



NEWSLETTER Issue 108 – December 2024

Report from the Chair

Dear Oliveti Members

Welcome to another newsletter. The year has gone so fast and Christmas is nearly upon us again. No doubt we will be thinking of our Christmas break for some family and friends time. Time to reflect on the year that has gone and how our harvest compared with other years.

The main news on the olive world is how production of olive oil worldwide has slumped due to a number of factors and the costs of producing olive oil have increased. Climate change with floods, dry weather and hailstorms have created an unstable climate for olive oil production and this is predicted to continue and intensify. This has pushed the price of olive oil up worldwide. We in NZ have also seen increased costs of producing olive oil from the pressing to bottles and labels etc. and have also increased our prices. We are however in a better position to be able to recoup these costs as our main selling point is the quality of our oil, the guarantee that it is extra virgin and fresh. This is our greatest selling point and one that we should be using in marketing where we can. There are also the health benefits of lowering the bad cholesterol, increasing the good along with antioxidant and anti-inflammatory properties. We produce an amazing product and we should be proud of that fact, so don't be shy if you need to increase the price of your olive oil.

We had our last field day for the year at Chris and Cathy Bayly's grove at Matakana. Their lovely property is set in 23 acres of pasture, bush and olive grove. There was a good turnout of about 20 of us and we enjoyed learning about where everyone was with their groves. We also had an interesting presentation from Evie Bruce of Balance Nutrients on some of the problems we can face with our olive trees and the fertilisers and treatments that we can use to help overcome those problems. (Screenshots of her presentation have been sent out to members.) On behalf of the committee big thank you to Chris and Cathy for hosting the field day. It was a great day and very much appreciated.

We are always looking for members to host field days so please get in touch with me if you are prepared to host.

Our next field day will be in February and double as our AGM. We will be voting for the committee members for 2025 so please consider putting your name forward to be on the

committee. Without a committee there is no Oliveti. We are also looking for someone to take over from Pauline Young to help manage the Olive Awards. It is not an onerous task and Pauline would be able to help with the transition. The Olive Awards are an important part of Oliveti so please give this your serious consideration.

Lastly we are losing John Russell as he has recently sold his olive grove at Tern Point. Thank you John for all your involvement, help and advice over the years. We will miss you at the field days. John also has a press for sale along with fustis so contact him if you are interested. (Ph 0274996525)

That's if from me other to wish you all a safe and happy Christmas and we will be in touch again in the New Year.

Kind Regards

John Pearson - Oliveti Chair

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OLIVETI FIELD DAY HELD ON SUNDAY 17 NOVEMBER

Chris and Catherine's Bayly's Grove at 608 Matakana Road, Matakana.

Chris and Cathy's grove is located on a north-sloping hillside in the Matakana area on the road to Warkworth. They purchased their olive grove in 2018 along with a beautifully designed house. Chris, using his architectural skill has extended the house creating a new private lounge and main bedroom. The property when they purchased had 45 olive trees on a 23 Acre block. The olive grove was divided into 2 areas. This was because the previous owners had removed trees for a cricket pitch. Chris and Cathy set about reinstating the rows and planting more trees and by last count had 99 trees. Chris said that he will plant another tree to make it the round 100. The trees are all J5 other than six Frantoio. Each year they harvest with friends and family, and they carry out the

harvest in one day and then set off to Greg at his Salumeria Press just out of Wellsford. We are told that Chris likes to think Greg's prompt processing of the fruit helps to produce their silver and gold medal winning olive oil. Each year they produce about 100 litres with a 14-15% yield. They sell some to help defray expenses and give some away to helpers, friends and family.

They also run a few sheep and heifers to keep the grass down. "Good eating Southdown" we are told. (the sheep that is) They also have a large native bush area and a fruit orchard and vege garden.

Cathy has also tried the dark art of pickling olives using the J5 fruit. She kept them for about 7 months and we are told that they are firm but delicious.



Next Field day and AGM: one Sunday in February. Date TBA.



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Evie Bruce from Balance gave an informative talk at the field day. She subsequently sent these notes for reference

OPTIMUM TEST RESULTS		
From Hills		
Element	Unit	Normal Range
pH		6.0-6.5
Olsen P	(ug/ml)	15-30
Potassium	(me/100g)	0.50-1.00
Calcium	(me/100g)	6.0-12.0
Magnesium	(me/100g)	1.00-3.00
Sodium	(me/100g)	0.00-0.50
CEC	(me/100g)	12.0-25.0
Volume Weight	(g/ml)	0.60-1.00

NUTRIENT REMOVAL RATES

Nutrient	kg removed per ton of fruit
Nitrogen	10-15kg
Phosphorous	1-2kg
Potassium	10-20kg
Calcium	2-4kg
Magnesium	0.5-1kg

KEY TIMINGS		
<p> Establishment Phase </p> <p>Focus on N and P to build a strong root system and foliage.</p> <p>For young trees it's critical to focus on nitrogen and phosphorus. Nitrogen encourages strong vegetative growth, while phosphorus is essential for building a robust root system. A healthy root structure supports the young tree's overall growth and helps it access water and nutrients more effectively.</p> <p>Additionally, calcium is beneficial at this stage to strengthen cell walls, and small amounts of micronutrients like boron and zinc can further support early growth and root development.</p>	<p> Fruiting Phase </p> <p>High demand for K to ensure fruit quality and oil yield.</p> <p>For tree's which are fruiting it is critical you get the timing of applications right as different nutrients are required at different stages.</p> <p>2/3 of nitrogen should be applied in autumn, with the remaining 1/3 to be applied in spring.</p> <p>Potassium is heavily required around fruit set in January.</p>	<p> Post-Harvest Recovery </p> <p>N, P, and K reapplications to replenish nutrients and support tree health.</p> <p>After the fruit has been harvested this is a good time to apply a full NPK fertilizer to replace what the crop has removed. This will be very dependent on your yield.</p>



APPLICATION GUIDELINES

Per Tree/ Year

Stages	Nitrogen (N)	Phosphorus (P)	Potassium (K)
For Planting	100 gm	120 gm	100 gm
1 – 4 years old	250 gm	120 gm	100 gm
Fruit Bearing	500 gm	240 gm	200 gm



APPLICATION TIMING

2/3 N in August (Before spring flush) – Yaramila Complex or Avogain

1/3 N at flowering – Nitrabor/CAN/Yara Rega

You would usually do between 2 and 4 applications per year depending on your farm system. Across this you would split up you Nitrogen, Phosphorous and Potassium to match plant needs.



ROUGH FERTILISER PLAN



Prepared for
Customer **MyBallance Test Account - Horticult National**
Property **MyBallance Test Account - Horticult (4085574)**

Prepared by
Evaline Bruce
027 479 5861

Start Date **18 Nov 2024**
End Date **17 Nov 2025**

Customer Services
0800 222 090
www.ballance.co.nz

Plan summary: block view

Block	Recommendation	Delivery date	Area (ha)	Kg/ha	Tonnage	N	P	K	S	Mg	Ca	Na	Est. cost	Rec. number	Reference
Sample block	Late Winter August Application	YaraMila Complex	1.0	200.0	0.20	24	10	30	16	3	5		\$291.60	8115020324	
Sample block	Spring Application	YaraLiva Nitrabor	1.0	150.0	0.15	23						27	\$162.45	8115020325	
Sample block	Summer Application	Sulphate of Potash	1.0	250.0	0.25			105	45				\$347.00	8115020326	
Sample block	Post Harvest (April)	YaraMila Complex	1.0	200.0	0.20	24	10	30	16	3	5		\$291.60	8115020327	
Sample block Total						71	20	165	77	6	37		\$1,092.65		
Plan Total				0.80										\$1,092.65	

Please understand this is just an average plan, depending on your goals, soil type, soil fertility and location this will change. Price is also calculated on day of dispatch so do not take this as gospel. Another thing to look at would be the return on your investment. We would need to ensure this is a viable program for you and your grove.

You are welcome to contact Evie for more information on 027 479 5861

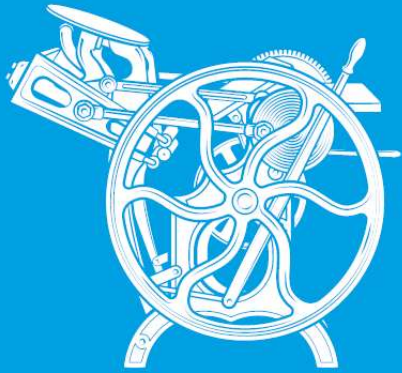


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PRODUCERS NAVIGATE CLIMATE AND MARKET HEADWINDS WITH OPTIMISM

In the annual Olive Oil Times Harvest Survey, farmers and millers rated their harvests above average while citing familiar challenges of climate change and consumer confusion.

Producers rated the current harvest 67 out of 100, a substantial improvement from last year's rating of 51 and significantly above the average of the previous six years. Nearly 62 percent of respondents said this year's harvest was better than last year's, with farmers and millers rating quantity as 62, the highest rating since 2019, and quality as 82, the highest since 2021.



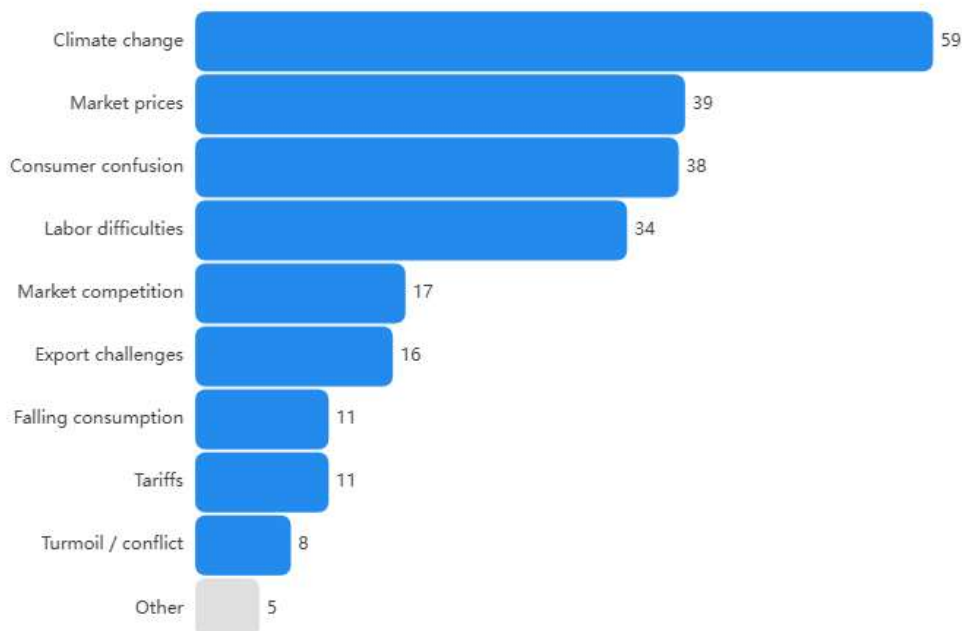
Climate Concerns Remain Top of Mind

Once again, climate change tops the list of challenges producers face, with 58 percent calling it one of their most significant concerns. Across the Mediterranean basin, producers said the sudden shift from a hot and dry summer to a wet and temperate autumn impeded olive collection and, in some cases, resulted in lower oil accumulation in the olives. Overall, 53 percent of respondents said their harvests were affected by excessive heat, while 43 percent said the same of drought.

Labour Shortages Continue to Impact the Harvest

While producers said excessive heat, drought, poor weather, and excessive rain were the four factors most impacting their harvests this year, labour shortages were not far behind. One-quarter of survey respondents said the lack of workers during the harvest directly impacted their operations, while 35 percent cited labour difficulties among their primary concerns.

Producers' top concerns



Market Prices Continue to Concern Producers

After hitting record highs in January 2024, olive oil prices at origin are expected to fall below €5 per Liter at the start of 2025. This volatility and its impact on consumers have resulted in market prices being among the most significant concerns for 39 percent of producers, second only to climate change.

"In a time of economic difficulty, the high price of olive oil makes it a commodity in the discretionary spend category," said Andrew Lilly of Juno Olives in New Zealand.

"With a poor harvest and ever-increasing costs of fertilizer, fuel, freight, etc., the cost of olive oil may price us out of the market," he added. "As an industry, we have low returns, and as a result, olive trees are being pulled out in favour of other crops."

Lack of Consumer Knowledge Hurting Producers

After climate change and market prices, 38 percent of producers listed consumer confusion as one of their most significant challenges. From confusing terminology and lack of awareness about olive oil health benefits and organoleptic qualities to rampant

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Grove design, planting, pruning, remodelling

Mature Tree sales, removal & transplanting

Harvesting equipment hire

Olive oil sales, a selection of our finest oils

Medicinal olive oil - EU certified high polyphenol olive oil




Contact Greg:

Email - greg.scopas@salumeriafontana.co.nz

Phone - 0211054182

Address - 7 Harding Road, Hoteo North,
Auckland, New Zealand

disinformation, farmers and millers worry that olive oil education is still not breaking through at a large scale.

Tariffs and Conflict Emerge as New Worries in 2024

While climate, prices, and consumer knowledge are perennial concerns for producers, the increasing geopolitical uncertainty of 2024 has brought new challenges for farmers and millers. Eleven percent of respondents cited tariffs as among their most significant concerns, heightened by the election of former President Donald J. Trump in the U.S. whose previous administration implemented two sets of tariffs targeting Spanish table olives and olive oil. A further seven percent said turmoil and conflicts, which impact consumer sentiment and supply chains, were among their chief worries.

Producers Remain Confident About the Future

While producers face a range of challenges that require bespoke and difficult solutions, they generally remain optimistic about the future. On a scale of zero (no confidence) to 100 (very confident), producers rated their confidence as 72

"The industry is growing in California, and we are part of the surge with high-quality extra virgin olive oil," said Richard Meisler of [San Miguel Olive Farm](#). "Our farm tours have doubled. We are looking forward to next year's harvest for good weather and quantity." Other producers said they feel hopeful as they notice young and energetic new people entering the sector.

Olive Oil Times Dec. 2, 2024

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THIS MONTH'S OLIVE OIL RECIPE

Asparagus Quiche

With lots of lovely fresh asparagus available try this recipe to share with friends over the holiday period.

It's very descriptive so best way is to click on the link (ctrl and click)

[Asparagus Quiche Recipe | The Mediterranean Dish](#)



For contracting pressing
Roger Stephenson, Quail Ridge – Cielo Uliveto Ltd
Tutukaka
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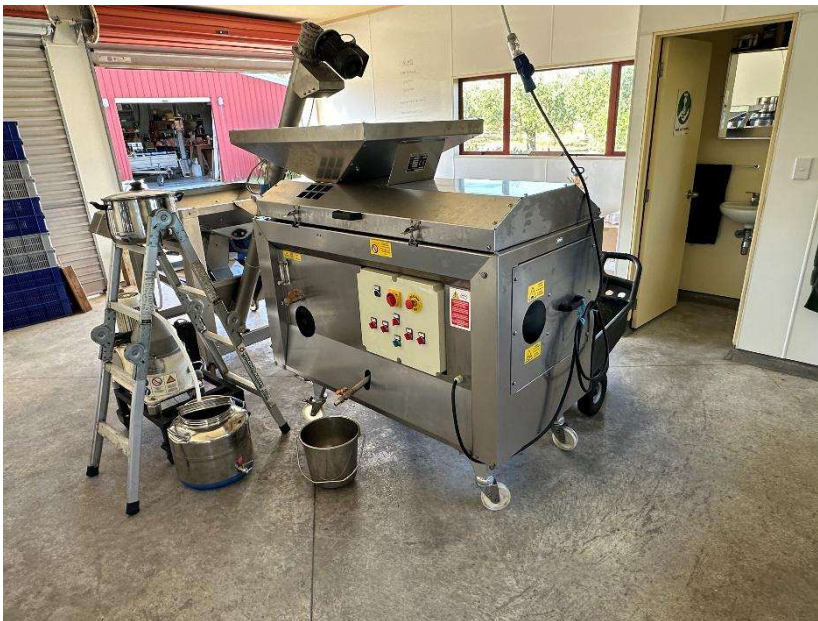
FOR SALE

Fustis – Olive Press – Electric Pruners – and more

The owners have recently sold their Grove at Mangawhai and have good second hand surplus equipment available for sale. If you are interested in any items, please contact John Russell at 0274996525 or email jmwruss@xtra.co.nz.



SS Fustis – 50% of new price
– eg 50L \$100 ea



Oliomio 50 Olive oil press,
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It is difficult to put a price on
the press so John has taken
the price paid for the
equipment as a starting point
and halved it

Asking price \$28,945