



MINUTES OF ANNUAL GENERAL MEETING

Sunday 24th May 2020
5.04pm – 5.32pm
ZOOM Meeting

President Craig Leaf-Wright welcomed participants, from Waiheke Island to Canterbury, to the AGM and declared it open at 5pm. He noted that the meeting originally scheduled for March had to be cancelled because of COVID-19.

1) Present

Craig Leaf-Wright (President), Tricia Noble-Beasley (Vice President), Niall Holland, Jan Whyte, Ruth Leaf-Wright, Rob Noble-Beasley Gayle Sheridan, Allan Frazer, Peter & Laurie Rothenberg, Ray & Brenda Gregory, Sally Murrey, Grahame & Prue Taylor, Stephen Davies Howard, Chris Moore, Ruth & Peter Graham, Ross Vintiner, Mark Bunny, Hamilton & Gaylene McConachy, Bill Hey, Ian Juno, Huhana Smith, Bruce Chapman

2) Apologies

Jocelyn Robinson, Sandy Black, Julie Mays, Werner Seitner, Helen & Iain Bowbyes, John Poole, Anne Marshall, David & Helen Walshaw, Andrew & Delyth Taylor, Margaret Edwards, Andrea Stewart, Bob Marshall & Shona Thompson, Geoff Crawford, Helen & John Dunlop, Janine Mayson, Chris & Hilary Penman, Charles & Kay Chinnaiyah, Gail Powell, Joy Cooper, Rod Lingard, Dev Clifton, John Valentine, Peter Crelinsten, Alastair Bridge, Bruce Wills, Margaret Egan, Jo Blakeley, Chris & Jane Giles, Mike & Liz Welch, Sue & Malcolm Nowill, John & Helen Meehan, Andrew Priddle, Brent Meldrum, Steven & Chris Price, John Arthur, Colin & Nalini Baruch

The apologies as received were accepted.

3) Minutes of 2019 AGM

No matters arising

MOTION: That the minutes of the 2019 meeting be accepted as complete and accurate.

Moved: Tricia Noble-Beasley Seconded: Ruth Leaf-Wright Carried

4) President's Report

Craig reported as follows.

Membership ended 2019 at just over 200, with some loss of members at the start of the year almost made up for with new members during the year.

Harvest was below average for many groves with 69% of those that harvested, harvesting on average less than 10kg per tree. The Focus Groves were well above this, including several exceeding 25kg per tree.

Certification saw 179 submissions representing 126,000 litres, less than the 200,000 litres certified in 2018.

NZ EVOO Awards saw 125 entries; 108 EVOO and 17 Flavoured. Best in Show went to Kapiti Olives, Kapiti and Reserve to Olea Estate, Wairarapa. Best Boutique went to Old French Road, Canterbury and Reserve to Woodside Bay, Waiheke Island. The Olive Press, Wairarapa won Best Flavoured Oil and Best Processor. There was a total of 121 medals awarded, 24 Gold, 76 Silver and 21 Bronze.

Grove Census is updated annually and there are now 306,000 trees recorded in the Olives NZ database.

Focus Grove Project phase 1 was successfully completed during the year. In fact the target of reaching 15kg per tree was exceeded with several Focus Growers and others following the methodologies achieving 25kg or better. The Focus Grove Project has been well reported including on the TV One programme Rural Delivery. Following on from the success of phase 1 we were able to secure funding to continue the project. The main target is again to increase grove productivity but also to introduce another element; that of an alternate or more organic approach. The new project got underway with Focus Grove visits in October 2019 and March 2020 to all except the Wairarapa visits in March had to be cancelled because of COVID-19.

Marketing has seen ongoing media articles.

Food Safety Act – most growers have had their verification visits for National Programme 1 or 3. There has been concern expressed at the inconsistencies in the verifiers.

International recognition of NZ EVOO was evident in 2019 with a number of groves achieving awards but has been outstanding already in 2020. At the 2020 New York International Olive Oil Competition Gold was awarded to Kakariki, Kapiti, Loopline (2), Olea Estate, Old French Road and Woodside Bay. While Dali was named in the Best 25 Luxury Olive Oils of the World.

Future direction priorities for the Executive continue to be improving grove productivity, promoting NZ EVOO and the OliveMark and good processing practices.

Executive members – a big thank you to the Executive Officer and all the Executive members for their contributions during the year.

The full President's Report is available on the Olives NZ website.

MOTION: That the President's Report be accepted.

Moved: Craig

Seconded: Chris Moore

Carried

5) Treasurer's Report

Charles Chinnaiyah has submitted his apology for the meeting as he is involved in processing. Craig read out the Treasurer's Report on behalf of Charles.

Key points being as follows.

- Being above income budget – Membership, Certification, Awards, National Programme Template sales.
- However under income budget was Merchandise Sales.
- The Sustainable Farming Fund Project (phase 1) broke even due to some late contributions from members.
- Overall the trading income was down on income from 2018 due mainly to no conference or processors course, but this was offset in a reduction in expenditure.
- A fixed deposit account has been set up which earns a higher rate of interest.
- The OliveMark Promotional account has increased to \$14,000.

In conclusion Charles thanked Gayle for her efficient and smooth running of the day to day financial operations.

The full Treasurer's Report and Independent Auditor Report are available on the Olives NZ website.

MOTION: That the Treasurer's Report be accepted.

Moved: Craig Seconded: Niall Holland Carried

6) Appointment of Auditor

The recommendation that Parkers Business Solutions be re-appointed was carried.

7) Notified Business - nil

8) General Business

Craig opened the meeting up for general business.

Niall Holland noted the recent passing away of John Edwards who had been a valued member of Olives NZ and husband of Life Member Margaret Edwards. Niall noted that John and Margaret had generously offered the use of their plant for the 2020 Processing Practices course. Niall said that it was apparent that Margaret had appreciated the tribute received from Olives NZ.

Chris Moore asked for an update on the social media promotional campaign. Gayle said that there were two main aspects, firstly generic promotion of the excellence of NZ EVOO and where to buy locally and secondly congratulations to the individual Gold winners at New York. On Facebook the "Buy Local Gold" post had so far reached 9800 hits and the "trump" post had reached 2200 hits. The individual posts varied between 160 and 1,000 hits. The Olives NZ website page had been renamed "Buy Local" and promoted on "Be smart – buy local, it's international Gold-worthy". The allocated budget still had some funds so the key posts may be boosted in the coming week. Gayle said she would like to get feedback from members as to whether the campaign had impacted on their website hits and especially online orders.

Ross Vintiner said he had raised with the Executive the possibility of including Table Olives in the NZ EVOO Awards and he was disappointed that this had not been supported. He said while at present there was only a handful of people making table olives, this would be expected to grow and he would like to see a timeline for when this might be included in the NZ EVOO Awards.

Tricia Noble-Beasley said it would be good to have table olives included.

Allen Frazer supported the Executive considering this again.

Chris Moore said more and more local people were consuming local table olives. He confirmed that NP3 was required for people making table olives.

Grahame Taylor said that they had been making table olives for some years and had good sales. However it was a very time consuming process. Their main market was the tourist trade but that would change. Medals on the packaging would be an aid to marketing.

Craig said that Executive would take on board the request to relook at table olives being included in the NZ EVOO Awards.

Huhana Smith introduced herself as a new member and noted her appreciation at being able to sit in on the AGM hui and learn. She said she appreciated the guidance she received as a new member.

Craig said at this point in the meeting he extended a virtual hug and bouquet for Gayle. Chris Moore noted that was one positive thing to come out of COVID-19 – Gayle could not now take her planned break in 2021.

There being no further business the meeting was declared closed at 5.32pm.