



MINUTES OF 2022 ANNUAL GENERAL MEETING

Sunday 20th March 2022

5pm – 6.25pm

Zoom Meeting

1) Present

Craig and Ruth Leaf-Wright, Rob and Tricia Noble-Beasley. Charles and Kay Chinnaiyah, Geoff Crawford, Alan and Anita Blakemore, Alec and Anne Webster, Linda Smith, Chris Moore, Peter Bayliss, Mark Bunny, Andrew Liley, Hamilton and Gaylene McConachy, Gail Powell, Ian and Karen Juno, Grant and Diana Crosse, Niall Holland, Jan Whyte, Sally Murrell, Nalini and Colin Baruch, Chris Penman, David and Helen Walshaw, Stephen Davies-Howard, Neil Smith, Steven and Chris Price, Delyth and Andrew Taylor, Andrew and Hilary Fenemor, Rod Lingard, Glen Wigley, Gayle Sheridan
Craig welcomed all to the meeting.

2) Apologies

Anne Marshall and John Pool, Julie Mays and Werner Seitner, Richard and Julie Winder, Denis and Beth Raines, Ray and Brenda Gregory, Katie and Lee Mauger, Helen and John Meehan, Margaret Edwards, Jocelyn Robinson and Sandy Black, Andrew and Jo Priddle, Ruth and Peter Graham, John Valentine, Sue and Malcolm Nowill, Jason and Trish Delamore, Huhana Smith, Colin and Di Hadley, Ross Vintiner, Andrea Stewart

The apologies as received were accepted.

3) Minutes of 2021 AGM

No Matters arising

MOTION: That the minutes of the 2021 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 2021 President's Report. Key points related to:

Membership

COVID-19

Harvest

Certification

New Zealand Extra Virgin Olive Oil Awards

Grove Census

Focus Grove Project

Marketing

Food Safety Act

Future Direction.

In conclusion, Craig thanked the Executive Officer and members of the Executive for their input over the year.

The full report is available on the Olives NZ website.

See <https://www.olivesnz.org.nz/category/members-news/minutes/agm-minutes/>

MOTION: That the President's Report be accepted.

Moved: Craig Leaf-Wright Seconded: Chris Moore Carried

5) Treasurer's Report

Charles delivered the 2021 Treasurer's Report. Charles noted that the full Auditor's Report is available on the website. He said that some items were under budget in 2021; in particular Sponsorship and Membership Income. There were also some unbudgeted expenses; OliveMark Royalty Renewal and software maintenance. The Asset portfolio has increased by \$15,000 with the purchase of the Management Database System which would be depreciated over three years. This first year of depreciation had been incurred in 2021 thus reducing the surplus. However Certification numbers and Awards entries were over-budget. Charles noted that merchandise sales continue to decline. Overall Term Deposits have been maintained at \$50,000.

Charles said for 2022 there was an even smaller surplus of \$1,150 budgeted dependent on income targets being met. However he noted that there may be unbudgeted management costs.

In conclusion Charles thanked Gayle for the continued effort she puts into maintain the day-to-day financial operations of the Association.

MOTION: That the Treasurer's Report be accepted.

Moved: Charles Chinnaiyah Seconded: Robert Noble-Beasley Carried

6) Appointment of Auditor

MOTION: That Parkers Business Solutions be re-appointed for 2022.

Moved: Charles Chinnaiyah Seconded: Craig Leaf-Wright Carried

7) Notified Business

New Projects 2023

Craig reminded us that the current Focus Grove Project was due to finish in November and the Executive was asking for future new project suggestions. He said that a number of suggestions had already been received and a briefing paper made available to members. These suggestions would now be spoken to by their 'sponsor.' The Executive would ask that members consider the various suggestions and give feedback via their Branch Chair on these, or directly to The Executive or Executive Officer if there is no Branch in their area. This will allow the Executive to gauge the level of support for the various suggestions.

i) Further Grove Productivity; Polyphenol production, yield increase for oil (harvest timing), increasing fruit set, growing larger fruit – Hawke's Bay Branch

Geoff Crawford spoke on behalf of the Hawke's Bay Branch. He acknowledged the progress made by the Focus Grove Projects and said that Aquiferra has been consistently producing 20+kg per tree per annum. He said that other groves following the Focus Grove recommendations were achieving similar results.

Geoff said it was now timely to go further by looking at other aspects to increase productivity through increasing yield with more science applied, increasing fruit set, increasing fruit size to increase yield and understanding how to increase Polyphenols.

Geoff said the key driver is profitability. For example by increasing fruit produced by 10% and increasing oil yield by 10%, the cumulative impact would be a 30% increase in margin. Geoff tabled a spreadsheet that showed this modelled conservatively on a grove of 600 trees. He pointed out that Waiheke Island has a higher oil yield than other regions and it would be good to understand why. He noted grove running costs are the same regardless of crop harvested but the key being to increase the bottom line by increasing output. The spreadsheet showed this bottom line increase ranging from 27% to 37%.

Geoff also raised the variation in Polyphenols and the increasing consumer awareness about the increased benefits of higher Polyphenols. He said more knowledge is needed on how to increase the level of Polyphenols on a consistent basis.

Anita and Alan Blakemore joined the meeting and apologised for lateness.

ii) Online Market Place – Gordon Legge

Gordon was not available to speak to his proposal but had offered to do more work on this.

iii) Succession Planning for the NZ EVOO Judges Panel – Nelson Branch

Hilary Fenemor spoke to the proposal. She said it was self-evident that there was the same cohort that did the panel and judging training more than 20 years ago and there was a need to look at the future. This was in relation to needing to grow the judging pool.

Hilary also noted that there has been ongoing positivity in entering the NZ EVOO Awards and in winning Gold medals, with an ongoing increase in entry numbers. Plus classes had been added for Flavoured oils. The increase in entry numbers called for an increase in the number of judges because of the time required to work through the entries.

Hilary said that paper presented a possible program for recruiting and training new judges, including the need for a Project Manager.

Sally Murrey said she would be interested in doing a sensory analysis course.

iv) Sustainable Growing Standard – David Walshaw

David said that following on from the Focus Grove Projects there was a need to promote sustainability and sustainable growing practices. His paper detailed why and how this could be achieved. He emphasised that a sustainable growing standard needed to be credible and use an independent auditor. He was not suggesting a system as complex as the wine growers have and would be happy to be involved post his grove sale.

v) Redesign of the OliveMark and Olives NZ logo – Nalini Baruch

Nalini said the industry has moved forward from the early days and there was a need for international as well as national marketing plus taking into account social media. She said the olive industry can now be considered a mature industry. There was a need to market NZ EVOO as a premium product and that packaging should reflect this. The graphics shown in her proposal were as thinking for the next 3-5 years. Especially for the international market and clearly be associated with country of origin.

Nalini said the project needed to be led by an Executive member but she would be happy to be involved.

The other project suggestions that had come forward are Updating the Best Practice Manual (~\$200K) and Marketing (\$50K pa). A Marketing brief, based on the BMSW paper, had been included with the project briefs.

Craig thanked the 'sponsors' for presenting their suggestions. He noted that any project proposed would require more work and it would be expected that the sponsor be involved. Craig said the papers were a good overview and people should feel free to contact the sponsors for more information if required.

Craig said the way forward was to encourage as many members as possible to read the papers and pass their thoughts on to their Branch Chair or directly to the Executive or Executive Officer. The Executive would then be in a position to progress as appropriate.

8) General Business

Rod Lingard said he was concerned that there had been no mention that the Consumer NZ review of olive oil created a major issue for the industry with the two major brands using imported oil. He said these two brands had benefitted during COVID lockdowns because they were pretty much the only NZ brands on supermarket shelves, however they used either Australian or Spanish oil. Rod said while the OliveMark needed promoting, the issues around Country of Origin labelling also needed addressing. He said that Consumer NZ was lobbying the Government to include olive oil and Olives NZ needed to continue pressure on the Government also.

David Walshaw said he agreed that olive oil should be part of honest labelling.

Rod said there is an issue going forward for Olives NZ with the continued use of Manzate and consumer concern about sprays being used at all. He said this was not an issue about residue but about using any sprays. Rod said that Olives NZ should continue to push for the Government to include olive trees in the emission scheme.

Nalini raised should the olive industry become a levied industry rather than a voluntary organisation? She said there was a need for more requirements to be met by all industry participants.

David said a previous issue had been that larger groves were not happy to sponsor smaller groves and there was a need to have larger groves more involved in the organisation.

Colin Baruch pointed out that Olives NZ is an organisation of growers and potentially the brands need to be levied going forward.

Chris Moore said that the projects proposed included some very good suggestions and needed to be picked up by the Executive.

Craig said the Executive needed feedback from members as to what was now important for them.

Chris said the Executive needed to go out to the broader membership and demand feedback.

David said Branch Chairs needed to be tasked with surveying their local members to get the required feedback.

Tricia Noble-Beasley agreed that Branch Chairs needed to canvas members.

Glen Wigley asked if any new project would apply for new MPI funding or be funded via the organisation.

Craig said where possible external co-funding would be sought if appropriate.

David said he thought it would be logical for MPI to provide funding for anything continuing on from the Focus Grove Project.

Andrew Liley asked if Olives NZ had access to a science base, for example via a university. He said especially the Hawke's Bay Branch proposal would be an ideal science project, perhaps via Massey.

Stephen Davies-Howard suggested perhaps a PhD or Majors project.

Andrew Fenemor said that Olives NZ had had previous PhD work done at Lincoln and also work done by Crown Research Institutes. Andrew said he thought the SFF & F criteria was broad enough that perhaps a couple of projects could be bundled for an application.

Rod suggested talking with Marie Wong at Massey but that MPI was a good place to start.

Linda Smith said that first and foremost groves needed to focus on improving growing and growing the best.

Gayle Sheridan said she wanted the membership to be aware that she had advised the Executive in early February that this would be her last year as Executive Officer. There were a number of reasons for this and she did not want people surprised when they realised a recruitment process was under way.

Craig said the Executive appreciated that Gayle had given a long notice period and work was being started on recruitment.

Tricia thanked Craig for his work as President.

There being no further business, Craig thanked all for their attendance and declared the meeting closed at 6.25pm