

Olives New Zealand
Minutes Synopsis of Executive Meeting
Thursday 19th April 2018
Teleconference
7pm – 8.30pm

1. Present

Craig Leaf-Wright (President), Charles Chinnaiyah (Treasurer), John Dunlop, Bob Marshall, Gayle Sheridan
Craig welcomed all to the meeting and especially Charles as new member of the Executive.

2. Apologies

Tricia Noble-Beasley, Niall Holland

3. Financial Report

Charles spoke to the P&L and Balance Sheet from Xero which had been distributed. He said that we are only 3 months into the financial year and the outstanding accounts receivable have come down but there are still unpaid memberships.

Gayle added that there are now 7 members who have not paid despite many follow-ups.

Charles said he and Gayle were working on a budget spread spreadsheet which would be loaded into Xero to enable reporting of actual to budget.

Charles asked about the possibility of Olives NZ paying a fee to the regional groups reflective of membership. Craig said that the organisation is not in a position to do this and it was noted that at least two regional groups are moving away from having financial responsibility because of the overhead in managing funds. Craig said that actually several branches had contributed funds back to Olives NZ. He said it was also not necessary to contribute to branches given that regional groups were now represented on the Executive, which had not been the case when the capitation model was in place.

4. Executive Officer Report

Gayle spoke to her report which had been circulated. She said that this first quarter has been extra-ordinarily busy with the various activities undertaken.

Membership

Some 10 members have resigned since the 2018 membership invoices were sent out, several for genuine reasons such as having sold or in the process of selling their olive groves. However this loss of members was masked by the 16 new members that have joined this year. Around 7 members had opted to change from Full Members to Associate Members because they did not need the full member services such as certification. Should any of these subsequently submit oil for certification the database system would flag their membership status and they would be required to upgrade back to Full Member.

Focus Grove Project Meeting

The Focus Grove visits had been productive and the Field Days well attended with an overall record attendance. The groves that are following the recommended methodologies are on track to produce more than 20kg per tree compared to the project target of 15kg.

Dates are being worked on for the October visits and hopefully these will coincide with the tour by the Head Judge. It was noted that some 63 members had contributed financially towards the project and some were questioning the attendance of others at the Field Days who have not contributed.

The Canopy Management Fact Sheet 2, March Focus Grove & Field Days Report were approved.

AGM and Weekend

All activities had been very well attended and with excellent feedback. Administration around the AGM has been completed and there is now an action item for the Executive in relation to reviewing membership categories and fees.

Processing Practices Seminar

The seminar went very well with excellent feedback from attendees.

Marketing

Facebook continues to get likes, etc. but merchandise sales have dropped as a number of members have sold out of product and are not attending markets.

Olive NZ had developed a marketing plan in 2003 out of which came the OliveMark and also the grove census to determine the potential to supply EVOO. While the plan was dated there was still relevant content. One of the things the Marketing Subcommittee would like to progress is consumer research on the buying habits of New Zealanders in relation to oils. This could then inform a strategy on how to increase the market share for NZ EVOO. It was agreed that a draft survey form be circulated to the Executive for comment and there was general agreement that the OliveMark funds could be used to fund the research project, which could be presented at Conference.

AOA had conducted similar research and one of the main outcomes was the consumer buys what is on special. The link to this research is <https://olivebiz.com.au/evoo-usage-attitude-information-squeezed-consumers/>

Food Safety Act

Tricia, Craig and Gayle had attended a meeting with MPI people on Wednesday to discuss the exemption application. The outcome was positive in that we now know what additional information MPI require to advance the application. In particular scope of the application (how many businesses potentially and their maximum annual production/sales), detail on packaging, glass, metal and cleaning.

The MPI people agreed that the process, which has now been going on for 12 months, was taking too long and this was unacceptable. They undertook to respond to the additional information, when provided, within 6 weeks. Gayle would be looking to get the information to MPI early next week.

IOC

Craig and Gayle had drafted a programme for the two IOC officials visiting New Zealand at the end of May.

2018 Certification

The certification period of two years was discussed given the risk posed to the OliveMark with oils that deteriorated to less than EVOO during this time.

It was suggested this would be a good presentation for Conference. It was agreed that Gayle should look at options for an expert to come to Conference to present on factors affecting EVOO longevity.

2018 Conference and Awards

Andrew Taylor's offer to assist with the set-up of the Awards judging and then hosting of the Head Judge on his tour was accepted with appreciation. This would preclude any conflict of interest for the Executive and enable them to enter.

Co-operative Membership

The anomaly with corporate memberships was noted.

Olivet

While Mark Webber, current Chair of Oliveti, saw there would be substantial benefits for the organisation to become a branch of Olives NZ, it remained to be seen how this would be regarded by the broader membership.

Government Industry Agreement

Gayle had circulated the response received from MPI in relation to the Stink Bug and value of the industry. Also the paper presented to the Executive in October 2015 and the decision to do nothing at that point. More information should be forthcoming.

AOA Tastebook Program

It was agreed that Olives NZ would fund four members of the judging panel to complete a round of the Tastebook program and then to review based on their feedback.

Australia China Project

Peter McFarlane's offer to develop a modest proposal for New Zealand investment for consideration by the Executive and potentially at Conference was appreciated. However, the key issue is the price importers are prepared to pay and such a project is really only applicable to those who can't sell their oil.

Overall there was not a lot of optimism that a proposal would be successful and this would be pointed out to Peter so he can then decide whether he wished to proceed.

5. Confirm 2018 Executive Priorities

The Executive's 2018 priorities were confirmed as follows.

- Productivity – Focus Grove Project
- Processing – Seminar run 9-10 April
- Marketing – see Executive Officer Report

6. General Business

Branch Updates

Hawke's Bay – Bob said it was great to see so many regions represented at the Field Day although there had been a little consternation when 32 stayed on for dinner when 20 had been catered for. He said there had been slightly more rain and sunshine this year and most people were reporting good crop loads. The Village Press was about three weeks away from

starting up their olive processing plant. He noted the temperature had dropped to 2C last night.

Wairarapa – Craig said the Wairarapa crop load is looking good. The region had one of the best summers in recent times with good rain and sunshine. There has been a reasonable soil moisture level and it has been warm. Harvest is probably 4-6 weeks away. Craig said there had been a frost overnight.

Charles said Featherston may have an earlier harvest this year.

Nelson – John said the crops in the groves he is working on are looking very good, potentially 30kg or more. This was despite the rain and he said that Ed Scott has recorded 800ml since Christmas! However there was no sign of anthracnose at present but this was being closely monitored.

John said the new Kakariki owners are actively pruning ahead of harvest.

He said there were still issues with the supply of bottles and he was now sourcing from Village Press. He said that neither Endeavour nor COSPAK were able to supply. Craig said he had brought two pallets off Village Press and Bob said he has brought from them for several years now.

John said there had been no feedback from Nelson members following the AGM and harvest was looking to be earlier than usual.

Kapiti - Tricia's report had been circulated.

Kapiti has been relatively quiet since our February hullabaloo. We were however well represented at the Focus Grove and AGM in the Hawke's Bay. All who participated agreed it was a very good weekend. Thank you Gayle for all your organisation.

We have several new members which is encouraging.

This Sunday we have a Committee Meeting for planning events for the year and then lunch with partners.

Crops locally are big this year with the odd exception and reports are that they will be ready a little ahead of other years.

There being no further business Craig thanked all for their participation and declared the meeting closed at 8.30pm.

New Members:

Allison Plumridge, Kapiti

Ernie Ellett, Auckland

Cable Bay Wine, Waiheke Island

Mark & Elizabeth Askew, Northland

Jill Moss & Rob Griffiths, Kapiti

Lisa Buchan and Glenn Wigley, Kapiti

Richard Cullingworth, Nelson

Chris & Nicky Robertson, Northland

Kathy Peake, Auckland

NEXT MEETING – 21 June 2018

2018 Meeting Dates

August 16th October 12th (Conference weekend) November 15th