**Summary of the Minutes of the Executive Committee held by Teleconference on Tuesday 28 March 2006 at 7.30pm**

**PRESENT:**  Mike Armour (Chair), Alastair Bridge, Ian Manson, Tony Casey, David Pearson, Margaret Edwards, Anne Opie.

**Apologies:** Ed Scott

**Minutes of the Previous Meeting.**
The minutes were accepted

**Key Matters Arising**Members of Wairarapa Olives have agreed to organise a one day conference on 7 October.

**Financial Report**
ONZ financial position was as follows:

* 00 acc.   $107,513.00
* IOP acc.  $  19,176.00
* Conference acc: $    9,502.00

The financial report was accepted.

**Technical**
Members of the Technical Committee reported on the report they are process of developing in relation to certification processes, procedures and costs. The intention is that revised and updated documents will be completed as soon as possible and posted on the web.

Summary of key principles affecting certification and cost of certification to growers:

* at this stage in the industry, certification costs need to continue to be reviewed on an annual basis
* decisions about the price structure should focus on minimising costs to growers in order to encourage certification
* the Exec needs to take account of the needs of larger growers and those with multiple types of cultivars who are not submitting blends
* price packages across the industry must be transparent
* fees must cover Hort Research costs.

**Linolenic acid testing**
The planned research project in relation to this is currently on hold and it is most likely that last year’s participants will be asked to participate in the testing, provided they meet the specifications. ONZ plans to send the data to Australia for analysis. However, the deadline for the submission of the New Zealand data is 15/5/06. It is not going to be possible to meet this deadline and, unless a later date for submission can be negotiated, then ONZ will have to rely on the data it has collected over the previous 2 years.

ONZ has been working with MFAT and FSANZ over the negotiations with the IOOC.

**Approved Supplier Programme**
The work associated with involving growers in this programme is still to be got underway.

**Marketing**

* It was suggested that ONZ’s two key generic market strategies should focus on the health benefits of EVOO  and the high quality of NZ EVOO.
* Regional groups have not contacted ONZ in relation to taking up the $400 offer to assist with regional marketing campaigns.
* As a consequence of ONZ’s participation in the World Conference of Chefs in Auckland, the head of the Chefs’ Training programme at Manukau Polytechnic had invited an ONZ Exec. member to talk with trainee chefs about NZ EVOO.

**Funding and Processors’ Meeting***The processors’ meeting*
ONZ has organised an initial meeting of the key regional processors in Wellington on 21 April to discuss key issues, including issues relating to the idea of a voluntary levy on members.

*The EVOO status of imported oils*
There is no legislation in NZ to prohibit the importation of incorrectly labelled oil. It should also be noted that oils might have left Europe as EVOO but subsequently deteriorated. The only possible legal approach might be in relation to issues of fair trading. ONZ is continuing to work with FSANZ on this issue.

Research
ONZ will be advised about the outcome of the Stage 1 assessment process for the SFF on 31/3/06.

**Communications**The Exec. had received a copy of a paper on the development of the website. It was agreed to explore a range of issues with the web developer, including ensuring that the site structure allowed:

* easy update of items
* regional branches to post their own material.

The discussion also covered the following issues:

* the link to the membership form and an outline of benefits of membership should be easily visible and easily accessible.
* most of the site should be accessible to the public
* any copyrighted material must be acknowledged eg., if recipes are posted that are taken from a cookbook, then this must be stated
* branches must carefully proof read all documents that they post on the site
* ONZ needs to post a disclaimer about its endorsement of all documents on the site.

**Conferences***The 7th October Day Conference, Wellington*

* The ONZ day conference will be held in Wellington at the Duxton Hotel.
* The objective of the day is to focus on the future of the industry. The organising committee has allocated a considerable amount of time in the afternoon to the Exec. to provide an overview of its vision for the industry, and to encourage a dialogue with members on the key issues.
* The EVOO Awards Dinner will be held in the evening.

*The Hort Research Conference*

* The conference will be held in August in Auckland.
* ONZ will focus on the provision of technical workshops
* Some concern was expressed about whether this event would affect attendance at the October event.

**General Business**

* The Exec. Director noted that he had had a number of enquiries about the LA County Fair.
* ONZ understands that few approved judges will be judging oils at this Fair this year.
* There is a reduction in the number of large processors in Canterbury this year.
* The Village Press had got excellent publicity in all the farming magazines about their Tesco deal.

**Date of next meeting**
2 May at 7.30.

The meeting closed at 9.45 pm.