



Olives NZ Conference 2020

Saturday 10th October 2020

Making a Difference in a Global Environment

Rydges Airport Hotel, Wellington

Welcome from Olives New Zealand

The Executive of Olives New Zealand extends a very warm welcome and invitation to you for Conference 2020, which will be held in Wellington in conjunction with the New Zealand Extra Virgin Olive Oil Awards Dinner. The event will be preceded by the Wairarapa Field Day on Friday 9th October.

The Focus Grove Field Day will start off late morning on Friday 9th October) at Leafyridge Olives, Masterton followed by lunch and then a visit to Bella Olea Olive Grove, Greytown. Leafyridge Olives is one of the original Focus Groves and have steadily increased their production in an often challenging environment. Leafyridge Olives also recently installed a commercial processing plant. Bella Olea Olives has been working towards organic certification and shows an alternate approach to grove management. A minibus may be available to take people from the hotel to the field day, should there be sufficient numbers.

Conference 2020 on Saturday 10th will revolve around "Making a Difference in a Global Environment". While the Focus Grove Project has shown and continues to show how to address/maintain grove productivity and profitability, there are other opportunities for New Zealand growers to differentiate their product. Following on the amazing success of New Zealand olive oils at the New York International Olive Oil Competition the challenges are the opportunities to grow (domestic) markets for NZ EVOO, gain recognition for our world-class product and continue to increase the level of production to service the evolving markets.

Presentation of the 2020 NZ EVOO Awards will be done at the Awards Dinner, which will be held on Saturday evening also Rydges Airport Hotel. This will be a gala occasion as is fitting for these premiere awards.

The excellent Presenters and the availability of our sponsors will enable you to extend your knowledge of the olive industry and give you invaluable information for moving forward in the industry.

Our Presenters

Stuart Tustin, Former Principal Scientist and Honorary Fellow, Plant and Food Research will take us through the Focus Grove Presentation, which has been recognised nationally and internationally for innovation and results achieved. Stuart will review the major milestones of the previous and current projects, the outcomes to date and the recommendations for an organic/alternative approach.

Damien Farrelly is the NZ GAP Manager for Horticulture New Zealand. NZGAP certification provides assurance for the safe and sustainable production of fruit and vegetables in New Zealand. The programme meets the certification requirements for a range of customers in New Zealand and overseas. It is aligned with NZ regulatory standards and includes standards for food safety, health and safety and environmental management.

Donald Nordeng is Chief Executive Officer for BioGro. BioGro is New Zealand's largest and best-known certifier for organic produce and products. BioGro certification is internationally recognised and accredited. Find out what sets BioGro apart, what is involved and how this can help differentiate your product in the market place.



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Mike Kotlyar, Marketing Strategist at @consult will explain why social media marketing is arguably the most cost effective and effective method of raising product awareness. Mike developed the social media campaign for promotion of the New Zealand olive industry. He will discuss how this medium can provide further opportunities for growing our market share.

Given the challenging environment for the New Zealand olive industry, growers have always had to be pioneering and look for inventive ways to manage their groves and seize market share. Two groves will share their approaches.

TBA

Ray and Brenda Gregory of "Kakariki", Nelson took over a commercial grove and have continued to focus on production and growing markets.

Both of these groves not only have created a successful niche for their products, they are all top award winning groves.

PLEASE NOTE REGISTRATIONS MAY BE CAPPED FOR CONFERENCE AND THE AWARDS DINNER.

YOU ARE ENCOURAGED TO REGISTER EARLY TO AVOID DISAPPOINTMENT.

REGISTRATION FOR BOTH EVENTS WILL NOT BE INVOICED FOR PAYMENT UNTIL OCTOBER.



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Rydges Wellington Airport Hotel

Venue for Conference is the 4.5 star Rydges Airport Hotel, Wellington. It is very convenient for those arriving on flights being integrated with the airport terminal, sitting above the international terminal. It easily accessible also for those driving with plenty of free parking in the adjacent multi-storey parking building (instruction will be provided). The conference rooms, catering and other facilities are of a high standard. Olives New Zealand has block booked a number of rooms at \$179 per night for a king room with buffet breakfast for one or \$199 for two breakfasts. These must be reserved by 18th September to get this special rate.

Registration Fees

Registration fees stated are assuming current membership of Olives New Zealand and include GST. Conference – a registration fee of \$200 for the first attendee and \$150 for additional attendees, from the same business.

Awards Dinner - \$120 per person and members' guests are most welcome.

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.

Sponsors

There will be plenty of opportunities throughout the Saturday to meet with the sponsors and discuss what their latest offerings are. This will be a great opportunity to meet key suppliers to the industry in a central location. Olives New Zealand much appreciates the support of the sponsors.

Accommodation

We will happily collate your accommodation requests and pass on to Rydges Airport Hotel to book. The special room rate is \$179 per night including breakfast for one person or \$199 per night for two people including breakfast. However, there is a limit on the rooms tagged for our Conference so you must register by 18th September otherwise you will need to book directly with the hotel.

Final Date for Registration

Your early registration is appreciated so that appropriate arrangements can be confirmed.

Friday 18th 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 at 6.30pm 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 – bread and dips, cured meats, preserves and pickles

Mains – choice of four

Dessert – selection of petite desserts to share

Final date for all registrations is Friday 18th September. Register now!



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PROGRAMME – FRIDAY 9TH OCTOBER

| | | |
|-------|---|---------------------------------------|
| 11 am | Meet at Leafyridge Olives 244 Dakins Road, RD 7, Masterton | Hosts: Craig and Ruth Leaf-Wright |
| 12.30 | Lunch | Host: Andrew Priddle, Branch Chair |
| 2 pm | Bella Olea Olive Grove | Host: Chris Penman |

PROGRAMME – SATURDAY 10TH OCTOBER

| | | |
|---------------|---|---|
| 8.00 – 8.45am | Registration Coffee and tea available | Gayle Sheridan Executive Officer |
| 8.45 – 9.00 | Welcome and introduction to Sponsors | Craig Leaf-Wright President-Olives New Zealand |
| 9.00 – 10.00 | NZ GAP – an opportunity for olive growers | Damien Farrelly Horticulture New Zealand |
| 10.00 – 10.30 | Grower Profile – | TBA |
| 10.30 - 11.00 | Morning Tea – visit our exhibitors | |
| 11.00 – 12.00 | Organics – what are the requirements and opportunities with being registered as organic | Robyn Vickery Bio-Gro New Zealand |
| 12.00 – 12.30 | Grower Profile – Kakariki Olives, Nelson | Ray and Brenda Gregory |
| 12.30 – 1.30 | Lunch | |
| 1.30 – 3.00 | Focus Grove Project | Stuart Tustin Project Consultant |
| 3.00 – 3.30 | Afternoon Tea | |
| 3.30 – 4.30 | Social Media Marketing | Mike Kotlyar @consult |

| | | |
|---------------|---|--|
| 6:30pm - late | NZ EVOO Awards Dinner 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 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 | Friday 9 th Focus Grove Visits | Saturday 10 th Conference | Special Dietary Needs |
|---------------|--|---|--------------------------|
| | | | |
| | | | |
| | | | |

| Registration Fees Payable | Member Fee per Person | No. Attending | \$ |
|--|--|---------------|-----------|
| Saturday 10 ^h - Conference | First Person @ \$200 Additional @ \$150 | | |
| Return transport Rydges Hotel to Wairarapa @ \$60 each | | | |
| TOTAL REGISTRATION FEES | | | \$ |

Saturday Evening NZ EVOO Awards Dinner

| | | |
|---------------------------|--|------|
| Number Attending _____ | @ \$120 each | = \$ |
| Name | Main Choice ¹ (steak, pork, fish, vege) | |
| | | |
| | | |

Total Payable (Registration Fees + Awards Dinner) = \$ _____

- Please post Registration Form to: Olives New Zealand, 196 Tutere Street, Waikanae 5036.
- Alternatively, email the form to admin@olivesnz.org.nz
- A GST Invoice/Receipt will be emailed once your registration has been processed.

Accommodation Request (\$179 per night single or \$199 double, including breakfast. This will be passed on to Rydges Airport Hotel and you will settle the account on checkout)

| Arrival Date | Departure Date | No. of Rooms |
|--------------|----------------|--------------|
| | | |

FINAL DATE FOR ALL REGISTRATIONS IS FRIDAY 18TH SEPTEMBER.

¹ Main choices:

Char grilled ribeye steak
Pan fried fillet of fish

Cola marinated pork baby back ribs
Vegetarian