

NEWSLETTER

ISSUE 79 October 2017



Spring is springing and all looks promising. This is a dangerous statement in horticulture but with very heavy flower sets we can be hopeful of a good season ahead. With fingers and toes crossed we may just have enough suitable days with the right conditions for pollination throughout our groves and we all hope for a Xmas looking out over zillions of little fruitlets.

The competition was modest in terms of entries but very successful this year and we wish to thank all those that helped and participated. In this edition, you will find all of the growers that were awarded for their oils and details of the judges and the judging. You will also see details of the Olive Oil Appreciation Workshop planned for Sunday November 12.

There has been lately a resurgence in the interest in edible oils and olive oil due to the well-publicised rise in the cost of butter in New Zealand. Every time that there is a news item about the butter price one cannot help muttering, or at least thinking, 'super, bring in on'.

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Committee Members

Chair: Mark Webber, Warkworth.

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Report from the Chair

October is here and I for one hope to dry out sometime soon. The competition has come and gone and award winners have all been notified and should contact T & D Print 09 438 1194, sales@tdprint.co.nz to organise the stickers that make an attractive edition to your bottles of oil and give the product a quality mark that is now well respected in our area.

Many thanks should go to those involved in the competition, and to those in the past who have established the methodology and systems to make the process transparent and professional. Thanks to judges that give their time and palates. I wish to give a special thanks to Les Woodhams for his assistance on the day. Les also has built a beautiful box to protect and preserve the new Oliveti tasting equipment that includes tasting glasses for olive oil and a warmer that perfectly heats the oils to the desired temperature for judging. Thanks also to the committee for all that they are doing for us.

Olive Oil Appreciation Workshop

The Oliveti competition head judge is to hold an Olive Oil Appreciation Workshop. Adva will be sharing the knowledge that she has built through formal training, competition judging, blending for commerce and international experiences. The workshop will be at the property of David and Sarah Butcher in Matakana at 1.30pm on Sunday 12 November and will be free of charge to paid up members of Oliveti who are encouraged to attend. Non Oliveti members will be charged a fee. Please note that places are limited and it is necessary to RSVP to the secretary. The workshop will be advertised in local newspapers two weeks prior. After the workshop, at

4.30pm, we will hold our awards ceremony to celebrate this year winners, and we will endeavour to allow all a taste of the oil that won the Best in Show award.

I am building a register of olive oil processors prior to the harvest in 2018 and would like all of that wish to participate to please contact me with a description of their services so that we can distribute and display their operations, as growers do ask us where the press houses are. Please contact me at info@adamaolives.com to arrange this.

At a recent committee meeting we have discussed the need for additional committee members to assist us to expand what we can offer. Anyone interested in contributing inside or outside the committee would be greatly appreciated and allow us to widen our horizons'. Looking further ahead we must blood new committee members in the next year as life changes will soon necessitate the handing over of responsibilities and the association needs some succession planning. Please start thinking of what you can do to contribute and contact Sarah or myself if you wish to become involved.

Kind Regards,
Mark

2017 Oliveti Olive Oil Award Winners

	Award	Class Awards
Delicate - Blend		
Wells Grove Estate	Silver	
Medium - Single Variety		
Wells Grove Estate	Bronze	
Medium - Blend		
Salumeria	Silver	Best in Class
Duck Creek	Silver	
Miller's Ark	Silver	
Intense - Single Varieties		
Puketi Olives	Silver	Best in Class
Intense - Blend		
Les and Kay Woodhams	Bronze	
Koru Olives	Silver	
298 Olives	Gold	Best in Class/ Best in Show

Competition 2017 Head Judge comments

Every tasting session is another deposit into our taste memory bank and on Sunday we have made a rich and whole experience deposit with wonderful humour and some good laughs. We have enjoyed the day sharing wonderful energy tasting and appreciating olive oil in search of the Gold.

Firstly, Oliveti committee members, we acknowledge your effort and hard work collating all the oils, marking and arranging, warming, cleaning, serving and attending to all our needs and allowing us to share the joy of harvest and your wonderful Oliveti olive oils.

We thank you for inviting us to a day filled with new experiences and a wonderful array of your regions' olive oil produced by your growers. We enjoyed appreciating your oils and learning more about the art, creativity and labour of love that you all put into this wonderful product.

We have learnt that the oil produced in 2017 was from a low quantity crop due to a warm winter and wet period over fruit set, there seemed to be a lack of ripening of the little fruit there was on the trees. That led to many oils presenting unripe fruit flavours and yielding oils that tended to be unbalanced and leaning too much to high bitterness or high pungency.

Adva Webber

Oliveti 2017, Olive Oil Competition Best in Show

298 olives

J2, Frantoio

Aroma:

Apple, sunflower seeds, melon, sweet herb, parsley

Beautiful fresh aroma, fruity, citrus, green chili

Pine, grass, forest, stem herbs, thyme, sage, rosemary, lemon, grassy. Evocative of deep forest and rough stem herbs.

Palate:

Tom, green pepper, apple, nasturtium, slow build-up of pungency.

Spicy, lemony

Earthy start, forest fruits, begins sweet, vanilla, build-up of pepper, 1 cough, Forest flowers

General:

Perfect complexity and persistence of all attributes.

Complex!

Starts unassuming, builds up well

Uses:

Roast veg, beef and salad. Roasted red peppers.

Curries and stews, salad and roast veg.

Beef, lamb, hearty slow cook dishes, beans, tomato dishes

Profile: 298 Olives



298 Olives came about purely from giving it a go. The property we purchased came with approximately 350 established olive trees. We had no idea what to do with them except they provided nice shade for our sheep that graze under them.

The old owner who planted the trees called by one day out of blue and introduced himself. He told us about the process of picking, gave us a map of the cultivar that were planted and introduced

us to Greg at Salumeria Fontana, who also shared a wealth of knowledge with us. Friends and family encouraged us to do our first harvest back in 2014 and the results were delicious, with much the same characteristics of this year's oil.

We have harvest each year since and still very much in the learning faze, figuring out the various olive flavours, blends that work, when is the best time to pick and pruning the grove back to

a healthy state, while resisting the use of adding any pesticides or fertilisers (other than the sheep's doo), to the grove.

This year's awards results have been a complete surprise, and is definitely an encouraging sign that we are doing something right while we continue to keep learning. Next step - expand our market outside of our Mahurangi West neighbours.



Debbie Hinton and Sean Jeffery - 298 Olives

Profiles: 2017 Judges

Adva Webber – Head of Panel



Olives have been a central part of Adva's life since her childhood in the desert of southern Israel. She settled in New Zealand with her husband in 1998.

Adva has taught the pruning of olives and fruit trees and has blended olive oils for competitions and commerce. Her skills in the analysis and appreciation of olive oil were formalised through

Savantes Tasting programmes and she achieved accreditation with one of the best tasters in the world, Judy Ridgeway.

Adva sat as a judge on the Olives NZ Awards panels 2002- 2004, and participated in tasting panels in Australia, France, Spain and Israel.

Through these experiences Adva has enriched and developed her skills and experience as a taster and blender.

Adva was a judge for the Oliveti Olive Oil Competition in 2013, 2015 and Head Judge in 2016 and 2017.

Catherine Milford – Panelist



Catherine is a freelance food and lifestyle writer, and founder of New Zealand family food website www.eatscooksreads.co.nz, a website that provides recipes, food news, restaurant and cookbook reviews for Kiwis. Catherine writes for several publications, including the Herald, Herald on Sunday and New Zealand Life & Leisure, and provides writing and public relations consultations for a variety of New Zealand companies and products.

Catherine has worked overseas for many years as a journalist specialising in health and wellbeing. During her travels she tasted olive oils all over Europe and loves the rich variety of flavours from intense peppery to fruity and grassy, which can be used and combined for different recipes.

Catherine is especially impressed with New Zealand olive oil, and a few years ago took part in an education and understanding olive oil tasting panel on Waiheke Island.

Catherine has a passion for understanding tastes and flavours and often writes about why and how different varieties of pantry staples like olive oil can be used to best effect.

Catherine was deputy editor of NZ Woman's Weekly, Woman's Day and New Idea, and Lifestyle editor at Woman's Day. She has been a judge for Steak of Origin and other food competitions. Catherine was a judge for the Oliveti Olive Oil Competition in 2015.

Shouri Khosravi - Panelist



“I love olive oil” replied Shouri when invited to participate as a panel member for the Oliveti Olive Oil competition. Shouri arrived in NZ some six years ago with hardly any English in her tool box. Yet with a dream of a café, a health based café that will bring plant-based raw foods to the masses.

Shouri and her husband moved to NZ and have initially settled in Takapuna, before moving to Mahurangi in 2012. They love the area and appreciate the potential it has for this style of café they have established 13 months ago. The Hungry Elephant Café on

Matakana Rd also sells organic fruit and vegetables and has a shop selling a range of organic products, cosmetics, super-foods, supplements and giftware.

Shouri combines in her cooking a style that provides worldly cuisine with no boundaries. The food has the aroma and influence of the silk route homeland country, yet embraces other cultures and a large array of flavours.

We are delighted to have Shouri as a panelist in this year's competition.

Oliveti Olive Oil Competition – Protocol

All oils must be grown in the Oliveti region and entrants must be paid up members of Oliveti.

Oils must be submitted together with the entry fee and also the results of the lab testing on acidity and peroxide values that must be lower than 0.8 % and less than 15mEq/kg respectively. Two bottles of 250mls minimum should be submitted for each oil with the entry form.

Oils are prepared by non-contestants to a temperature of 28-30 degrees centigrade and delivered in flights so that the judges are unaware of the origin, colour, pressing facility or variety of the olives.

Oils are tasted by the panel. The methodology is to international standards using IOOC approved equipment. Oils are scored out of 100 according to specific criteria that assesses fruitiness, bitterness, pungency, balance and persistence.

Specific faults disqualify an oil, in these cases the second bottle is opened and tasted.

The judges come to a consensus on each oil by comparison of each of their scores and or by averaging their scores with the head judge guiding the discussion and retaining the casting vote. The panel reserves the right to call to re-taste any oil.

The oils are tasted from delicate to intense and flavoured oils last. Oils that score between 65-75 points are awarded a Bronze medal, those that score 76-85 points a Silver medal, and 86-100 a Gold medal.

Best in Class awards are given to oils that a. scores a mark of 80 or above and b. have the highest score in their respective class.

The Best in Show award is given to the most outstanding oil, and often the judges will revisit the top 3 scoring oils to confirm their selection.

Growers that have an oil that has been rejected as faulty are invited to resend a “B Sample” to the head judge who will taste at the earliest convenience.

The judges’ decisions are final and no correspondence will be entered into.

Those oils that passed without fault are considered Extra Virgin and the growers can display these words and the green Oliveti sticker for the oils that have been submitted. Those awarded medals can display their appropriate medal stickers and certificates for the oils that has been submitted.

The current practice is for Oliveti to provide 100 green Oliveti stickers to all Extra Virgin oils. Additional stickers can be purchased from our partner in print, T&D Print 09 438 1194, sales@tdprint.co.nz

Medal stickers can be purchased also from T&D Print.

T&D Print are provided with a list of oils that have been passed and also award winners.

Notices

Olive Oil Appreciation Workshop and Awards Presentation

There will be a special event focusing on the assessment of olive oil. Adva Webber will be presenting insights into tasting and judging drawing on her training and experience. Number of participants will be limited and RSVP will be necessary.

Please note that the event is free for paid up members of Oliveti and will be offered to non-members for a fee.

The event will be at 661 Matakana Rd, Matakana at the home of David and Sarah Butcher. It will be held on Sunday 12 November at 1.30pm.

Please RSVP to sbutcher2@gmail.com

Following the 3-hour session we will present certificates and the trophy to the award winners of this year's competition. All are welcome and encouraged. We will taste the winning oil and discuss the attributes that made it stand out.

Calling all Processors

Could all processors please contact us with their details and a description of their services for a register of processing facilities that we wish to publish prior to the 2018 harvest.

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