

Olives New Zealand  
Executive Meeting Minutes Synopsis  
Thursday 21<sup>th</sup> February 2020  
Teleconference 7pm – 8.20pm

**1. Present**

Craig Leaf-Wright (President), Tricia Noble-Beasley (Vice President), Charles Chinnaiyah (Treasurer) Niall Holland, Geoff Crawford, Gayle Sheridan

**2. Apologies**

Ray Gregory, Andrew Priddle

Craig noted that Ray Gregory has taken over as Nelson Branch Chair and while John Dunlop's input would be missed, Ray had a lot to offer the industry.

**3. Financial**

Charles spoke to the draft 2019 Financial Performance Report from the auditors. These need to be checked before finalising and will then be ready to distribute to members ahead of the AGM. Charles noted the final out-turn for 2019 was a surplus of \$8270. Looking at the Budget Variance Report, income from Certification and Awards was up on budget but matched with an increase in expenditure. Interest is up on budget because of the term deposit attracting a better rate. The income from sales of the National Programme templates had not been budgeted so is a bonus.

**4. Executive Officer Report**

Gayle spoke to her report which had been circulated.

Membership

Financial membership is 187 with 15 resignations processed since the 2020 membership invoices were sent out. However there are 47 members who have yet to pay. This is a typical scenario and some people wait until they receive a final advice of pending termination at the end of March, as per the Constitution, before they pay. The loss in members usually is addressed by new members joining throughout the year but Charles and Gayle had budgeted on a 15% loss of members because of the membership fee increase.

Focus Grove Project

The dates for the regional Field Days have been finalised and promoted to members.

There is an issue with at least two of the five alternate approach groves having done nothing since the preliminary visits and recommendations. That is no fertiliser application, no pruning, no spraying and no leaf tests.

It was agreed Gayle should go back to the alternate Focus groves and explain what was being offered to them and the cost incurred, what was expected in return from them and confirm that they wished to continue on this basis.

Marketing

Merchandise sales continue to be slow with the most popular items being the woven bags and recipe pads.

## 2020 AGM

Members have received notification of the AGM and call for remits. The closing date for remits is 20<sup>th</sup> February and thus far none have been received. Once the Financial Report has been finalised this can be distributed to members along with an updated Agenda.

## Processing Practices and Judging Seminars

Numbers are now 17 for Processing Practices and 8 for the Judging Seminar plus up to 6 complementary registrations for the latter from our New Zealand judging panel

The break-even numbers were 22 and 20 respectively, otherwise the course(s) would have to be cancelled.

## 2021 Acting Executive Officer Recruitment

Recruitment for an Acting Executive Officer for 2021 was underway. Thus far Craig has received one expression of interest. It is necessary to have someone confirmed before 2020 Certification gets underway to enable training on this as well as other duties.

## New Zealand Supermarket Brands

Responses had been received from the three major New Zealand supermarket brands on their preference or not for NZ EVOO.

Noted that the discussions with Colin Hadley were still in progress.

## **5. 2020 Executive Priorities**

Productivity – see Executive Officer Report

Processing – Seminar 2020

Marketing – see Executive Officer Report

## **6. General Business**

### Branch Updates

Kapiti – Tricia reported a good attendance at the Branch AGM despite at least three groves being precluded in attending because of traffic. The AGM was held at Kapiti Olives and David Walshaw was an excellent host and very generous in sharing his knowledge.

Fruit is looking patchy across the region, there was very good flowering but this has not translated with fruit set.

An email has been sent out encouraging people to register for the seminars.

Pleasing to have had some light rain over the last week (21mm) and the groves are looking green. Charles noted how dry it has been in Wairarapa.

Canterbury – Niall noted Stuart has been willing to provide wide ranging advice which has been appreciated and respected.

There were 23 in attendance at the Branch AGM including several non-members who say they will join. There was discussion on the Awards Best in Show and overwhelming support that this remain as Best Commercial. However feedback was that Best in Show is not as seen as important as having a Gold medal. There was also support for maintaining Commercial at 250 litres and above.

While flowering had looked good, fruit set has been disappointing, except on Banks Peninsular. The nor wester appears to have adversely affected fruit set. Leaves are yellowing and the need for irrigation is significant for crop production.

Niall said there was criticism that the Focus Grove Project did not look at yield as this was seen as important. It was noted that other factors can impact on yield such as processing, ripeness and climate. Craig said these factors are outside the scope of the project where the emphasis is on increasing crop load. Geoff questioned if increased crop load had impacted on yield and the answer was no. Niall said that more operator training had seen an increase in yield but also an increase in matter in the oil. He said there was concern that 2020 would be a low yield season and this was the same situation in Australia.

Hawke's Bay – Geoff said the Branch AGM was scheduled for next week.

There has been very dry and hot conditions but a good amount of fruit about. Looking to be an 'on' year.

Wairarapa – In Andrew's absence Craig said that it had been very dry and while irrigation has been limited, this has had some positive impact at Leafyridge. The effect of the dry has been on the trees rather than the fruit. There had been fantastic flowering but a bit variable with fruit set. The Frantoio at Leafyridge were showing the benefit of their aggressive pruning, as had been seen at Bob and Shona's grove, and the Leccino had bunches of fruit again. It is probably not going to be a fantastic year but certainly not a bad year.

Craig said the situation was similar at Steve Price's grove with trees showing water stress in leaf colour but they should recover.

Craig said the Rural Delivery filming had gone well. The team had spent 3 hours filming and interviewing with Stuart, Gayle and himself for what will become a 6 ½ minute feature.

Nelson – Gayle had spoken with Brenda Gregory. Kakariki is looking good but other Nelson groves are looking sparse. It has been dry and there has been minimal spraying outside of Kakariki.

#### Health Star Rating System

The issue with the Health Star Rating System is that EVOO is lumped within the generic edible oils and fats with a rating of Category 3<sup>1</sup>. This is based on the saturated fat content and does not reflect the nutrient value of EVOO. The Australian Olive Association has successfully lobbied for a review of the classification and has commissioned some excellent background papers. They are now asking for more active support of the review by Olives NZ.

Niall said that olive oil is the only oil with a credible database supporting the health claims. Typically dietary advice is contradictory but olive oil has continued a positive build with population and microbiological evidence. The public are starting to realise the health benefits associated with EVOO and the Mediterranean diet.

Craig questioned the position in of 'The Good Oil' within the olive oils at Moore Wilsons. He said the label makes claims inferring the product is better than olive oil.

Niall said this is rapeseed oil and there is no evidence to support the claims. He said the important issues are Trans Fat (bad) and Polyphenols (good).

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<sup>1</sup> The HSR goes from ½ star to 5 stars, with the more stars signifying a healthier product.

It was noted that Olives NZ has relationships with MPI and the Minister (O'Connor) and we could use these to lobby for support of the reclassification using the AOA documents.

There being no further business, Craig thanked all for their attendance and declared the meeting closed at 8.20pm.

New Members:

Charlie Haskell, Nelson

**2020 Meeting and Other Key Dates**

February 20<sup>th</sup>

March 21<sup>st</sup> AGM (Carterton Events Centre)

April 16<sup>th</sup>

June 18<sup>th</sup>

August 20<sup>th</sup>

October 10<sup>th</sup> – Conference, Awards Dinner (Copthorne Solway Park, Masterton)

November 19<sup>th</sup>