

Olives New Zealand
Minutes Synopsis of Executive Meeting
Thursday 16th June 2022
ZOOM Conference Meeting
7pm – 8.28pm

1. Present

Craig Leaf-Wright (President), Tricia Noble-Beasley (Vice President), Charles Chinnaiyah (Treasurer), Geoff Crawford, Andrew Priddle, Ray Gregory, Alan Blakemore, Andrew Taylor, Gayle Sheridan

2. Apologies

Nil

3. Minutes of the April Meeting

Matters arising

Project Proposals

Gayle had received feedback from 11 members on the project proposals and 9 of these supported the Hawke's Bay proposal – increase grove productivity. None of the other proposals ranked highly and in fact there was stated opposition to several.

Craig said he had received no feedback. The four Branch Chairs feedback received supported the Hawke's Bay proposal. It was agreed unanimously that this project should be progressed with a new SFF&F funding application. This would be a good first project for Emma as it would be better to be done by the person who would be responsible for implementation.

Gayle said the current project did not finish until October and suggested that the new project start date be March 2023 with the first round of field days. This would give some months to draft the new application and work with MPI on approval. The good news was that both our MPI Advisor and Minister O'Connor had indicated support for a new application.

4. Financial

Charles spoke to the June Financial Reports which had been circulated.

Budget Variance – Certification income was lagging at present along with expenditure. This would correct with submissions starting to increase. The Awards income from medal sales was also under budget. OliveMark Promotion (merchandise sales) income has been negligible and matched by no expenditure. The Awards Costs related to the New York entries.

Balance Sheet – shows a healthy financial position although there will be increased expenditure over August – October with the overlap in Executive Officers and the budget would need to be updated accordingly.

Andrew Taylor joined the meeting and was welcomed by Craig.

5. Executive Officer Report

Gayle spoke to her report which had been circulated.

Certification

There have now been 28 samples shipped to Modern Olives.

Marketing

Given the advice that High Value Nutrition Project now asked for 1,000 litres up from 400 litres originally indicated, the Executive needed to decide whether to fund the supply of the additional oil. There was adequate funding in the OliveMark account but this would pretty much clear out the accumulated funds. Gayle said she had explained to the Project Leader that the oil being requested was substantial and at wholesale of \$20 per litre would be valued at \$20,000. She had also explained that packaging in 500ml bottles, their preference, was worth another \$4,000 plus there would be other costs associated with packaging and shipping. She was advised there was no funding available to assist with the additional costs.

TOP has offered to provide the total volume packaged in cartons of 10 x 500ml bottles for easy distribution to the project participants. The cartons would also contain promotional material on the brands that worked with TOP and an Olives NZ Health Benefits card.

There was to be a formal launch of the project in July to which all contributing partners were invited and Gayle had suggested that Craig/Tricia present on behalf of Olives NZ. There would be other promotional opportunities including a high class video on the contributing partners. Gayle said it would be important to manage any promotions to ensure these fairly represented those who contributed as well as NZ EVOO and the OliveMark.

There was substantial discussion about this project. Generally there was support for the increase in volume being requested as this was a reasonable amount per household. It was noted that there are no other plans for the OliveMark budget. The research project was well aligned with Olives NZ and a great promotional opportunity for NZ EVOO.

It was disappointing that only two members had offered to supply oil for the project. Although it was felt that others may respond if approached more directly. The offer by The Olive Press was most generous. However it was thought unreasonable to expect one member to provide all of the oil required, even if they represented a number of growers, especially given the number of Olives NZ members.

There was a risk was that if Olives NZ did not provide the total volume required the project may well look at other oils to make up the balance. If lesser quality oil was used that could jeopardise the results. It was also thought that there would be other major supermarket brands, including those using imported oils, who would see benefits in being involved

It was agreed to go back to members and explain that there was an increase in volume required and offering a last chance for involvement. It should be specified that the oil should be Certified EVOO from 2021 or 2022, branded bottles with the OliveMark, bottled preferably in 500ml bottles and cartons could contain promotional material. Also to reiterate the funding offered.

Courses

Soumi has still to confirm the date for the Judging Seminar. Gayle has all of the oils for the seminars and the 100ml bottles. Participants would receive a pack of 14 oils and plastic tasting glasses. The costs would make the registration fee about \$175 per person but there would be no travel costs with using Zoom.

The Processing Practices Seminar was sold out with a wait list if anyone dropped out.

2022 NZ EVOO Awards

Remote judging would be used again, hopefully for the last time. Because of the entry numbers it was proposed to have two judging panels of four judges each. The initial entries would be split across the two panels but then new samples of the Best in Class oils would be sent to all judges to judge for the major awards.

Using two Australia judges required bringing back the close off date for entries to 31st August, to allow time to ship the initial judging packs and then the finals judging packs. Gayle said she has checked who typically sends in oil last for Certification and this was not growers who harvested last. So the earlier close-off date should not be a problem.

The meeting confirmed the list of judges proposed.

2022 Conference

Still waiting on confirmation of some speakers to finalise the programme.

Craig thanked Gayle for her report.

6. 2022 Executive Priorities

Covered off in Executive Officer's Report.

7. General Business

Best Practice Manual/ Focus Grove Project

Geoff said that the Best Practice Manual contains a lot of good, a lot of superseded and a lot of hard to find information. He said it would be good for the manual to be reviewed and updated, particularly with the findings from the Focus Grove Projects.

Andrew T suggested that Olives NZ consider contracting Gayle to lead this work, perhaps next year. Craig agreed this was a good idea as Gayle had an intimate knowledge of both the manual and projects.

Branch Updates

Wairarapa

Andrew P said the weather had been shocking for harvesting. Several groves have lost their crops because of the weather but others are now harvesting well. It was apparent again that the most productive groves were those following the Focus Grove recommendations.

Andrew said the Branch needs to have a meeting to plan future activities.

He said that Leccino was hard to harvest in 2021 but it was Frantoio this year. He said that Leccino has been ready ahead of Frantoio where normally it was the reverse. He said he is still harvesting Barnea and Picual which would normally have been completed by this time.

Craig added that some groves have half last year's harvest or no harvest. He said while volume was down, yield was up. Charles agreed that oil yields were good.

Kapiti

Tricia said crops were variable across the region and there had been a bit of Anthracnose. There had been an inordinate amount of storms with heavy and persistent rain, winds and some hail. Kapiti grove is harvesting later than usual and may have been adversely affected by the weather.

Nelson

Ray said a number of groves were not harvesting and others were down in tonnage. He said there was looking to be a shortage of EVOO. Gayle suggested he contact Bruce Chapman, Canterbury because he had surplus capacity and there were other groves with crops that were planning to not harvest.

Hawke's Bay

Geoff said there had been pretty good crops harvested, reflective of good grove management practices. Average yields were 13-14%. The Village Press are harvesting their contract groves and their processing is well underway.

Canterbury

Alan reported that Jill Chapman, wife of Bruce from Terrace Edge, had passed away suddenly and unexpectedly. There had been a good turnout of Branch members at her funeral. The Executive was saddened to hear about Jill and a card had been sent.

Harvest is just getting underway with yields of 8-12%. Terrace Edge again outshines in the region in relation to crop.

Banks Peninsula also had good crops and were only just starting to harvest.

Succession Planning for Executive Officer Update

Craig confirmed that Emma Glover would start on 8th August. Emma would come down to Levin that week for an induction as to what the role entailed and to collect as much stuff as could be handed over. On the Friday afternoon a slot had been booked with Mogul for a workshop for Emma by Zoom on maintaining the website and using the newsletter package. Gayle said she would hand over what she could to Emma, such as those tasks and reconciling Xero. Gayle would complete Certification, courses administration and have responsibility for the Awards through until Friday 7th October. At that point she would hand over to Emma the collated certificates, framed awards and gift packs for the Awards Dinner, the PowerPoint presentation, media release, etc. as well as the Olives NZ computer. Emma would then run the Conference and Awards Dinner, as well as the Executive meeting the night before. There would also be the printer, office records and other supplies to handover.

There being no further business, Craig thanked all for their participation and declared the meeting closed at 8.28pm.

New Members:

Davey Hughes, Wairarapa

Andrew Ashby, Kapiti

Jonna and Bob Hollyman, Neslon