



MINUTES OF THE MEMBERS FORUM MEETING

WEDNESDAY 8 JUNE 2022, 9:30

KLEIN JOOSTENBERG VENUE, MULDESVLEI

1. OPENING AND WELCOME

Mrs. Jooste welcomed everyone and copies of previous minutes were distributed. She thanked the SA Olive Directors who were in attendance.

The audience was reminded of the purpose of Forum meetings, which are members' meetings where updates are presented, and questions can be asked and suggestions made. Ms Jooste indicated that the Forum meetings would become a single event, as many general items are duplicated across the OO and TO agendas. It was later proposed that in future the agenda should begin with general items, followed by TO then OO specific items, so that the overall duration can be shortened.

2. ATTENDANCE & APOLOGIES

Present: Hester de Wet, Nicolaas Roodt, Gert van Dyk, Alinda van Dyk, Benedetta Lami, Louise Rabie, Clive Darcin, Jackie Loubser, Zhanteel Steenkamp, Stefan Steenkamp, Kallie Frey, Ryan Westcott, Kelly White.

Apologies: Philip King, Reni Hildenbrand, Richard Allen, Nick Wilkinson, Helena Buhr.

3. APPROVAL OF MINUTES OF PREVIOUS MEETING

The minutes of both OO and TO Forum meetings held on 16 February 2022 were approved without changes and will be posted on the members' website.

4. MATTERS ARISING

Ms de Wet offered her skills to assist in the development of food safety protocols for SA Olive members.

5. ADDITIONS TO THE AGENDA

Ms Rabie asked that UV tests for EVOO and Pablo Canamasas' course be added to the agenda. Mr van Dyk asked for the zero-rating of VAT on OO and the CTC marketing to be added.

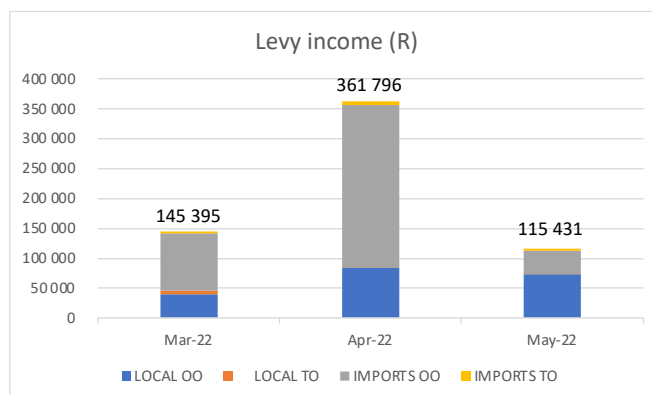
6. 2022 HARVEST

See point 12.

7. STATUTORY MEASURES

7.1 Statutory Levies

Ms Jooste showed a graph of levy income for the previous 3 months, pointing out that the large increase in April is due to a large player having been brought to book and their levy payments back-dated to December 2020. In this context, Ms Jooste reminded the audience about the Non-compliance button on the members website, which can be used to e.g. report known non-compliance or just request a check on membership status of a particular business. See also 11.2.



7.2 Tree Census 2021

The Tree Census is largely completed, with the exception of a number of smaller entities which may no longer be active growers. Development of the new database is progressing well. It was suggested that milling and TO processing information be included in the electronic TC form, where applicable.

8. EVENTS

8.1 Courses for 2022

An olive oil processing course with Mr Pablo Canamasas could not take place in mid-late April due to Mr Canamasas' unavailability. Mr Canamasas will hold courses in SA in August.

8.2 SA Olive Awards 2022

The deadline for entries into the 2022 SAO Awards is 5 August, as communicated in the May newsletter. Communications on the SA Olive Awards will be sent to all after the Board meeting of 14 June. Competition forms will be uploaded to the website thereafter.

9. RESEARCH AND DEVELOPMENT

The composition of the new R&D/Technical Committee was shown, along with an overview of the projects approved for 2022, namely:

- Market Access - minor crop registration
- Market Access - product trials for olive seed wasp
- ARC Genebank
- Chemical profiling of EVOOs
- Soilborne diseases (continuation)
- Lace bug and flea beetle (continuation)

Some discussion ensued on the registration of chemicals. The timeframe for the two projects is end of 2022, however no progress has been made to date. Ms Jooste reported that SA Olive is looking at alternatives to shorten the registration process, e.g. applying for registration in SA of chemicals registered abroad for olives, and/or applying for use on olives of chemicals registered in SA for other crops – if effective. Both options require the involvement of a local manufacturer; feedback from officials approached is that there are no short cuts. The chances of success of either route are slim, and neither will bypass the seriously under-resourced Registrar's office.

9.1 Field Day 5 August 2022

The Field Day scheduled for 5 August 2022 was briefly discussed. This may be held at Willow Creek or Buffet Olives. The location will inform the final agenda.

Preliminary topics include pruning, IPDM practices, weed control, cover crops and nurseries. Pests and diseases need to be looked at from both an OO and TO perspective; for instance OSW is very damaging to TO producers while it is not a major problem for OO producers. Dr Clive Garcin should be invited to speak on sustainability matters.

10. CTC SCHEME

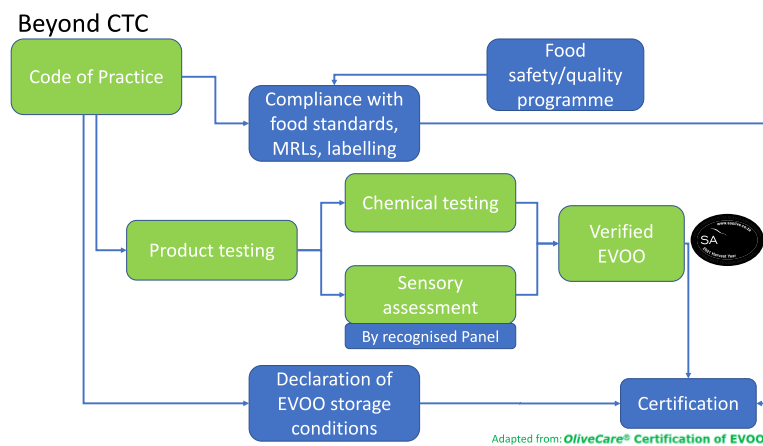
10.1 CTC Programme

Aspects of the 2022 CTC Scheme were outlined:

- Basic production information has been added back into the CTC form.
- Two types of CTC reports can be selected, for tank and finished products respectively.
- The CTC application will be converted into an electronic form for the 2023 season.
- Additional UV absorbance tests are being considered for 2023, as they have become a standard for olive oil internationally.

It was agreed that a proposal for additional tests would need to be presented to members at the 2023 AGM, as such additional tests would significantly increase the analytical costs for producers. Ms. Jooste will locate and upload relevant literature on tests on the website.

The 'Beyond CTC' slide was presented again to illustrate the current CTC requirements and the additional requirements which would need to be met for CTC to become a certification. These include international accreditation of the tasting panel.



In the discussion that followed, it was recognised that our industry may not yet be ready for mandatory certification.

Much discussion occurred on the Food safety/quality plan slide. It was recognised that Food Safety is here to stay and that producers who do not have a plan in place need to start somewhere. Introducing a simple self-assessment and statement of risk would be a step up from the current situation. Large producers who buy in like Willow Creek would welcome some form of risk assurance from their sources where there currently is none.

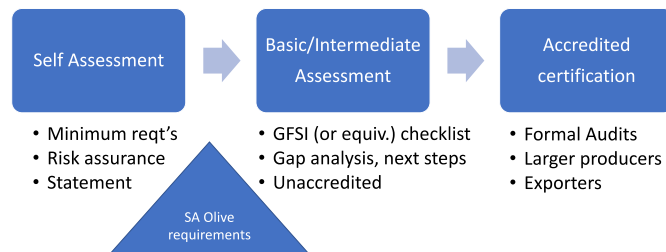
This entry-level assessment can be developed into a more sophisticated system over time, however the likelihood of a homegrown solution being accepted by retailers is low.

Mr van Dyk voiced his concern about the suggested inclusion of Food Safety in the CTC Scheme, as this would make the CTC process more demanding than it already is. This view was echoed by Ms Rabie.

The concern was acknowledged by Ms Jooste, who noted that this had not been raised in any of the prior occasions when the same diagram had been shown.

Ms Jooste undertook to proceed with the development of a questionnaire and self-assessment template. She indicated that consultant's input might be required at the intermediate level of assessment. Mr van Dyk undertook to provide a contact. Ms de Wet reiterated her willingness to assist.

Food safety/quality plan



The new Commitment to Compliance pamphlet was presented to all. A typo was noted and will be fixed before the next print run. Members interested in placing orders need to email SA Olive.

Ms Jooste proceeded to show the upcoming CTC dates, highlighting the weekly tastings throughout July leading up to the SA Olive Awards deadline for entries on 5 August.

Mr van Dyk asked what was being done to promote the CTC seal and if marketing spend on CTC could be estimated. Ms Jooste responded that the CTC is promoted across all social media platforms, in printed ads, press releases, events and blogs. She undertook to follow up on an estimate.

11. GENERAL

11.1 Board Portfolios

Ms Jooste illustrated the allocation of Board Portfolios to Directors in some detail.

Ms van Dyk asked where Olive Oil and Table Olives were located and how members would know who to contact in respect of either. Ms Jooste explained that OO and TO are the industry's core business and run as common threads across all Portfolios. Ms Jooste added that members can contact SA Olive's office (Ms Marita Bussack) as a first port of call, and queries are then rerouted as required.

Ms Jooste will add more detail to the portfolio information already on the website.

11.2 Producers' details on website

Ms Jooste indicated that producers' details would be added to the SA Olive website, subject to permission being obtained. This will increase exposure for all registered producers. Members' details can also be added, but in the Members' only area.

11.3 Environment/Sustainability

A brief update was provided on the viability of carbon offsets for the olive industry: a high-level concept of circular economy including carbon balance is being developed by an external consultancy. Some of the assumptions behind the conceptual model for the olive industry need to be tested before a project can be considered.

11.4 SA Olive website

The location of certain items on the SA Olive Members Dashboard was shown, namely:

- members' surveys
- non-compliance button
- discussion groups
- listings

Ms van Dyk suggested that regular reminders on the above be included in emails to members, which Ms Jooste confirmed as being the case.

An e-commerce platform for the SA Olive website is under development. The first step will be to create an SA Olive shop through which branded items can be sold. This will be followed by a marketplace for producers to promote/sell their products online.

11.5 VAT on olive oil

Ms Jooste updated the audience on the status of this important matter for the industry. The Western Cape Red Tape Reduction Unit has liaised with National Treasury and determined that SA Olive needs to prepare a submission to be presented to Treasury so that it may be tabled at the February 2023 budget meeting. Ms Jooste added that the submission will require support from SA Olive Board, and that outside expert assistance will be required.

11.6 Processing course

Ms Rabie enquired about the olive oil processing course which was supposed to be given by Pablo Canamasas. Ms Jooste explained that Mr Canamasas is not available during our harvest season as he has commitments in Australia. He will present one or two courses in August.

11.7 Composition of judging panel for SA Olive Awards

Ms van Dyk queried the rationale of her exclusion from the SA Olive Awards judging panel, which she believes to be at odds with the practice in international competitions. Ms Jooste reminded the audience that this matter is not for the Forum or the CEO to deliberate, as it had been decided by the members, and it cannot be changed unless it is tabled at the AGM. It was further queried why the matter had not been on the 2022 AGM agenda; Ms Jooste's recollection was that it had not been requested to be added. Ms Rabie referred to the 2016 SA Olive Awards in which producers were allowed to be on the judging panel, but their scores for own oils were eliminated. Moreover, the double-blind tasting protects the identity of the oils and the median takes care of extreme scores. Ms Jooste acknowledged that rules might need to be changed and



reiterated that changes would require notification of the Board followed by a vote at the AGM. Pros and cons of both alternatives would need to be presented at the AGM to enable members to make an informed decision.

11.8 Bicolio tasting cups

Mr Roodt asked if SA Olive was planning to place a bulk order for Bicolio tasting cups with lids. These are entirely compostable, biodegradable and can be personalised with SA Olive logo. Ms Jooste shared the costing and minimum order requirements with the audience and undertook to gauge members' interest in a bulk order.

12. TABLE OLIVE SEAL

A preliminary design for a TO seal was discussed and a few suggestions were made, i.e.:

- Smaller size
- SA Olive and Local to be prominent
- Add Naturally fermented
- Remove QR code
- Consider using dairy film (for pouches)

13. 2022 HARVEST

Production information is required by SA Olive, for statutory compliance, members' use and generic promotion with media and other stakeholders. It was suggested that this information be collected early in August, together with the Tree Census, in order to minimise the demands on producers. The harvest questionnaire would contain questions such as:

- Tonnes harvested
- Litres of OO produced (mill owners)
- Tonnes of TO produced

It was suggested that both the Tree Census and Harvest questionnaire be made a pre-requisite for entry into the SA Olive Awards.

14. DATE OF NEXT MEMBERS FORUM MEETING

14.1 Wednesday 12 October 2022

15. CLOSURE

There being no further matters, the meeting was closed at 13.00.