

	<p><b>Olives NZ Conference 2018</b>  <b>Saturday 13th October 2018</b></p> <p><b>Increasing the Market Share for NZ</b>  <b>Extra Virgin Olive Oil</b></p> <p><b>Copthorne Solway Park, Masterton</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 2018, which will be held in Masterton in conjunction with the Wairarapa Focus Grove Field Day and the New Zealand Extra Virgin Olive Oil Awards Dinner.

The Focus Grove Field Day will start off early Friday afternoon (12<sup>th</sup> October) at Leafyridge Olives, which is the Focus Grove in the Wairarapa. There will also be time to visit River Grove which is also an exemplary olive grove and has a tree nursery and novel approach to managing birds. This will be followed by a BBQ, hosted by the Wairarapa Branch at River Grove.

Conference 2018 on Saturday 13th has the same title as the Olives New Zealand Sustainable Farming Fund Project – “Increasing the Market Share for NZ EVOO”. While the main focus will be the major report on the outcomes of the Focus Grove Project in addressing/maintaining grove productivity, there will also be presentations on the Argentinian olive industry, the longevity of EVOO and the formal report back on the Consumer Surveys. 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.

Stuart Tustin of Plant and Food Research will lead the Focus Grove Presentation by reviewing the major milestones of the project, the outcomes to date and future recommendations. This will be complemented by a Panel discussion on addressing the biggest challenges that faced the Focus Grove participants and their views on the project outcomes.

The NZ EVOO Awards Head Judge, Esteban Santipolio, will give a presentation on the olive industry in Argentina. Another southern hemisphere and new world producer that also punches above its weight in international competitions.

In May – June 2018, Olives NZ commissioned research surveys on the oil buying patterns and preferences of the New Zealand consumer. Focussing on three groups; general consumer, food writers and chefs, some of the results are similar while other are quite different. The major results of the surveys will be presented by the Marketing sub-committee and also suggestions on where to from here with marketing of NZ EVOO and how to fund.

Pablo Canamasas, world renowned olive oil processor and olive oil expert, will present on the longevity (or not) of EVOO. Is the accepted two year period a reality or a myth and how does what the producer and processor do/not do that impacts.

Presentation of the NZ EVOO Awards will be done at the Awards Dinner, which will be held on Saturday evening also at the Copthorne. This will be a gala occasion as is fitting for these premiere awards.

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 is the Copthorne Solway Park, Masterton. It is easily accessible for those driving with plenty of free parking or by taxi for those coming over from Wellington by train. The conference rooms, catering and other facilities are of a high standard. Olives New Zealand has block booked a number of rooms at \$135 per night for a standard room with two queen beds, these must be reserved by 14<sup>th</sup> September to get this special rate.

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## Our Presenters

### Stuart Tustin – Plant and Food Research

Plant and Food Research are recognised globally for their research and technical support services to the horticulture industry. While Stuart Tustin has a history in the development and productivity of deciduous tree fruit crops, including intensive orchard production systems, orchard canopy architecture and planting systems design. He is involved in international collaborative projects and has been the Lead Consultant on the Olives New Zealand Focus Grove Project since its inception.

### Esteban Santipolio - Argentina

Esteban is a graduate of the FAUBA, the University of Buenos Aires, and has graduate degrees in agribusiness, at the FAUBA, Oil Technology in IFAPA Jaen- Spain, and Rural Development Studies- in Rehovot –Israel, respectively. CREA member since 1997-2015, member of the olive oil taste panel UCC- San Juan since 2002, an IOC Certified Panel, member of Regional Council INTA Cuyo. He is manager of the CIASA, an agricultural consultancy, developer of horticultural projects and olives, for more than 10,000 hectares, nursery, agribusiness, packaging and marketing of olive oil in Argentina, Uruguay, Australia, Brazil and Turkey from 1992 to date.

### Pablo Canamasas - Argentina

Pablo Canamasas is a well-known name in olive oil circles around the globe. Educated in his native country, Argentina, and in Spain, Pablo has run production facilities in Australia and consulted companies in Israel, Chile, the United States, China and elsewhere. Pablo is acknowledged as a world leader in olive oil production and oil quality. Pablo has previously run Processing Practices Seminars for Olives New Zealand, which have received ovations from the attendees.

### The Marketing Team

(Dr) Shona Thompson is a Senior Lecturer and Senior Research Leader at the EIT (Eastern Institute of Technology), as well as being co-owner of Ngatarawa Olive Grove. Shona has expertise in qualitative research methods and experience in supervising graduate students. Shona's own research has focused on nursing practice and the assessment of health care and related programmes.

(Professor) Bob Marshall is the recently retired Research Director at EIT with a special interest in biomechanics of sport. Bob is on the Executive Committee and the Scientific Committee of the Hawke's Bay Medical Research Foundation. At EIT he was involved in the Strategic Research Committee, the Research Ethics and Approvals Committee, the Research Grants Panel, the Professorial Promotions Panel, and the Centre for Health Research. Bob co-owns Ngatarawa Olive Gove.

Gayle Sheridan is the Executive Officer for Olives New Zealand and in her previous corporate life, with the Aviation Tourism and Travel Training Organisation and the Manawatu Polytechnic, was responsible for marketing initiatives. She also led customer satisfaction surveys in both organisations as well as having carried out a number of research projects. Gayle was previously an olive grove owner.

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## Our Focus Grove Participants

### **John Dunlop – Kakariki Olives, Nelson**

John and Helen Dunlop previously owned Kakariki Olives which is a 3,000 tree grove, located in Nelson. 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. Kakariki Olives was sold earlier this year to Ray and Brenda Gregory.

### **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 the President of Olives New Zealand as well as previously being Vice President and Treasurer and Wairarapa Branch Chair. 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 a member of the Olives New Zealand Executive. Find out more here <http://www.aquiferra.co.nz/>

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### PROGRAMME – FRIDAY 12<sup>TH</sup> OCTOBER

1:00pm	Meet at Leafyridge Olives 244 Dakins Road, RD 7, Masterton	Hosts: Craig and Ruth Leaf-Wright
3:00pm	River Grove Olives 138 Gordon Street, Masterton Followed by BBQ – all welcome	Hosts: Steven and Chris Price

### PROGRAMME – SATURDAY 13<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	Craig Leaf-Wright President-Olives New Zealand
9:00 – 10:30	Olives New Zealand Sustainable Farming Fund Project – Increasing the market share for NZ EVOO	Stuart Tustin Plant and Food Research Focus Grove Participants
10:30 - 11.00	Morning Tea – visit our exhibitors	
11:00 – 12:00	Olive Growing in Argentina	Esteban Santipolio CIASA, Argentina
12:00 – 1:00	Lunch – visit our exhibitors	
1:00 – 2:30	Olives NZ Consumer Research and Future Prospects	Marketing Sub-committee Bob Marshall, Gayle Sheridan, Shona Thompson
2:30 – 3:00	Afternoon Tea	
3:00 – 4:30	Longevity of EVOO - is two years fact or fiction?	Pablo Canamasas Olive Industry Consultant Argentina

6:30pm - late	<b>NZ EVOO Awards Dinner</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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## Registration Fees

Registration fees stated are assuming current membership of Olives New Zealand and include GST.

Conference – a registration fee of \$250 for the first 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 \$135 per night. However, there is a limit on the rooms tagged for our Conference so you must 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. Friday 28<sup>th</sup> September is the final date for registrations.

## NZ EVOO Awards Dinner

Join us for the NZ EVOO Awards Dinner starting at 6.30pm on Saturday evening. 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.

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 include:

Starter – choice of two

Mains – choice of three

Dessert – choice of two

Freshly brewed coffee or tea selection

The Awards Dinner is \$95 per person and members' guests are most welcome.

**Final date for all registrations is Friday 28<sup>th</sup> September, however accommodation at the special rate must be booked by 14<sup>th</sup> September. Register now!**

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## REGISTRATION FORM

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

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

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

Attendee Name (Please note any special dietary needs)	Friday 12 <sup>th</sup> Focus Grove Visit and BBQ	Saturday 13 <sup>th</sup> Conference	Special Dietary Needs

Registration Fees Payable	Member Fee per Person (inc GST)	No. Attending	\$
Saturday 13 <sup>h</sup> - Conference	First Person @ \$250 Additional @ \$200		
<b>TOTAL REGISTRATION FEES</b>			<b>\$</b>

### Saturday Evening NZ EVOO Awards Dinner

Number Attending			Special Dietary Needs
_____	@ \$ 95 per person	= \$	

**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.
- Or request an invoice for payment.

### Accommodation Request (\$135 per night, this will be passed on to the Copthorne Solway Park)

Arrival Date	Departure Date	No. of Rooms

**Final date for all registrations is Friday 28<sup>th</sup> September, however accommodation at the special rate must be booked by 14<sup>th</sup> September.**