



MINUTES OF THE 2019 ANNUAL GENERAL MEETING

Saturday 23rd March 2019

10am – 11.25am

Carterton Events Centre, Holloway St, Carterton

1) Present

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| Craig & Ruth Leaf-Wright | Rob & Tricia Noble-Beasley | Chris Piper | Andrew Priddle |
| Kay & Charles Chinnaiyah | Linda & Chris Smith | Bob Marshall | Steven & Chris Price |
| Joy Cooper | Gail Powell | Robert Macey | Bryan & Vivien Christie |
| Mark Bunny | Sue Nowill | Margaret Hanson | Karen & Ian Juno |
| John Valentine | Gayle Sheridan | Colin & Di Hadley | |
| | | | |
| Guests: | Vera Sergeeva | Josu Amelibia | |

Craig welcomed all present and noted we had members from as far afield as Northland and Marlborough as well as guests from Spain/Greece and Russia/Australia.

2) Apologies

Julie Mays, Werner Seitner, Anne Marshall, John Pool, Sandy Black, Jocelyn Robinson, Ken & Jenny Mark, Ruth & Peter Graham, Geoff Crawford, Chris & Annette Moore, Janine Mayson, John & Margaret Edwards, Katie & Lee Mauger, Grahame & Prue Taylor, David & Helen Walshaw, Shona Thompson, John Arthur, David & Gillian Bate, Ross Vintiner, Andrea Stewart, Richard & Julie Winder, Helen & John Dunlop, Bill Hey, Malcolm Nowill, Andrew & Delyth Taylor, Niall Holland, Jan Whyte, Chris & Hilary Penman, Stephen and Charlotte Penman, Chris & Graham Harris, Anne & Alec Webster, Anne & Paul Barnett, Vint & Di Chadwick, Hamilton & Gaylene McConachy,

MOTION: That the apologies be accepted.

Moved: Karen Juno Seconded: Bob Marshall Carried

3) Minutes of 2018 AGM

MOTION: That the minutes of the 2018 AGM be accepted as accurate and complete.

Moved: John Valentine Seconded: Chris Price Carried

Matters Arising

Noted that membership categories and fees would be covered in the Treasurer's Report.

4) President's Report

Craig delivered his first report as President with key points as follows.

- Membership in 2018 had reached 210 compared to 189 in 2017.
- Harvest in 2018 was average for most groves except those following the Focus Grove methodologies who reported an excellent harvest.
- Certification – the Oil Testing Service Sensory Panel, Wagga Wagga has not been accredited for 2019 by the International Olive Council. The Executive has reviewed the options available, has confidence in the Panel and will continue to use them for 2019.
- NZ EVOO Awards – Wairarapa members were the stars in the 2018 Awards taking Best in Show, Reserve Best in Show, Best Boutique, Reserve Best Boutique, Best Flavoured, Best Processor and Best Label.
- Conference at the Copthorne Solway Park, Masterton had 71 attendees.
- Grove Census – the majority of members contributed to the 2018 Harvest Data Report. It is extremely important that groves contribute their data for credibility of the industry as this data is used for reports to and by Government agencies, international agencies, etc.
- Focus Grove Project – all Focus Groves were visited twice in 2018 and in conjunction with regional Field Days. The Focus Groves continue to demonstrate real improvements in consistent harvest tonnage. It was disappointing that the new project application to the Sustainable Farming Fund was not successful but other options are being worked on.
- Marketing – the major initiative in 2018 was the commissioning of consumer surveys and the independent review of the results with recommendations. As a consequence the Marketing Subcommittee was expanded to include regional representatives who looked at where to from here. It was decided that as many commercial groves were already selling more than they produced, the time was not right to progress the marketing recommendations.
- Food Safety Act – all growers and processors were required to register a National Programme with their local Council in 2018. More than 60 members have purchased the Olives NZ templates but that leaves a lot of members unaccounted for. Olives NZ had been successful in gaining an exemption from National Programme 3 for growers who package their own oil, subject to set criteria. This meant the majority of members could register under National Programme One.
- Visit by IOC – Olives NZ hosted a visit by the Deputy Director and the Head of Promotion Unit of the IOC in late May. The purpose of their visit was to learn more about the New Zealand olive industry and to encourage membership of the IOC. New Zealand has since been accepted as “observers” and discussions are in progress with MPI about becoming full members. This membership was reinforced by the EU Delegation visit in February 2019. It is pleasing that MPI is asking Olives New Zealand to host international visitors and is resulting in a good working relationship with MPI and MFAT.
- Future Direction – the Executive's main priorities continue to be improving grove productivity, promoting NZ EVOO and the OliveMark and raising awareness about good processing practices.
- Executive – thank you to all of the Executive for their contributions and participation. A special thank you to Bob Marshall who had stood down as Hawke's Bay Branch Chair and had been replaced by Geoff Crawford.

Discussion on the President's Report

Keren Juno noted that MPI had National Programme Templates on their websites and perhaps some members had used these.

Bob Marshall asked if other labs could be used for Certification given that the Oil Testing Service was not accredited by IOC. Gayle Sheridan responded that if a member wanted to use the OliveMark they must have their oils certified by Olives NZ and via the Olives NZ Certification Programme, which continued to use the Oil Testing Service.

Margaret Hanson asked why the Oil Testing Service had not attained accreditation by IOC. - This was due to losing key staff members, including the Panel Leader and recruitment was underway.

Linda Smith asked if Olives New Zealand could establish its own Panel. – The investment required in establishing a new Panel was prohibitive, even assuming that a Panel Leader, Panel members and a venue could be found. This was why Olives NZ had moved to the Oil Testing Service in 2012.

Chris Price noted the variations in National Programme Verifiers in terms of time, cost and rigour. She asked for a show of hands who had had their verification visit and appeared to be six only.

Karen Juno added that supermarkets required National Programme Three.

Craig Leaf-Wright said there had been variations reported in Wairarapa about robustness and variations of expectations by verifiers.

Karen Juno agreed with Craig and said people needed to look around at verifiers because of the variation in detail required in visits and the associated charge. Some visits were taking less than 2.5 hours where others were taking 5 hours.

Charles Chinnaiyah said the verifier of their National Programme Three had read through all of their documentation and then wanted to observe the actual operations. National Programme Three visits were typically around \$2,000 - \$2,500.

MOTION: That the President's Report be accepted.

Moved: Craig Seconded: Mark Bunney Carried

5) Treasurer's Report

The Auditor's Report had been made available to members prior to the AGM and showed a surplus of \$21,875.75 compared to a loss of \$288.45 in 2017.

Charles gave a background to the change in the financial report and explained that the auditors had been re-entering the data from Xero into MYOB and as a result there had been inconsistencies between the two systems. These had now been corrected and the 2018 report and future reports produced from Xero.

Some interesting points on 2018:

- The number of oils certified and entered into the Awards was greater than budget
- Membership was also greater than budget
- A number of small and hobby groves would not renew their membership in 2019 because of the National Programme requirements
- The Processors Course and Conference generated a small surplus

- Sponsorship remains a challenge and the support of current sponsors is much appreciated.

Charles reported that the Executive undertook a review of membership categories and fees during 2018 as an action point from the 2018 AGM. Various scenarios were considered but, given that there was a potential for a fee increase in all scenarios, this was considered not appropriate. Gayle added that a review of financial contributions to Olives NZ showed that larger groves already contributed more due to the user-pays services like Certification, OliveMark, Awards entries, etc. Similarly if looking at other contributions such as financial support for the Focus Grove Project, attendance at Conference and the Awards Dinner, etc. the larger groves also tended to support these activities. The summary being that larger groves were already making a larger contribution to Olives NZ.

Charles summarised that on this basis, there would be no change to the existing membership categories and fees at this point.

Margaret Hanson said it was good to have this analysis carried out and reported.

Karen Juno said that C-Pack had been very good as suppliers of bottles. It was noted that C-Pack was a bulk supplier with a requirement for orders by the pallet.

Chris Price said that Arthur Holmes were very good at supplying bottles for smaller growers.

MOTION: That the Treasurer's Report be accepted.

Moved: Charles Chinnaiyah

Seconded: Margaret Hanson

Carried

6) Appointment of Auditor

Charles noted that Parkers have been carrying out the annual audit satisfactorily for a number of years and showed a good understanding of the organisation.

MOTION: That Parkers Business Solutions be re-appointed.

Moved: Charles Chinnaiyah

Seconded: Rob Noble-Beasley

Carried

Colin Hadley asked if it was necessary to have an annual audit. Charles said that the annual audit was quite costly but Craig said it was necessary to protect the Members, Executive and Executive Officer.

7) Notified Business

Nil

8) General Business

2018 NZ EVOO Awards Dinner

Craig asked for feedback on the proposal that the 2019 NZ EVOO Awards Dinner be held at Parliament on Friday 11th October with an early start of 5.30pm with potentially an early finish of 8.30pm. The other alternative would be a hotel or similar on the Saturday night.

Robert Noble-Beasley asked if the early start might impact on attendance.

Di Hadley said that the early finish would put pressure to get through the presentations.

Chris Piper suggested Marlborough could be a good alternative venue.

Linda Smith said that she would want to consult with people in Northland/Auckland/Waiheke and would advise the outcome to the Executive Officer.

Gayle said that Canterbury had discussed at their AGM and the Friday would work for those who normally attend.

Craig asked for Regional Chairs to discuss with their regional group so an informed decision could be made by the Executive.

Robert Macey

Robert Macey addressed the AGM. Robert has a background of 12 years in olives when there had been a co-operative of 36 members in Waikato. He spoke about his experience and views on the olive industry. He concluded that he thought there was potential to gain new members in Waikato and to establish a Branch.

Supply vs Demand

Karen Juno raised her concern about groves who may not harvest because they do not see a market and also the surplus oil being held by The Olive Press. She said that conversely a number of growers were unable to meet the demand for NZ EVOO in many regions. There was a need at a regional level to canvas growers who were not intending to harvest themselves and to promote this to growers who wanted to buy in olives and oil.

Robert Macey said this had been a similar issue in the asparagus industry and co-operatives and consortiums had been formed.

Margaret Hanson said there was a need to use the newsletter more, regionally and nationally, to promote availability and also those seeking oil.

Craig said there was anecdotal feedback that some growers did not harvest because they could not sell oil themselves. He agreed there is a need to put these growers in touch with others who want to purchase.

Andrew Priddle said that South Wairarapa Council does not require a grower to have National Programme One to sell their olives but that the purchaser then needed to be responsible for the "safety" of on grove activities and the olives.

Chris Piper said the advice had been that if you sell olives or oil then you must be registered with National Programme One.

John Valentine agreed and said as a contract grower in Masterton, he was registered and verified by the Council under National Programme One.

Craig summarised the discussions that there was a demand for oil and therefore a need for all growers to harvest their crops.

National Programme Verification Visits

Di Hadley asked if any National Programme One verification visits have been carried out in the region. Apparently none but there had been National Programme Three verification visits.

Colin Hadley said the South Wairarapa Council did not have any verifiers and it was necessary to find one outside of the region, for example Hutt Valley.

Grove Census Data

Charles Chinnaiyah said it was very important to obtain grove and harvest data from growers as accurate and complete data was required for external agencies.

Karen Juno said this needed to be reinforced on a regional basis.

Charles concluded that obtaining the data should be a KPI for the Regional Chairs.

Vote of Thanks

Craig proposed a vote of thanks to the Executive Officer and presented Gayle with a bouquet of flowers. This was greeted with acclaim.

There being no further business, Craig thanked all for their attendance and participation and declared the meeting closed at 11.25am.