

NEWSLETTER Issue 90 June 2020



Notes from the Chair:

With our harvests over for this year we will now be thinking about selling our oil. It would be good to get feedback from members as to how their harvest went and also what sort of yield was achieved. At our grove "The Good Oil" we have 120 trees and picked 630 kg and a press of 111 litres of oil. This was a yield of about 18% which we were happy with. We heard that other groves got quite a bit higher yields. The long dry summer may have been the main factor for the high yields.

With regard to selling oil, as you may be aware, we are creating a link on our website to a Shopping Cart which Murray Thoms is putting together. Murray will be sending out how the Shopping Cart could work and we would want members to advise who would want their oil included. This would be an added outlet for your oil.

We are again having our olive oil awards which is being coordinated by Pauline. Can you please get your olive oil to Pauline by 13th August. Having the tasting awards is very good for promoting Oliveti and also the opportunity to have added value to your oil with a medal stuck on the bottle. So please the more people who enter the better the recognition.

We are now in Covid Level 1 and other than our borders closed pretty much back to normal. Businesses however have been severely hit. The call is to Buy Local to support local businesses and this would also apply to us. This should also be a strategy to apply to the marketing and purchases of our olive oil

Kind Regards



John Pearson (Chairman)

OLIVETI EXTRA VIRGIN OLIVE OIL AWARDS 2020

The Awards Programme

We have been fortunate to retain last years excellent panel of judges to assess your oils and make awards as appropriate. **Your tested oils must be with Pauline Young by 5pm Thursday 13th August** for judging on Saturday 22nd August 2020. Application forms are attached.

The oils must have a current free fatty acid test and a peroxide value reading – so get those oils to the lab soon, and you can enter as many oils as you like. Don't forget to use our corporate sponsor - **Far North Lab Ltd** for your scientific testing.



< Extra Virgin Olive Oil Test >
 Free Fatty Acid
 Peroxid Value
 < Drinking Water Test (MoH Recognised) >
 E.Coli
 Turbidity
 < Sample Collection service across Far North >

Contact:
 Maki (Makiko Millichamp)
 49 Taipa Heights Drive, Taipa, Northland 0420
 Ph: 0204 406 000 Email: maki@tana.to

Our Judges.

Our top three judges are well respected in the oil industry and give credibility to our awards. Our fourth judge, Lewis Maconie, is relatively new to olive oil tasting, but not to the wine industry.

Dr Laurence Eyres

Laurence runs his own contracting/consulting business for the food industry specializing in oils and fats. He appears regularly in the media as a voice of reason when food controversies rear their head and is a strong advocate for New Zealand olive oils. Laurence has served as a Board member, Food Standards Australia and New Zealand, and is Chairman of the Oils and Fats specialist group of the NZ Institute of Chemistry, He is currently a judge for the Royal Easter show olive oil awards.

Geoff Webster

Geoff Webster has worked in the food industry in a wide variety of technical roles. Many of the companies he has worked for process oil and fat, including Hansells Food Group, his most recent employer. Geoff has experience as an olive oil certified taster with Olives New Zealand and enjoys tasting great New Zealand extra virgin olive oils. He is a current judge for the Royal Easter Show Olive oil awards. He is currently a self-employed consultant for the food industry.

Mike Cundy

Mike Cundy has a biological sciences background and a long term interest in olive oils. He has had many years' experience with animal nutrition which included

quality assessment of oils and fats for utilization in animal feeds. He has been convener of the Royal Easter Show Olive Oil Awards since 2013 and in this role has taken part in tastings and become very familiar with the various attributes associated with top quality olive oils.

Lewis Maconie.

15 years in the wine industry, currently managing vineyards on Waiheke Island. Over this period Lewis has been involved in numerous panel wine tastings with varietals and wine styles from all over the world. He has an experienced tasting palate with a good identification of flavour. Lewis enjoys wine and food and growing fresh produce.

Salumeria Fontana Ltd

**Where Quality and Service
Count**

Contract Pressings and Sales

Full press house service includes fruit cleaning, processing, contract harvesting, pruning, filtering and bottling. No processing aids used.

Operating 500Kg an hour press.

7 Harding Road, Hoteo North, RD2 Wellsford.(5km south west of Wellsford off SH16),

Ph: Greg Scopas on 09 4237678 or email greg@salumeriafontana.co.nz for bookings

www.salumeriafontana.co.nz

Sell your EVOO via the www.OLIVETI.co.nz Website

At this year's Annual General Meeting it was decided to enhance our existing Oliveti website - www.oliveti.co.nz with the implementation of a **Shopping Cart** facility. The general consensus was that adding an eCommerce portal to the website would provide another route to market for participating members to market and sell their EVOO and provide additional value for your membership subscription.

KEY BENEFITS:

1. Provides a new and additional sales channel for EVOO.
2. Available to all Financial Members of Oliveti (participation optional).
3. Minimal cost to members compared to setting up and operating their own dedicated website and online store.
4. The initial set-up costs to be borne by Oliveti.
5. Oliveti will administer and manage the eCommerce portal
6. The website will have a simple, yet secure online payments gateway mechanism powered by PayPal. This system is very secure and supports all sorts of payment methods with SSL connection which is very hard to hack.
7. This system will let customers buy single or multiple items from one or more sellers and make payment at point of purchase.
8. All payments go to OLIVETI directly via PayPal and later will be transmitted to individual sellers minus commission.

9. The payment gateway accepts credit cards, debit cards, and PayPal payments instantly and the customer does not need to have a PayPal account in order to pay for their purchase.
10. Low transactional commission fee for Sellers based on cost recovery only.
11. Prompt payment from Oliveti to members by direct credit once confirmation received that goods have been shipped.
12. Standardised shipping rates using Courier Post.
13. Members have control of orders and shipping and only despatch once payment received

In addition to the above, we believe that we can leverage sales from the increasing interest in the numerous health benefits of EVOO and polyphenols afforded by our Oliveti website.

There is of course nothing to stop those members who already have their own webstore also participating in the Oliveti On-Line store and we may even be able to offer them advertising.



Website Design and Architecture

In terms of the architecture of the Shopping Cart, it is expected that Oils can be grouped by type, by seller, by price, by size. It is also possible to manage inventory and stock notification but as this will require frequent communication with each Seller and additional manual intervention and updating by the site administrator, it may not be practical at this stage.

It will also be possible to have customers' review and rate their favourite products. This could help Oliveti get better engagement and should boost website SEO performance

Shipping & Packaging

Shipping rates need to be standardized from a pricing point of view and from our research, the most practical solution appears to be **NZ Post who operate Nationwide**, and whilst not the cheapest, are available across the whole country and have the added benefit that they will also pick up from our many "Rural" members at no extra charge. We may be prepared to look at other alternatives if recommended by sufficient numbers of members.

As with most courier companies, individual members will need to set up an account and be able to print their own labels. With NZ Post the standard charge for a 120mm x 200mm x 300mm carton package up to 5Kg is **\$8.80 anywhere within the North Island and \$13.70 to anywhere in the South Island.**

Rural Delivery adds a further **\$3.90** so for simplicity of charging, we will have four freight options the customer chooses from:

- North Island - \$9.00
- North Island Rural - \$13.00
- South Island - \$14.00
- South Island Rural - \$18.00

We are also recommending that bottle size be limited to 250ml and 500ml for practicality. The Shopping Cart only allows us to apply one freight rate irrespective of the quantity actually shipped and the destination. The shipping charges would be displayed once the checkout page is reached. Please note that the Shopping Cart system can only apply one freight rate per consignment and so in the event a customer wishes to order more than six bottles – say 12, the shipping charge is simply doubled. This pricing methodology encourages multiple bottle purchases as freight charge is the same for one or for six bottles.

For those sales where the customer orders more than six bottles – ie., multiple cartons, the additional freight charge will be notified to the customer by Oliveti who must arrange payment for the additional freight.

In situations where the purchaser selects oils from multiple “Brands” (Suppliers), Oliveti will split the fixed freight payment between the suppliers pro-rata so that in this instance, **Suppliers will not fully recover their freight cost.** Only time will tell how popular this type of transaction will be and in those instances the individual Suppliers will have to wear this freight shortfall. Hopefully it will be “Swings and Roundabouts” and there will be more single brand sales.

	 <p>Olivado Limited For all your olive pressing and bottling needs. Ph. 09 407 3080</p>
---	--

Packaging

We have been in discussion with Olivado about sourcing cartons and dividers and they have offered members very competitive pricing. NB. These prices are ex store Kerikeri so members need to arrange pickup/pay for delivery.

Olivado carton prices are:

500ml plain carton dorica x 6 – 80c + gst each
 500ml divider – 50c +gst each
 250ml plain carton dorica x 6 - 50c + gst each
 250ml divider – 30c + gst each

Where customers buy less than six bottles, the blank voids are just filled with stuffed newspaper or similar material.

Fees PayPal has no monthly, set-up, or cancellation fees. It does have a low transaction fees of 3.4% and a minor bank fee of \$0.45 NZD per transaction.

Bank Transfer fees are NZ\$1.00 for amounts below \$150 NZD and free for amounts above \$150 NZD

Depending upon the level of participation, **Oliveti is proposing to charge around 5%** to cover site administration and this is in addition to the financial fees above.

Pricing

Members should budget a minimum of 10% additional costs when selling via the Oliveti Portal so you need to consider all the above factors when setting your pricing for selling via the website.

Information required by Oliveti

If you are interested in extending your sales channel by participating in our Online Shopping Cart, please email me – murraythomsnz@gmail.com confirming your interest and any questions you may have. Mobile 021 990608

We are currently developing a template members can complete which will likely include:

- Product Brand Name and description
- Product description (Eg. Type of Oil)
- Product size(s) in ml
- Product price (or prices if selling different sizes)
- At least one product image per item

There will shortly be a "Trial" web store available for you to preview on the Oliveti website and we will send you a link once you register your interest in being part of this initiative.





UPDATE ON HEALTHY SOIL – HEALTHY TREES PROJECT

BETTER POLYPHENOLS > MAYBE BIGGER CROPS.

John Bishop & Peter Crelinsten - June 2020

Peter and I have enjoyed a ripper of a season with a huge increase in the harvest of the Trial Block in Kerikeri PLUS an extraordinary increase in the Polyphenol count on both this trial grove and Peter's own grove.

The breakdown of the respective "blocks" within the 2 groves are still in the early phase with regards as to measuring any changes in the soil around the trees and the next lot of leaf tests however we are now building up an accurate record of base figures etc to compare with the next seasons harvest.

Peter has completed his pruning on his grove and the owners of the Grove at the Opito Bay area have asked Peter to work with their "farm manager" to learn better pruning on a yearly basis to ensure the new wood is saved and the old wood removed. Our goal with this pruning and the natural "organic" type applications will lead to even better crop sizes.

We are obviously extremely happy about this BUT we must exercise caution as there are so many multi factorial inputs that might have led to this.

- 1) A real Mediterranean hot dry Summer?
- 2) The application of CalsiMag fertiliser – we believe this is a given as the results showing in Groves with this 100% natural fertiliser are all showing great improvement of the foliage and the deepening of the green leaf colour. i.e. becoming more healthy trees.
- 3) By the introduction of a complete eradication of all harmful chemical sprays wherever possible and replacing with natural sprays to help improve the soil by microbial action.
- 4) It is too early to tell the impact of the various trial spray programs within the groves, but we are again certain that the healthy soil option is becoming more and more obvious.
- 5) Why? Because the rest of the world's main olive growing areas are rushing into this change because it is no longer appropriate to be spraying herbicides and insecticides in the large quantities as the olive world has been doing for years. This will, in my opinion, become more and more consumer driven who are demanding a cleaner environment with much healthier products free from as many "unhealthy sprays etc. as is possible. One only has to look at what Spain is doing – including the world's biggest Olive co-op which has never really been called innovative. Things tend to move slowly there but the changes this time are rapid and being forced upon the growers.

- 6) The Australian AOA is also really promoting this sort of change. Once Covid19 is tamed over there, we expect to see this strategy really ramp up. Soil health is paramount for those 2 countries with much hotter and drier seasons.
- 7) As you might remember one of the most important goals was to try and reduce the impact of Peacock Spot, Cecospara & Anthracnose. **Whilst it is too early to really draw any conclusions** and allowing for the really long drought this summer I have spoken to growers monitoring their own groves and two who have used CalSiMag that they (and us) are seeing a significant reduction in leaf disease and leaf drop this year. If you are still going to spray copper-based sprays, then now would appear to be the best time before we really get some wet weather.

I am sure there are many other issues that will develop as we move forward with this exciting trial.



scriptfert
NEW ZEALAND

CalSi-Mg[®]

Outstanding for Olive trees, Avocado / Kiwi / Citrus, all fruits and vegetables.

CalSi-Mg[®] is manufactured and produced from unique natural minerals millions of years old and organically registered. A 100% natural mineralised super soil health and plant booster containing plant available calcium, magnesium and silica + natural trace elements for all growing media.

Supplied and distributed by:
Scriptfert NZ Limited
P.O.Box 143 Kerikeri 0245 Ph: 027 3158333 Email: info@scriptfert.com

ORGANIC
CERTIFIED
NEW ZEALAND FSO

Late update from Peter:

I just wanted to share with each of you the results of the PolyPhenol assay's which i just received from Wagga Wagga.

		Puketi Olive Farm	Opito Bay
J-5	2019	280 mg/kg	233 mg/kg
J-5	2020	423 mg/kg	543 mg/kg
Koroneiki		-----	249 mg/kg

As you will note the levels are up significantly from last year, quite encouraging. Not sure exactly what to attribute the results to, **no doubt multifactorial**.

Given that the health benefits of PP's really kick in when the levels pass 250 mg/kg, clearly we are now producing oil with significant health benefits--- we are on our way in our quest to reach 1,000 mg/kg, perhaps we will be the first grove's in NZ to reach that target--- (who knows tomorrow ?) let's keep at it. You might be interested to know that in 2019 the highest recorded PP's in Oz oils was 650 mg/kg--- We are catching up on them!

We are soon to embark on the 2nd spreading of CalsiMag and the spraying of the planned soil enhancements during June. Again, we have been offered the loan of vehicles and a trailer etc to help reduce the input costs. We already have the 1000litre tank to aid with the bulk water for the spraying.

At this early stage, the generous commitments from Oliveti, ScriptFert and particularly the owners Joe & Marie for allowing this strategy to be conducted on their grove are really looking hopeful. Certainly, the changes on the groves are quite significant in some areas.

John Bishop & Peter Crenlinsten

**The Kiwi Family
Olive Grove**

Ernie Ellett

+64 29 955 0767
olives@thekiwifamily.com
Ireland Road, Waitoki, Kaukapakapa

CONTRACT MACHINE HARVESTING OLIVES.

We are shaking up the olive harvesting.
Full onsite harvesting and delivery to processor.
Check our videos:
<https://bit.ly/3QwwNF7>

The Shaker

Bins of olives

What we call our Olive Brush

Editors Note: Please support our Sponsors.

2020 Oliveti Committee contact details:

Chairman: John Pearson	info@oliveti.co.nz	021 902330
Secretary: Pauline Young	secretary@oliveti.co.nz	09 2809905
Treasurer: Murray Thoms	murraythomsnz@gmail.com	021 990608
Committee Members:		
John Bishop	theolivegrovenz@gmail.com	021 407076
Derek Holland	derekholland@xtra.co.nz	021 0400498
Peter Crenlinsten	ta_peter@hotmail.com	021 1740134

Upcoming Field Days

- **Sunday 6th September 2020** at our Chairman's Grove; " The Good Oil" hosted by John & Claire Pearson.

Address: 128b Barrier View Road Mangawhai

Programme:

- 11.00am Arrival and morning tea.
- 11:30am Welcome and update from the Chairman and Committee
- 12.00 Lunch (BYO)
- 12:30pm Healthy Soil-Healthy Trees Project Update from Peter C and John B
- 1:00pm Drive to "Olives on the Hill" for a show & tell on grafting techniques
- 2:30pm Return for presentation of 2020 Oliveti Oil Awards
- 3:00pm Afternoon Tea - depart

- **Saturday 1st November 2020** at "Duck Creek Olives" Derek and Sally Holland 53 Duck Creek Road, Warkworth

Programme - to be advised.

Bottles for Your Oil

Available in small quantities
Dorica round antique green

250ml	77c ea
500ml	\$1 10 ea
Caps	47c ea

Prices do not include packing or delivery
 Caps are tampertel – pourer included

Phone Pauline 027 288 0462 or
 E.mail estuaryolives@gmail.com

