



TABLE OLIVE FORUM MEETING

WEDNESDAY 16 FEBRUARY 2022, 11:30
KLEIN JOOSTENBERG VENUE, MULDERSVLEI

AGENDA

1. OPENING AND WELCOME

Mrs. Jooste welcomed everyone and copies of previous minutes were distributed.

2. ATTENDANCE / APOLOGIES

Present: Hester de Wet, Nicolaas Roodt, Gert van Dyk, Francois Cilliers, Colin Coetzee, Linda Costa, Gerhard du Toit, Kamilah Karaan, Nico Loubser, Loyiso Ntlebi, Nosi Ntlebi, Marietjie Stander, Susjan Wentzel.

Apologies: Nick Wilkinson, Pieter du Toit, Pieter Vorster.

3. APPROVAL OF MINUTES OF PREVIOUS MEETING

A correction to Point 4.1 was requested: 2020 should be changed to 2021.

4. MATTERS ARISING

Ms. Jooste reflected on the fact that Table Olives (TO) do not have an annual event nor a quality seal that we can hinge our marketing campaigns on, as we do for EVOO. A 'CTC-style quality seal would facilitate consumer education and generic promotion. She added that new artwork, designed around the acronym 'T.A.S.T.E', would soon be released on social media.

On production estimates, Dr. du Toit pointed out that the correlation between crop size and TO production is not linear, since heavier crops typically lead to fewer TO produced, as more are used for OO production.

5. QUALITY SEAL FOR TO

A quality seal for local TO would be more beneficial to the industry than a TO competition, even though the latter could benefit those producers who sell directly to customers. It was agreed that a quality seal is a higher priority.

Local natural black olives can compete against imported ones, but not against mass-produced green olives.

Some of the messages developed for CTC will apply to TO, but others, such as freshness and harvest year, will not. The BBD must be there, but the harvest date is not relevant as TO have far greater longevity than EVOO.

Key messages were brainstormed, such as: gut health; probiotic; naturally, slow fermented; traceable; olive trees as effective carbon sinks.

It was suggested that the 'seal' could be pre-printed on the labels (as opposed to being a sticker); a QR code can be used for consumers to read more about the quality. Both consumer education and retailer education will be key, however only 3-6 producers are retail-facing. Half of the TO industry sells into Food Services.

Mr. Loubser recommended that a meeting be arranged with Key Account Managers for retail-facing producers and Buyers, to introduce the quality seal. Buyers for OO and TO are typically the same. It is also an opportunity to promote CTC.

Dr. du Toit suggested that 'press drops' could be arranged to promote TO with the media, using product supplied by our members.

6. 2022 HARVEST

Mr. Allen recommended that the top 10-12 players be contacted annually around August and asked for the raw weight of olives put in their tanks. This would furnish a base from which to extrapolate the rest of the estimate (80/20 principle).

7. STATUTORY MEASURES

Updates will be provided at the AGM on 8 March.

8. EVENTS

8.1 Table Olive Competition 2022

The discussion on a Table Olive Competition highlighted the risk that TO awards might end up dividing the industry, as producers would be competing against one another, whereas a quality seal will lead to recognition and authentication, which is beneficial to the whole industry.

8.2 Courses for 2022

A TO workshop to be run by Ms. Linda Costa will be planned for early May and targeted at a broad audience.

9. RESEARCH AND DEVELOPMENT

The disposal of brine continues to be an issue for TO producers. If organic compounds can be removed (and polyphenols reused), brine can be reused. Salt cannot be removed. Many pay to have brine removed. Dr. du Toit noted that having a central recycling facility would be greatly beneficial. Mr. Allen reported that the plant used for the research project at Buffet Olives is still at pilot stage.

10. GENERAL

10.1 Members Dashboard

Ms. Jooste referred to the demonstration of the Members Dashboard given during the OO Forum meeting.

10.2 Food Safety

Ms. Jooste referred to the Minutes of the OO Forum meeting for the discussion on Food Safety.

11. DATE OF NEXT MEETING

11.1 Wednesday 8 June 2022

12. CLOSURE

There being no further matters, the meeting was closed at 13.15.