



PROJECT PROPOSALS 2023 ONWARDS

Further Grove Productivity; Polyphenol production, yield increase for oil (harvest timing), increasing fruit set, growing larger fruit

This suggestion has come forward from the Hawke's Bay Branch and will be spoken to by Geoff Crawford, Branch Chair.

The consensus feedback from the Hawke's Bay members is that we need to continue on from the Focus Grove Projects with work specifically as detailed above.

Online Market Place - Gordon Legge, Two Old Soldiers Olive Grove Canterbury

We are an industry of several hundred wee brands all trying to go in similar directions without much success.

It is time to unify into one solid marketing force.

Overnight we are not going to become Fonterra and Zespri.

They are successful for a good reason they have to power and the strength to dominate a market, to promote, to innovate and lead a market.

Currently we do not even have enough collective product to even talk to a supermarket and that has to change.

Many of us will be happy selling a few bottles at the local Farmers market but there is so much more we can achieve.

There will be a mix of growers who will be happy carrying on as they are, some will want to do a bit of both and there are those who will just want to sell in bulk.

We need to set up a platform that will cater for all.

What I am suggesting is a two stage approach.

Stage one is setting up an online market place where growers and buyers can trade product. (\$3000-\$3500)

Stage two would be setting up a NZ Olive brand that would have the quantity of product that it could market to a supermarket or event export.

This would buy its product through the online trading platform and growers would contract to it to supply.

Marketing – BMSW Paper

Thinking about future growth strategies for NZ EVOO it is apparent that there is a lot of potential for growth. To drive that growth there are several jobs to be done:

1. Educate the public of the benefits of EVOO over other oils. This would include correcting some of the misunderstandings around frying temperatures and the health benefits of EVOO over canola and some other popular oils.
2. Educate the public on the benefits of using NZ EVOO over other imported EVOO ie freshness, flavour, product integrity, health benefits, overall quality, the New Zealand story, etc.
3. Educate and encourage the public to experiment with brands from different regions and thus enjoy the “terroir” of those brands and regions. Yes, there are some brands available from the supermarket but there are around 100 great NZ brands worth trying.
4. Development of an industry pricing strategy that helps the public make brand choices at various price points.

Developing and Executing Your Growth Strategy

NZEVOO needs:

- a trusted spokesperson
- to tell a strong story of the benefits of NZ EVOO
- to drive a tasting culture
- a portfolio pricing strategy
- food writers, restaurants and the hospitality industry to get behind NZ olive oil brands.

Possible stages as follows:

1. Find a spokesperson and talk with them about taking on the challenge to become the face of NZ Extra Virgin Olive Oils. Whilst you will need to pay them something, sell them the benefits of building their own brand with you, visiting the most beautiful parts of New Zealand, being part of something special.
2. Team up with a young, hungry digital agency. Someone who will work with you to tell the NZEVOO story and build their brand alongside yours. Their job will mainly be to use social media and other digital media to tell the NZ EVOO story using the spokesperson wherever possible.
3. Create an event or piggy-back on other events. You need a stage from which you can promote all your members brands and tell the NZ EVOO story alongside the regional stories and brand stories. Imagine an event where people come to try 100 different EVOOs and appreciate them the way they might appreciate wines or beers or cheeses.
4. Encourage all your members to put the NZ EVOO story on an equal footing alongside their own story. Unless they learn to cooperate and grow together it is going to take a very long time for them to achieve the market penetration goals they deserve to achieve.
5. Work with Restaurant Association and Hospitality Association to target chefs.
6. Identify the main food writers and approach them directly. There are two jobs to be done there. One is to get food writers onboard with you and the other is utilise them to influence the public and other media.
7. Court the popular media. Seven Sharp, The Hub, Radio NZ etc are always looking for great stories about NZ and NZ brands. A good PR person (or food writer) should be able to help you get NZ EVOO in front of those people.

Budgets

Being an industry of roughly \$5m I recommend you budget 1% of that as a marketing levy. That would give you a budget of **\$50k per year**. I recommend you allow:

- \$10-15k of that for your digital campaign
- \$10k for your spokesperson
- \$20-25k for the remainder

That should be enough to get the ball rolling and then you can assess after 12 months and refocus on whatever is emerging as the most productive next step.

See the full paper prepared by BMSW

<https://www.olivesnz.org.nz/members-news/conference-presentations-members-news/bmsw-marketing-paper/>

Succession Planning for the NZ EVOO Judges Panel – from Nelson Branch

Background

Olives NZ has always required the NZ EVOO judges to be either IOC panel trained or have successfully completed the Savantes training programme. This has been a substantial point of difference to the other competitions offered in New Zealand.

The first formal Panel training was carried out by Dr Luciano Di Giovecchino via two courses run in New Zealand (1997 and 1998). Several others attended the Savantes course (abroad). Olives NZ covered the costs of bring Dr Luciano Di Giovecchino to New Zealand, accommodation for participants but they were required to cover their own travel costs. Those who trained via Savantes covered all those costs themselves.

Our original Panel Leaders were trained abroad (1999) and were required to pay half of the costs.

In 2002 Olives NZ Executive approved the establishment of a formal Sensory Panel, which was run out of Hort Research (part of Plant and Food Research). Those who had completed the earlier training and who wished to, were then required to travel to Auckland and undertake further training under the direction of one of the Panel Leaders. This was at their own cost. The training included what to look for in competition oils and what made up Bronze, Silver, Gold or no award. The Panel was subsequently accredited by the IOC in 2005. The Panel was mentored in relation to judging by Roberto Zecca for several years and then led by Margaret Edwards.

The New Zealand Panel was disbanded in 2011 because PFR did not wish to renew their contract and there were availability issues with the Panel Leader and Panel members. The only ongoing training for our judging pool since then has been prior to the annual judging for the NZ EVOO Awards. The last formal course was in 2015 and since then it has been 'calibration training'.

The Nelson judges have requested that the Executive look at their succession and in particular bringing on new judges.

Proposal

After investigations by the Executive Officer the following would appear to be the way forward.

1. Expressions of interest to be trained as Olive Oil Judges could be called for using the various food (and wine) networks. This would be on the understanding that participants would have to pass an initial screening process for suitability and carry the majority of costs up front themselves.
2. Olives NZ use the training courses offered by National Organisation for Olive Oil Tasters, Italy (ONAOO). They run comprehensive training programmes – see <https://onao.it/> People who successfully complete, for example the Technical Course for Olive Oil Tasters, become certificated as Olive Oil Tasters.
3. The cost of running this course in New Zealand, using of 3-4 teachers and all the necessary material for the course, would be € 20.000 – approx. NZD33,000, plus travel, accommodation and living expenses. There could be an issue with certification of attendees however.
In Italy for a group of 6 they can make a discount and charge € 10.000 – approx. NZD16,500 (normally € 2,000 per person). The cost of the course includes: didactic material, 4 lunches, technical visit, one dinner and transfers. Accommodation is excluded plus of course there are the travel costs.
4. In addition to the technical training, people would then require a training programme in New Zealand on judging and in particular judging NZ EVOO and Flavoured Oils. This might involve a number of workshops annually, which could be done remotely and over a period of several years. At the same time the aspiring judges could attend part of the actual Awards judging for further mentoring. Their progress could then be monitored and evaluated to determine if/when they can be deemed competent judges.
5. An incentive for potential judges could be that if they are subsequently accepted on to the judging panel, their involvement in judging is recognised by a stipend – perhaps worked out at reimbursing the costs they incurred over say a 10 year period.

So in summary, it would appear that there could be a process to attempt to recruit people interested in becoming judges. There is a sensory training programme available via the National Organisation for Olive Oil Tasters, Italy (ONAOO) which would then need to be followed up with an ongoing judging training programme in New Zealand.

Project Costs

Assuming the costs to attend the ONAOO course are met by the participants then Olives NZ would need to cover the following.

Project Manager

Administration costs with ongoing training (oil, packaging, courier, etc.)

Attendance at the NZ EVOO Awards – catering (?? travel, accommodation)

Sustainable Olive Growing – A Proposal from David Walshaw, Kapiti Olives

Background

Olives NZ and its grower members have come a long way in the last 20 years, but we are yet to really crack the NZ market as the go-to for fine olive oil.

We have three major things going for us.

- A credible certified olive mark
- Credible Olive oil awards
- A Focus Grove program which is slowly gaining traction but could do with further finite reasons for participating which will assist with selling olive oil.

The Focus Grove program is at an end and I believe my recommendations herewith are a natural extension which could well be eligible for more funding. After all who doesn't want a sustainable olive growing regime. If we do let's tell the world about it.

Proposal

I propose that ONZ promotes a Sustainable Olive Oil Mark to be available to growers who wish to participate. The Sustainable Olive Mark will have a set of standards that must be met by growers. This will be managed by Olives NZ but signed off for credibility by an outside authority.

Why do this?

Growers are in the public eye and compete against all varieties of olive oil including doubtful oil from overseas, organic, and not organic oil, certified and not certified extra virgin olive oil.

We are all under pressure to have consistent competitive credibility in the eyes of our customers. Growers need to be able to justify their growing regimes and be proud of what is produced.

Unfortunately, while most growers behave sustainably and would like to be "organic" it is for most of us proven that the Focus Grove program is the only regime that is effectively year by year increasing production and hence the desired and needed profitability. It is proven on most groves that the break-even point of production per tree is about 22 kgs per tree year on year. The average production in NZ is actually under 10 kgs but the Focus Grove participants are achieving over 20 kgs and this is increasing.

The point here is that we have a proven growing program, but we get little marketing traction from it that highlights the quality olive growing that is now going on.

Proposed standards for sustainable growers in summary

- On a declaration basis and audit as deemed necessary
- Annual renewal approved by ONZ.
- Small additional annual fee for participation in the program
- Certified olive oil growers only
- Minimal Glyphosate use. Say maximum 3 times per year. Oil to be tested for residues which must be nil
- Use only approved spray regimes using such as Manzate and approved derivatives on a specified number of days per year. Oil to be tested for residues which must be nil.
- Approved Health and Safety Program and proof of audit/currency
- Water use as a permitted activity only
- Waste management. Correct disposal where it applies.
- Hazardous Substances i.e. spray containers. Correct disposal and management
- Soil management. Approved range of fertilisers that may be used.

There could be other items worth adding BUT I envisage this to a credible but not overly complicated (i.e expensive) program.

Marketing and Promotion

Purchase of stickers for use on bottles to fund some of the additional administration cost

Web site promotion

Facebook etc.

Media announcements

Recommendation

That I with ONZ Executive and the new Executive Officer formulate a final version of this recommended program with the view to implementation ASAP.