



## MINUTES OF ANNUAL GENERAL MEETING

Sunday 21<sup>st</sup> March 2021

5pm – 5,500pm

Zoom meeting

### AGENDA

#### 1) Present

Tricia & Rob Noble-Beasley, Jocelyn Robinson & Sandy Black, Chris & Hilary Penman, Gaylene & Hamilton McConachy, Andrew Liley, Alan & Anita Blackmore, Craig & Ruth Leaf-Wright, Ray & Brenda Gregory, Steve Morris, Geoff Crawford, Charles & Kaye Chinnaiyah, Grahame Taylor, Huhana Smith, Chris Moore, Nalini & Colin Baruch, Niall Holland, Jan Whyte, Gayle Sheridan

#### 2) Apologies

Steven & Chris Price, Charmaine Maitland, Ken & Jenny Mark, Anne Marshall & John Pool, Julie Mays & Werner Seitner, Peter & Ruth Graham, John Valentine, Andrew & Delyth Taylor, David & Helen Walshaw, Hilary & Andrew Fenemor, Chris & Linda Smith, Sally Murrey & Brent Meldrum, Richard & Julie Winder, Mark Bunny, Mike & Margaret Hanson, Johnno Smith, Margaret Edwards, Stephen Davies-Howard, Gail Powell, Annette Moore, Allan Frazer, Prue Taylor, John and Helen Meehan

The apologies as received were accepted.

#### 3) Minutes of 2020 AGM

No Matters arising

MOTION: That the minutes of the 2020 Annual General Meeting be accepted as complete and accurate.

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

#### 4) President's Report

Craig delivered the 2020 President's report. Key points related to:

Membership numbers

COVID-19

Harvest

Certification

NZ EVOO Awards

Conference

Grove Census

Focus Grove Project

Marketing  
Food Safety Act  
Future Direction  
Executive Members

Nalini asked if a quorum was present to approve the report. Gayle advised that the quorum for an AGM is 9 voting members and so has been well exceeded.

MOTION: That the 2020 President's Report be accepted.

Moved: Craig                      Seconded: Nalini                      Carried

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

#### **5) Treasurer's Report**

Charles noted the organisation had achieved a modest surplus of \$14,792 for the 2020 year, with key points as follows.

Activities over budget – Membership, Certification, NZ EVOO Awards, Conference, National Programme Sales.

Two media campaigns were commissioned to run a targeted marketing campaign in 2020 at a cost of \$6,000 (funded from OliveMark Promotion account).

The Sustainable Food and Fibres Future project costs are offset from membership fees, leaving a nil balance.

Merchandise sales continued to decline.

A second Term Deposit has been set up.

Charles noted his thanks to Gayle for the operational support of financial activities.

MOTION: That the Treasurer's Report be accepted.

Moved: Charles                      Seconded: Tricia                      Carried

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

#### **6) Appointment of Auditor**

Charles said that the current auditors interpreted the data from Xero well in preparing the annual accounts. He therefore recommended that Parkers Business Solutions be re-appointed for 2021 and this was accepted.

#### **7) Election of Officers**

No nominations were received so the incumbents are re-appointed for another term:

President - Craig Leaf-Wright

Vice President - Tricia Noble-Beasley

Treasurer - Charles Chinnaiyah

## **8) Notified Business and Remits**

None received

## **9) General Business**

Craig opened the meeting up for general business and said he had three items. Firstly there is no Conference planned for 2021, the 2021 Awards Dinner would be held at the Rydges Wellington Airport Hotel and a special thank you to Gayle and the Executive members for their work during the past year. He noted that the Executive has regular meetings supplemented by additional discussions as needed.

Tricia echoed Craig's thanks to Gayle.

Nalini queried membership numbers and with an apparent low percentage of members present for the AGM, should we be comfortable making important decisions at the meeting.

Craig said membership was 185 at the end of 2020 and there were 17 members logged in for the meeting.

Chris noted that Fonterra had a similar pattern. When things were running well for the industry this was reflected in a low turnout for AGMs. He said there were 19 members who attended our AGM in 2020 so similar to this year. He noted that things are running well for Olives NZ and its members and this is reflected in a very healthy balance sheet. He noted that some 15 years ago, when he came on to the Executive, Olives NZ was technically insolvent.

Craig said that he and Gayle had discussed that there appeared to be no significant issues for members at the present time. He agreed with Chris that otherwise we would have seen more people participate in the AGM.

Nalini then asked what other projects are planned for 2021.

Craig said as per his report, targeting further increasing production via the Focus Grove Project, is a priority for Olives NZ at the present time. He noted that this Project does require a lot of time spent on it and Olives NZ also was looking at an alternative/more organic approach to grove management as part of the project. He said that the Executive is made up of volunteers who generously give their time to activities. Craig added that marketing is dabbled in as opportunities arise.

Colin said that the organisation has always only ever dabbled in marketing and would it be better to allocate this funding elsewhere to better support growers.

Nalini said that Lot 8 had only re-joined Olives NZ in 2020 after not being members for a number of years. She said she had not been able to see any energy in running the organisation and nothing has changed. She was surprised at such a small surplus in funds given the number of members. Nalini said after 25 years she is still not seeing groves produce any more than 10kg per tree. She said she is not seeing the benefits of the Focus Grove Project coming through.

Craig suggested that if Nalini attended the Field Days then she would be able to observe groves where production is typically 25kg or more on an annual basis. She could then compare these groves to others that have not adopted the Focus Grove practices. He said that operating practices were substantially different.

Nalini said Olives NZ needed to invest more in knowledge transfer as her own grove is not performing at the same level as the Focus Grove in Wairarapa and she would appreciate an expert telling her what she should be doing to improve production. In a good year, Lot Eight has marketed oils from approximately 80-90 tonnes.

Craig offered to visit Nalini to have a discussion with her and her contractor to determine how the grove could perform better. He said that apart from Frantoio which had variable production, the other varieties at Leafyridge were now typically producing 25kg consistently every year and some produced 40kg in 2020 and looked to be the same for 2021.

Nalini said she is also not seeing the improvements in other groves she works with and better dissemination is required. She suggested more advisors are required to visit individual groves. She said the aim should be to increase tonnage for all members.

Alan noted that the Canterbury Field Days are brilliant and attendees are getting a lot from attendance.

Colin said, not being critical, but noted that a lot of groves were not participating because they don't interact with their processor. Rather they do as little as possible and rely on management companies.

Tricia said that they had stepped out of Olives NZ membership some years ago and since re-joining had noted the huge positive impact of using the OliveMark and Awards stickers. She said these had substantially increased sales. Tricia said that they are following the Focus Grove spraying programme and are attending the Field Days. Following the recommendations has resulted in consistent crops. Tricia said Olives NZ has made a huge commitment to Focus Grove Projects, with the second project underway. These have resulted in substantially lifting production and the profile of the New Zealand industry.

Nalini asked Tricia how many trees they had. Tricia said 400 in current production with new trees planted also.

Colin said their perspective is that not using the OliveMark had little impact. He said he is not seeing the transfer in information from the Focus Grove Project and this should be expected.

Tricia said it is up to the individual grower to take advantage of the information provided.

Gayle said that the information is available on the website in the form of Field Day reports and Fact Sheets plus disseminated by bulk email to members and the link is promoted in the newsletter.

Colin said they have been back as members for a year and not seeing any benefits.

Nalini asked if there is any certification of sprayers and a requirement they follow the recommendations.

Craig said it was not appropriate for Olives NZ to endorse individual suppliers but noted that some do attend the Field Days. He said it does come down to individual groves to access the information available but the real benefit is in attending the Field Days. He offered to give Nalini and Colin a personal tour of Leafyridge to explain the processes, procedures and outcomes of following the Focus Grove practices.

Nalini said she was questioning that management companies may not be members and would rely on knowledge being provided by the grower. She said she was also concerned that these companies were benefitting from information when they were not members of Olives NZ.

Craig said there is a need for management companies to be held to account for the work being carried out. He reiterated that the main focus is in getting the message out to members.

Nalini concluded by saying that she wanted to see the growers that worked with Lot 8 benefitting from their membership.

There being no further business or discussion Craig thanked all for their attendance and participation. He declared the meeting closed at 5.50pm.