble-Beasley, Bob Marshall, Niall Holland, John Dunlop, Gayle Sheridan

**2. Apologies**

Andrew Taylor (in Andrew's absence Craig acted as Chair)

**3. Financial Report**

Craig reported that there had been little activity over the past two months. There had been a few new member subscriptions, resource sales and the insurance had been paid. The budget was on track and the financial position remained sound.

**4. Executive Officer Report**

Gayle spoke to her report which had been circulated.

Membership

It was good to see new members signing up and the total membership coming back.

Focus Grove Project

Plant and Food has confirmed the October dates for Stuart Tustin.

A project variation request had been accepted by SFF to change the presentation scheduled for an October Conference to the Field Days on the basis that these would have better coverage.

The SFF 1,000 projects book had been launched by the Minister for Primary Industries on Wednesday evening and was now available on the MPI website. The Olives NZ project had been mentioned at the launch and press release and the article in the book was well written.

The SFF project advisor had said that funding a promotional campaign would not meet the SFF criteria but dissemination of research results would.

2017 Awards

The second Italian judge has advised she can no longer come and discussions were underway with another about taking her place. The main issue was how the additional airfare cost would be covered over the cost of using an Australian.

Kay McMath is looking at using an Excel spreadsheet for data entry by the judges.

It was agreed that given the competitiveness of the Best in Show Award it was timely to look at a new award for Reserve Best in Show. Probably one of the sponsors might be interested because of the additional exposure this would give them.

This new award would need to be factored into the Best Processor criteria and perhaps it was also timely to review this. Currently points are not cumulative and this could appear to be disadvantaging smaller processors.

### Sponsorship

Positive discussions are underway with a packaging company about Gold sponsorship.

### Marketing

Facebook is ticking on with regular posts and merchandise sales are continuing. A re-order of woven bags and health benefit cards has been done.

Craig said he had received an email of thanks from the Truffle Association for the donation of the bags and cards. He had also arranged delivery of the 100ml bottles of Leafyridge oil.

### Japan Export Pilot

There had been a teleconference meeting of the pilot participants and the pilot would not progress further at this point because there have been no positive outcomes and barriers had been identified. Gayle would continue to work with NZTE for potential involvement with their Asian food shows in the future.

Business Hawke's Bay was looking at an initiative for China for boutique farmers' market products and that Aquiferra had been approached. Bob would provide an update as this progressed.

### Certification

Four submissions from Northland have been sent to Australia and another couple are pending dispatch.

The anomaly with processors requiring different with-holding periods for sprays than those on label and/or recommended by Olives NZ is to be addressed.

### Food Safety Act

Craig and Tricia gave a verbal report on their meeting with Elaine D'Sa of MPI. Elaine had suggested that as the OliveMark Certification was a rigorous quality assurance process this could be the basis for applying for an exemption for growers eligible to use the OliveMark to fall under NP1. An exemption application to MPI for National Programme 1 for growers licenced to use the OliveMark would be prepared.

### Conference and Awards Dinner 2018

Gayle has received feedback from one member only about the suggestion that these events be held in Cromwell and Queenstown respectively in 2018, and this was negative but suggested Hawke's Bay.

Niall and John advised that Canterbury and Nelson members supported the Cromwell/Queenstown proposal as easier travelling. Tricia said Kapiti people raised the cost as an issue and Craig agreed that while he had not received a great deal of feedback, cost was sure to be an issue.

Bob said that actually while Hawke's Bay had a good number of groves and trees there were actually not many brands and that a local conference would probably not attract any more than attend in Wellington.

There was a suggestion that Canterbury might be a good venue and Gayle advised that the last Seminar and Awards Dinner held there in 2013 struggled to attract attendees and was not well supported even by locals. *(Records show only 12 registrations for the Seminar led by*

*Sue Langstaff and 56 for the Awards Dinner*). Gayle also noted that in 2016 there had been a number of people who did not attend Conference and either arrived at afternoon tea time or just came to the Awards Dinner.

Tricia suggested that a special price be offered in 2018 for a Conference/Dinner package that would show that the latter was at a better price if both events were attended.

The general agreement was that probably Cromwell/Queenstown would result in a less people attending than if held in Wellington.

#### Australian Olive Association

Gayle advised that AOA had expanded their national olive oil and table olive competition for 2017 to be “international” and with judges from USA, Japan, Argentina, New Zealand and Australia.

#### IOC Membership

There has been no feedback on the meeting between the NZ Ambassador and the Executive Director of IOC. Gayle said it was good to find on file the rationale for not supporting IOC membership in the past and this had been included in the briefing paper she had prepared on the NZ olive industry for the Ambassador.

### **5. 2017 Executive Priorities**

#### Productivity – Focus Grove Project

Craig said the Focus Grove Project was gaining momentum and there was increased support from members in the Wairarapa.

Tricia said there was a good attendance at the Field Days by Kapiti members and the feedback was positive.

Bob said attendance at the Field Days was the best ever for Hawke’s Bay regional events.

Niall agreed with the other comments and added that the advice received was really practical for growers.

John said that Nelson Field Days were also well attended but he was concerned that people were not putting into practice the recommendations.

Craig said it was necessary to persevere and hopefully people would come to realise the reality of what was being shared in relation to improving sustained productivity.

#### Processing

Tricia said harvest was late in Kapiti, at least a month, and there has been no feedback on yields as yet. However two groves were reporting large crops, with one saying their best crop ever.

John said he had processed around 15 ton with an average yield of 12% but this ranged from 6% to 15%

Niall said Canterbury was also late and a trial batch had been put through with real production starting on Friday.

Craig said Wairarapa was late but had started and with varying yields. Harvest for him was being driven by birds.

Bob said in Hawke’s Bay most oil was around 10% but there had been some at 14%. Some varieties are late and some groves have no olives.

#### Marketing – Merchandise, Facebook

See Executive Officer Report

## 6. General Business

### Report from Niall Holland and Jan Whyte on their visit to Istria

Niall said that he and Jan had found the visit to Istria (across from Venice) of great interest with many parallels to New Zealand. They were particularly impressed with marketing initiatives and thought it would be worthwhile for a New Zealand grower trip. They had visited in April as pruning was taking place. Harvest was mainly by hand/branch shakers perhaps because of the terrain. Niall noted that there was heavy pruning of trees but with good crop loads. The major issues in Istria were olive knot and fruit fly.

Istria is the peninsula located at the head of the Adriatic between the Gulf of Trieste and the Bay of Kvarner. It is shared by three countries: Croatia, Slovenia, and Italy.

If anyone was planning to visit then Jan and Niall highly recommended the 'House of Istrian Olive Oil' in Pula, Istria. They also noted that their olive leaf tea was an interesting product and delicious. *For more information see <http://www.istria-gourmet.com/en/culinary-experiences/istrian-olive-oils>*

Craig said it was worth talking with Andrew about interest in a grower trip as he had arranged several to Spain.

### Branch Updates

Wairarapa – Craig said this has pretty much been covered off earlier.

Canterbury - Niall noted this was going to be a difficult year because of fruit size and the wet weather.

Hawke's Bay – Bob said there were preliminary results with the comparisons of the two pruning styles; heavy vs not so heavy. The former trees had produced fruit that was typically 35% heavier and with a heavier crop load per tree. Niall said that this had been a similar situation in Istria with heavily pruned trees. Bob said that the Koroneiki fruit was actually the same size as Frantoio.

Kapiti – Tricia reiterated that harvest was late in the region and there was great variance in crops from best ever to virtually nothing.

There being no further business, Craig thanked everyone for their participation and the meeting was declared closed at 8.20pm.

**NEXT MEETING**  
**17 August**

### **2017 Meeting Dates**

17 August  
13 October (Wellington)  
16 November