



NEWSLETTER Issue 106 – June 2024

Report from the Chair

Dear Oliveti Members

Welcome to another newsletter. Most of us by now will have completed our harvest. From the feedback that I have received the harvest for most was better than last year so more oil to sell. Prices for olive oil have increased and this is a worldwide trend as Spain and Italy have had poor harvests. The world's biggest exporter of olive oil, Spain, has halved its production due to drought and extreme heat, increasing its price (at origin!) 112% since 2022. I was in the UK recently and the oil in the shelves at Waitrose prices was high for grove branded oil. For example, No.1 Valli Trapanesi Extra Virgin Olive Oil 500ml was selling for 15.50 pounds. The Waitrose branded olive oil was much cheaper however but would not be the same quality. We need to promote the quality of our olive oil so we can obtain a price premium where we can.

The recent Field Day was held at Julie Bell and Georgia McKeefry's grove at Pataua Bay Whangarei Heads. As I understand the turnout was not great which is disappointing given the effort that Julie and Georgia went to, and also the committee in organising. Those that did attend would have enjoyed the day and gained a lot of information and knowledge. I know that I bang on about the Field Days, but they are the best way to connect with fellow growers and also to learn from each other. We hope to have our next Field Day in the far north in late August. When we have the details together we will send out the information. Please try to attend.



We have recently had an influx of new members which is fantastic news. So welcome to you all and we hope to see you at the Field Days:

Cornel & Heidi de Ronde of Koutu Olives
 Darcy Rhodes of Pumanawa Bay Farms
 Philip Baker of Evergreen Olive Estate
 Anaru & Danielle Moa of Hihi Estate
 Donald & Alison Windybank of Donnali Grove
 Marc & Julia Guillaume of Shaken Down Olive Oil
 Mike Doyle (Grove TBA)
 Fiona & Mark Darin (Grove TBA)
 Vernon Reynolds & Sandi Burleigh of Escape Outdoors Limited
 Ewold and Noelene van Mechelen (Grove TBA)

The Olive Oil Awards are coming up again soon and are to be held on Saturday the 31st August. See the entry forms and requirements in this newsletter. I would encourage everyone to enter as a gold silver or bronze award will help you with the marketing and price premium of your oil. Remember that your Membership Fee entitles you to one free entry.

Well that's it from me

Kind Regards
John Pearson
Oliveti Chair

	 <p>Olivado Limited For all your olive pressing and bottling needs. Ph. 09 407 3080</p>
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Oliveti Field Day held on Sunday 19 May

Julie Bells - Mountain View Olive Grove, Patau South, Whangarei

Julie explained to us she was looking for a change in direction following her work in hospitality, and found the property consisting of a house, cottage, run down barn and as a bonus 400 olive trees, up for auction. She went to the auction out of interest and came away as the new owner! Three years later Julie has painted the cottage inside and out and transformed the barn with a new front and veranda.



On her first walk around the grove Julie saw only 40 of the 400 trees with fruit - Ascolano, J5, Koroneiki, and Leccino. Things are different now, with friends and family helping make the harvest a full day - harvest, lunch, press the olives and going home with the oil!! The small press includes mill, malaxer and filter matt press, with a separator perhaps in the future.



Some of the trees are 20 years old, with one area only 10 years. Some very large olive trees provide a good screen for the boundary windbreak. Over the past winter some of the trees turned yellowish, but have since recovered somewhat, to a yellowish green that may indicate a nutrient deficiency. A soil test was suggested as helpful here.

During our tour of the grove Julie pointed out that the Koroneiki needed dealing with - we agreed pollarding should help the straggly foliage. Other varieties needed cleaning of the dead twigs, and the structure brought back to a vase shape, suitable for hand harvesting, by removing the high largely central branches.

About 9 Oliveti members attended the day, with much useful information being shared. During the day soil analyses and fertilising were discussed.

2 labs that we know of that do soil testing are

- Hills Lab in Hamilton
- Assure in Penrose, Auckland.

For advice on fertiliser application based on the soil analyses and there may be a variety of help but a starting point could be Jai Prakash from Ballance in Pukekohe who some of our members have found helpful. Jai can be contacted by email Jai.Prakash@ballance.co.nz

Next Field day likely to be in early spring. Location to be advised.

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Contact Greg:
 Email - greg.scopas@salumeriafontana.co.nz
 Phone - 0211054182
 Address - 7 Harding Road, Hoteo North,
 Auckland, New Zealand

Are alternatives to olive oil as good for you?

Replacing the pantry staple with a cheaper option may be an unhealthy choice.

As olive oil prices increase due to a global shortage caused by extreme weather in olive growing regions, many Kiwis are pressing alternatives into domestic service. But are they as good for you?

Foodstuffs North Island said it has noticed significant increases to the price of olive oil over the past year. "We're looking at between 50 and 60%," said head of grocery edible and frozen categories Jocelyn McCallum.

Suppliers have also noticed a change in consumer habits — the most "dramatic decrease" in five to 10 years, said Natural Sugars head of retail Dwayne Pitman.

"We've seen a reduction of more than 10% in olive oil consumption, that has actually been superseded by canola oil." The good news was that Pitman said the next Mediterranean harvest was "looking very promising." "We hope next year we can see some reduced prices but that won't be until probably March or April."

Meanwhile, a nutritionist advised that many seed oil alternatives had fewer nutrients and antioxidants. "All those sort of options tend to be quite refined, processed and cheaper, so we really want people to be thinking about, where they can, perhaps getting an olive oil in there or a good quality oil, but that might not be achievable for everyone," said Heart Foundation chief food and nutrition adviser Dave Munro.

He also warned some oils should not be used for cooking as heat could cause them to break down and form "undesirable compounds".

"Ones like sunflower oil and flaxseed oil, you leave those more for your cold uses," he said.

Source : *Australian & New Zealand Olivegrower & Processor* www.olivebiz.com.au

Oliveti Olive Oil Awards 2024



Harvests appear to have been better around the region than last year but oil content not as high as most of us would like. But the flavours bring back the taste of sun, summer and beautiful long days.

This year we have retained the services of Roberto Zecca as head judge, assisted by Geoff Webster, Georges Feghali and Ament Nagar. (see bios in this newsletter) We are indebted to these gentlemen who give freely of their time and expertise in helping raise the profile of Northland Olive oils. The Oliveti Award is now recognised as a symbol of quality oil.

If you have a polyphenol count greater than 250mg/Kg, you qualify for The Healthy Oil Gold Star. This is not a mandatory part of the awards but is a great addition to promoting your oil and the amazing health benefits of extra virgin olive oil. It is mandatory to have a Free Fatty Acid and a Peroxide Test

So get those oils tested and into me by August 20th. Good luck.

Pauline Young - Secretary Oliveti Inc

IMPORTANT INFORMATION

All entry forms must be received by August 20th

Courier to:

P Young

297 Heatley Road Whakapirau

RD1 Maungaturoto 0583

Please use Courier Post to ensure safe delivery

Any queries please contact me:

09 280 9905 or **027 02880462** or email secretary@oliveti.co.nz

Conditions of Entry

- These awards are open to Oliveti members only.
- Every entry must be from olives grown in New Zealand.
- Each entry must be accompanied by a copy of test results showing the free fatty acid level of the oil (must be below 0.8% and expressed as a percentage or g/100) and the peroxide value (this must be below 15) and expressed as mEq/kg of olive oil.
- For those members who also provide laboratory assayed Total Polyphenol Count (TPP) for their EVOO, and expressed as mg/Kg of olive oil, they will be awarded "Healthy Oil Stars" based on the following criteria:
 <249mg/Kg – no star; 250-499mg/Kg – 1 star; 500-799mg/kg – 2 stars;
 800-1199mg/Kg – 3 stars; >1200mg/Kg – 4 stars.
- Oils must be of the current 2024 season only and details provided must be for oil produced under the label for this harvest.
- All entries must carry a label that states the year of production and the region from which the olives were sourced. A temporary label may be used.
- All entries must be compliant with New Zealand Food and Safety Standards and Regulations with regards to both processing and labelling.

Entry Procedures and Fees

All entries must be received by August 20th. The first entry is free, each subsequent entry must be accompanied by a fee of \$40.00 (GST included) per entry. Oil may only be entered once, but an entrant may submit more than one oil.

Please pay by direct credit to Oliveti Northland Inc:

Account no. ASB 12 3099 0666999 00 We do not accept cheques.

Please enter 'Oil Awards' as the Reference and your Name/Trading Name in Details.

A copy of the completed entry form, clearly identifying the name of the entrant and the classes entered, must accompany entries.

One bottle of not less than 250ml is required per entry.



Schedule of Classes

Class 1: Single Varietal – Delicate

Class 2: Blended Oil – Delicate

Class 3: Single Varietal – Medium

Class 4: Blended Oil – Medium

Class 5: Single Varietal – Intense

Class 6: Blended Oil – Intense

Class 7: Please specify if “infused” or “fused”. If entering Flavoured Oils, “infused” applies to flavours added to oils after processing; “fused” applies to product that is pressed with the olives (Agrumato) eg citrus fruit.

Judging and Awards

Oils will be blind judged by our panel of food industry experts on August 31st.

Oils will be rated Gold, Silver, Bronze, or no award. Best in Class will be chosen from the Gold awards in each class. These will then go forward for the Best in Show Award and the winner will receive the distinctive Oliveti Trophy

The judges decisions are final and no correspondence will be entered into. All results will be published on the website.

Awards Stickers

Winners of Gold, Silver and Bronze Awards can order these in packs of 500 or any smaller quantity from Pauline Young, Secretary Oliveti Inc.

Healthy Oil Gold Stars will also be available for qualifying oils.

Oliveti Extra Virgin Olive Oil Stickers – If your oil passes the sensory test whether it wins an award or not, you will receive 100 Oliveti EVOO stickers at no cost. Additional stickers can be ordered if required.

You will find the ENTRY FORM attached to this email separately

Oliveti Judges 2024

Roberto M.M. Zecca

In 1989 Roberto Zecca and his wife Christine purchased Castellare di Ugnana in the Chianti region of Tuscany and over the next 4 years they dedicated their time to restoring several medieval structures and an ancient olive orchard of over 1250 trees. Roberto quickly became an expert in "Olivicoltura", learning the latest harvesting methods, organic farming, cold pressing techniques and bottling his own Tuscan extra virgin olive oil.

In 1995 Roberto returned to California and in 1996 was elected to the California Olive Oil Council Board of Directors and founded the first panel of tasters in the U.S. under the regulations of the International Olive Oil Council in Madrid. That same year he attended a course for professional tasters in Italy and graduated as the first American Panel Taste Leader to be certified by the IOOC.

Roberto was Chairman of the world's largest olive oil competition held at the Los Angeles County Fair from 2000 to 2005. He lectures worldwide and currently judges for Olives New Zealand.

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.

Georges Feghali

Georges is from Lebanon and currently living and working in New Zealand. He is qualified as an olive oil expert from Jaen University Spain and licensed in Food Technology and Agricultural Technology.

In Lebanon he was the assistant panel head at the Olive Oil Tasting Centre, Beirut. He attended many EVOO National competitions in Lebanon since 2012 and has been involved in projects such as looking at the quality of olive oil in the Lebanese market, integrated pest management and olive oil production. In New Zealand he has worked with the Olive Press, Wairarapa and was Quality and Compliance Manager at Olivado Ltd. Georges has participated in the judging panel with Olives New Zealand since 2016.

Ament Nagar

Ament is a food technologist who specialised in product development and worked in the fats and oils industry, on and off for around 16 years. He then branched off as a packaging technologist, and currently works as a Packaging and Performance manager. He has been part of the olive oils certification panel in Auckland for around 5 years and invited as a judge for 4 years. He also completed the Savantes olive oil training in Sydney in late 2004.

Olive oil becomes most stolen item from Spanish shops

The secret ingredient is crime



Olive oil is slipping through Spanish retailers' hands. The kitchen staple has been nicknamed "liquid gold" as it has become the most stolen product from Spanish supermarkets.

Droughts and heatwaves have pushed the price of olive oil up in Spain, leading to its high commodity status in the country. In 70% of the country's regions, it is the most shoplifted product from supermarkets, overtaking other popular delicacies like ibérico ham

Spain is the biggest producer of olive oil on the planet and the product is a key part of both the country's economy and food culture. The Mediterranean diet wouldn't taste half as good without those healthy glugs of olive oil drizzled over basically everything. But with the prices of olive oil being hit by inflation, wholesale prices of the unctuous condiment have jumped 70% just in the last year.

Spanish shops have resorted to chaining together large bottles or fitting them with the sorts of security tags more often associated with top-shelf liquor. Speaking to the Financial Times, Alejandro Alegre, security company marketing director for STC, noted that "there is no hunger theft" behind the trend. It's rare for an essential food item to be stolen so frequently and the thefts are the result of organised criminal gangs. These same criminals are reselling the olive oil on the black market.

So the next time you're in Barcelona, would you be willing to call up a local dealer to just to fry up some padron peppers?

Taken from an article by Jonny Walfisz, euronews.com

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THIS MONTH'S OLIVE OIL RECIPE

With Harvest completed, all the gear put away, and our beautiful oils ready to enjoy, this month's recipe couldn't be more delicious and simple

Ingredients –

- Extra virgin olive oil locally sourced
- Bread such as sourdough or baguette

Method –

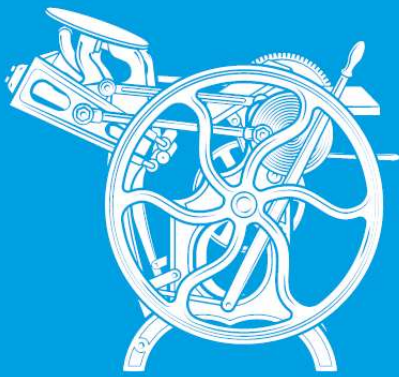
Pour some of your own extra virgin olive oil into a bowl.

Tear bread into generous bite size portions

Dip into oil and eat

And be sure to share with friends !

(Adrienne – Editor 😊)



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