



MINUTES OF THE ANNUAL GENERAL MEETING  
Saturday 18<sup>th</sup> March 2017  
10.00am — 12 noon  
Carterton Events Centre, Holloway St, Carterton

Andrew Taylor, President, welcomed attendees to the Annual General Meeting and declared the meeting open.

1) **Present**

Steven & Christine Price, Delyth & Andrew Taylor, Andrew & Jo Priddle, Kate Bunny, Mal & Sue Nowill, Laurie & Peter Rothenberg, Tricia Noble-Beasley, John Dunlop, Bruce McCallum, Mark Emery & Amanda McCloud, Niall Holland & Jan Whyte, Bill Hey, Gail Powell, Craig Leaf-Wright, Bob Marshall, Ian Juno, Helen Meehan, Lisa Birrell, Linda & Chris Smith, Neill Smith, Andrew Armstrong (Point 4 Ltd)

2) **Apologies**

Chris & Annette Moore, Wayne & Wendy Ellery, David & Gillian Bate, Anne Marshall, John Poole, Julie Mays, Werner Seitner, Beth & Denis Raines, Geoff Crawford, Margaret & Ross Legh, Mike Ponder, Jocelyn Robinson, Sandy Black, Christopher Crompton-Smith, Helen & David Walshaw, Colin & Di Hadley, Peter & Ruth Graham, Richard & Julie Winder, Sue & Trevor Lowe, Mark Bunny, John Valentine, John Arthur, Allan & Heather Frazer, Gayle Sheridan, Rob Noble-Beasley, Gayleen & Hamilton McConachy, John & Margaret Edwards, Frances & Peter Bayley, Malcolm & Sally McKenzie, Chris Rhodes, Jill & Bruce Chapman, Helen Dunlop, Karen Juno, Ruth Leaf-Wright, Shona Thompson, Gavin Birrell

MOTION

That the apologies be accepted.

Moved: Andrew Taylor

Seconded: Bill Hey

CARRIED

3) **Minutes of 2016 AGM**

Andrew noted that the 2016 minutes had been circulated to all members prior to the meeting, so can be taken as read.

MATTERS ARISING

One matter arising is that of Subscriptions which has already been addressed by Craig in previous communications, so we can take that as having been dealt with.

## MOTION

The 2016 AGM Minutes be approved as complete and accurate.

Moved: Andrew Taylor

Seconded: John Dunlop

CARRIED

### 4) **President's Report**

Andrew spoke to his 2016 report covering specifically the following areas.

- 1 Time to reflect on the year past and where we are going. Harvest of 2016 — a bumper harvest which had knock on benefits and a positive effect on the bottom line in terms of revenue for Olives NZ. This came from Certification, Awards and purchasing of marketing materials.
- 2 Awards — there were record entries: 138 in total, with 119 EVOO and 19 flavoured oils and 217 oils submitted for certification. These were of excellent quality. There was a bigger overall volume of oil as well as more oils for certification which had a very positive outcome.

One negative is the fact that for the past seven years of Andrew's involvement, the international judges have continually stated that: "Growers do not know their own oil".

- 3 Tasting Seminar — A tasting seminar was held in conjunction with the Conference and Awards' Dinner, and as before there were not as many attending this seminar as should. These seminars struggle to get more than in the 'teens' in terms of numbers and with some of those numbers including couples — the grove representation is lacking. Andrew has concern for the membership as they should be upskilling their tasting skills in their own back yard when we international experts are captured here.

This prompted comment: *Laurie Rothenburg suggesting that the timing of this needs to change.*

*Andrew Taylor responded by saying that we don't have an option, the time is critical — in regards to our just produced fresh raw product followed by having judges here - so we are limited with the time.*

*Linda Smith asked if there could be a subsidy for this tasting course to bring in more people? It is expensive.*

*Andrew explained we could consider this, but dilemma is that there was no spare revenue for this, and we agree it needs to be user pays. Olives NZ — that is all of us are paying to bring the International Judges to New Zealand, but to date the number of groves represented at these events is really small. The number of groves represented is really small. He said the South African judge was adamant about the need for this and we therefore need to encourage more people to come as it is only way they will improve their skills under the tutelage of international judges.*

*Bob Marshall told us that Hawke's Bay has started a 'Tasting Club' which meets every month. It is not competitive, but an opportunity to taste different oils. Andrew commented that an email goes out every month, they meet for about an hour – hour and a half, consider the oil, may be blend. It is all about improving individual's appreciation of olive oil.*

*Craig Leaf-Wright said the Wairarapa Group was going to start a group to work on – trying to 'develop their palates'. Informal gatherings, tasting oils, making notes etc.*

- 5 Other Activities — Of concern is that Olives NZ ran a Processors' course in 2016 – for members and processors alike, and left it as late as possible to run this before harvest so there were olives available. It was very successful and useful for those both experienced processors and those new to pressing. But, when Olives NZ put out a promotion in November to see if this could be re-run in 2017, we could not get the numbers to justify the expense. It was not just for processors but for all. It is expensive – but relatively cheap. The amount of learning that goes on in the two days is huge from what we need to know goes on during pressing to when the oil comes off processing and then how to store the oil, so quality can be kept to its maximum. We need to know what we have got and how we need to look after it. We therefore need to encourage our peers.

- 4 Conference 2016 - We had excellent speakers – possibly the best two ever speaking on 1) Boundary Bend – excellent justification of their quality approach and 2) the Mediterranean Diet, and the research going on around this was valuable. This could well be repeated as the information was huge to be taken in all at once.

*Bruce McCallum endorsed this saying that we need to look at the Mediterranean Diet again as research is ongoing, so he would support this being repeated.*

*John Dunlop stated they were the best two speakers at any Conference.*

- 5 Marketing – Gayle continues to work on marketing materials to assist us which is noticeable in terms of revenue.
- 6 Membership – At 198 at the moment – it is the highest for a while but does tend to go down and then up a little. We need to help and encourage new members/groves to get on board.

*Ian Juno suggested that Mentors be available in the different areas.*

- 7 Japan Export Pilot – A lot of work and effort has gone into this and the participants put in all the money. No sale at this point – a sale really being the most appealing part, but the Australians are at the same point with no firm sales either. Amongst group – quite resolute in their endeavour, but exporting not without perils.

- 8 Grove Census Data - this becomes more valuable and useful as it builds year on year. This year there was 67% member participation. Data verifies where we are at – and assists us in comparisons, in particular with the Focus Groves. It also allows us to participate internationally when asked for generic data. Please continue to assist us.
  
- 9 Sponsorship — Olives NZ is very appreciative of anyone who brings products to us as a sponsor and is to be encouraged and supported.  
*We had a short presentation from Field Marshall with their new bird deterrent gas gun and the Grove Supply Company were present as well.*
  
- 10 Communication – is an important membership tool, a two-way process and of course we need to interact. A special thank you to Gayle - in her absence on our behalf for all her work; and thanks to you members on her behalf. Gayle needs information from us which she feeds back, and we need information from her. Don't hesitate to use all media in communicating - telephone, email, Whatsapp or other as Gayle uses all these.
  
- 11 Focus Grove Project — We are now part way through the second round of Focus Farm visits. Stuart Tustin has been really impressed with the visual changes in the Groves. There is much healthy debate and discussion coming out of the Field Days. Do talk to any of the Focus Farm growers at any opportunity.

As there is no Conference this year the focus should be on education at this time. We are hoping this will be in the week between Judging and the Awards, with the week dedicated to connecting with the Judges and Focus Field Days as well. Tasting training will be included as there will be Focus Farm visits in different areas during the day combined with some tasting training and tutoring with the head judge in the evenings. Please set this time aside for education.

Are questions being answered for you within the boundaries of the Field Days/Focus Farms? Please prompt us and or ask questions if not and give us feedback if you are not getting the answers you want. Stuart is very keen to touch on anything you bring to his attention.

*Helen Meehan said there was some very good and useful info in the Fact Sheet.*

Fact sheets are critical, but the websites listed on these are equally very valuable.

*Linda Smith says that she thought tastings in the week after Judging was a great idea.*

Thanks for all the member commitment and ongoing financial commitment to the Focus Farm Project. We asked you to commit with a signature and then a first payment and now a second payment. The contributions are very much appreciated.

- There is no change to the members of the Executive for the coming year, may be one or two changes in a year's time
- Regional Groups need to persevere and continue with activities regionally as we learn from our peers and from their properties. Do not focus solely on the Focus Farm Field Days
- Look at other ways of doing things as we are the innovators, look over our shoulders, not to copy but to be aware of other ideas. We do not have a producer board with funding who are the innovators for us.

The coming season is looking good and I wish you all well for the harvest and challenges and the year ahead.

#### MOTION

The President's Report be accepted.

Moved: Andrew Taylor

Seconded: Bruce McCallum

CARRIED

#### 5) **Treasurer's Report**

Craig said this had been a good year in that there were flow on effects from the large harvest and the slight membership increase plus the increase in the membership fees.

- The total income for this year increased by 78% and the costs by 26%. But the surplus of this year is equal to the deficit of last year.
- We are now in the position of being just back where we were in 2015.
- The Awards gave us a small surplus, as did the Conference.
- Certification gave us a healthy surplus, but we are very season dependent.
- Focus Groves hopefully will help keep us on an even keel – even on a higher keel.
- We have an annual audit - Parkers, so it is reassuring that we get a clean audit report.

Once again there is no Executive remuneration except for the EO position.

#### MOTION

The Treasurer's Report be accepted.

Moved: Craig Leaf-Wright

Seconded: Laurie Rothenberg

CARRIED

#### 6) **Appointment of Auditor**

#### MOTION

That Parkers Business Solutions be re-appointed as Auditor for 2016.

Moved: Craig Leaf-Wright

Seconded: Laurie Rothenberg

CARRIED

## 7) **Notified Business**

There was a proposal from a member that we consider holding the 2018 Conference/ Awards' dinner in Cromwell or Queenstown. Andrew asked us to give this consideration and give us feedback. The Executive try to make something special for this special event - an event which is reflective of our excellent product at an upmarket venue. Please respond to your local group or give feedback to Gayle.

## 8) **General Business**

Andrew asked if there was any business from the floor:

Laurie Rothenberg raised the subject of Food Safety Template and asked if there would be a seminar or similar, and if this is a big deal?

John Dunlop said Nelson would be having a Field Day for this and inviting a primary auditor to come as their regional authority seems to be odds with the auditor.

Wairarapa is looking at a Field Day as under new act if selling a product each grove needs to register.

Craig Leaf-Wright said Wairarapa had held one a year or so ago and said that he was as confused when he left as when he came.

Andrew Taylor said the appropriate time to hold these is now as these need to be up and running by 2018. Two issues – the processing FST and the grower one. If you remove bulk product from the press and take it home you have undone the seamless trail which you have to provide, so you must then take over the responsibility for tracking and certification. Template developed that Olives NZ has had for a few years now needs tweaking. Andrew recommended spending the money on getting a primary auditor to a group seminar.

Lisa Birrell said everyone needs to register and an independent assessor will come to every place.

The template that has been developed by Olives NZ needs to be personalised for each individual site, and each site registered for National Programme 1.

Jan Whyte said that as a Processor she has her plan underway and have this done shortly .. by early May so she may be able to give feedback.

Andrew Priddle asked if the template he bought a while ago is still useful?

Andrew Taylor said this old template is still relevant, but needs to be updated and individualised. Personalise for your own operation. Andrew explained that in apple industry, potato or similar – every property is registered.

ANDREW added:

Additional to President's Report:

We have a 5<sup>th</sup> Focus Grove, which is Olives on the Hill in Northland, and being funded under our Focus Farm study. This was chosen as there are a number of growers there, but no regional group in Auckland, Northland – nor in Central Otago. There are member benefits with belonging to Olives NZ such as the OliveMark, certification etc. and these are missing in these areas.

Andrew said that with his travelling in these areas he has been trying to provide some cohesion with these growers and Olives NZ. Otago would like to join Olives NZ as a regional representative group so they can participate in the benefits.

**There being no further business Andrew declared the meeting closed at 11.01 am.**

THEN: Bruce McCallum proposed a vote of thanks to the Executive.

Andrew thanked us all for attending and particularly to Wairarapa for hosting and attending in good numbers – and others out of area. Also to new sponsors who came down from Mangawhai.

John Dunlop suggested an option to reduce costs for members if the 2018 Conference was to be held in down south. He outlined a big event held there where the local community were asked to take in billets. Evidently it worked perfectly.

Ian Juno then said that if this happened it could be beneficial to both parties through the sharing of ideas amongst those billeting and those visiting.