

MINUTES OF THE MEMBERS FORUM MEETING
WEDNESDAY 26 OCTOBER 2022, 9:30
KLEIN JOOSTENBERG VENUE, MULDERSVLEI

1. OPENING AND WELCOME

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

2. ATTENDANCE & APOLOGIES

Present: Alinda van Dyk, Arend Hofmeyr, Annelize Wilson, Benedetta Lami, Gerhard du Toit, Gert van Dyk, Jackie Loubser, Kallie Frey, Louise Rabie, Nick Wilkinson, Reni Hildenbrand, Tiaan Ras, Waldo Kellerman.

Apologies: Clive Garcin (ill), Philip King, Richard Allen.

3. APPROVAL OF MINUTES OF PREVIOUS MEETING

The minutes of the Members Forum meeting held on 8 June 2022 were approved without changes and will be posted on the members' website.

4. MATTERS ARISING

Mr van Dyk asked that future Members Forum meetings be recorded.

5. ADDITIONS TO THE AGENDA

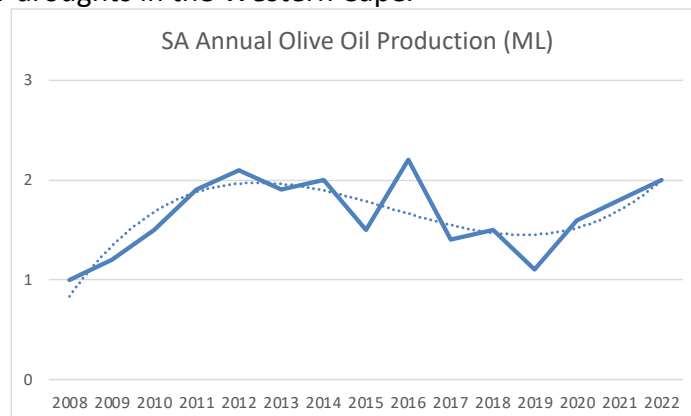
No additions.

6. 2022 HARVEST

Ms Jooste provided the following estimates for 2022:

- Olive Oil: 1,99 mL produced
- Table Olives: 2000 t harvested

A time series of olive oil production was displayed. Mr Hofmeyr pointed out that the trendline correlates with major droughts in the Western Cape.

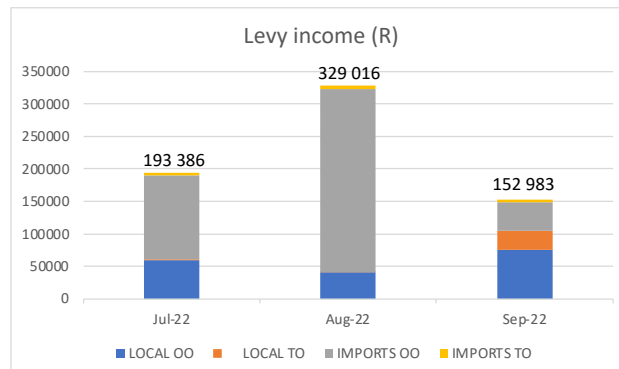


7. STATUTORY MEASURES

7.1 Statutory Levies

Ms Jooste reminded the audience that levies are one of the three elements of Statutory Measures, the others being Registration and Records & Returns. The latter consist in the Tree Census and volumes sold – on which levies are calculated.

Levy income for 2022 includes back-payments by entities that were brought to book during the year.



Ms Jooste reported that the enforcement of statutory compliance comprises a number of steps, from identification to follow-up and registration, and back-payment to December 2020. Whistle-blowing can help with identification.

According to the commitment made by SA Olive, Transformation should attract 20% of levy income, and half of the Transformation funding should go to Enterprise Development. Ms Jooste commented on the poor response to the SA Olive-funded Skills Development workshops, which were planned for September and had to be cancelled. Mr Kellerman suggested that early August would be a better time to hold these workshops, as farm employees would have more availability.

7.2 Tree Census

The 2021 Tree Census is taken as completed, with the area under olives amounting to close to 4500 hectares. The planned flyover by DoA Western Cape will provide an independent verification. Development of an automated TC submission tool is progressing well.

A separate Mill Census will be developed next, to acquire OO production information.

8. SA OLIVE WEBSITE AND MEMBERS DASHBOARD

Ms Jooste showed the members dashboard on screen and reminded the audience about the Non-compliance button. Mr Hofmeyr recommended that the phrase 'by SA Olive members' be removed. Ms Jooste indicated that the SA Olive online shop would be launched before the end of the year that a directory of producers with map functionality would be developed in 2023.

9. RESEARCH AND DEVELOPMENT

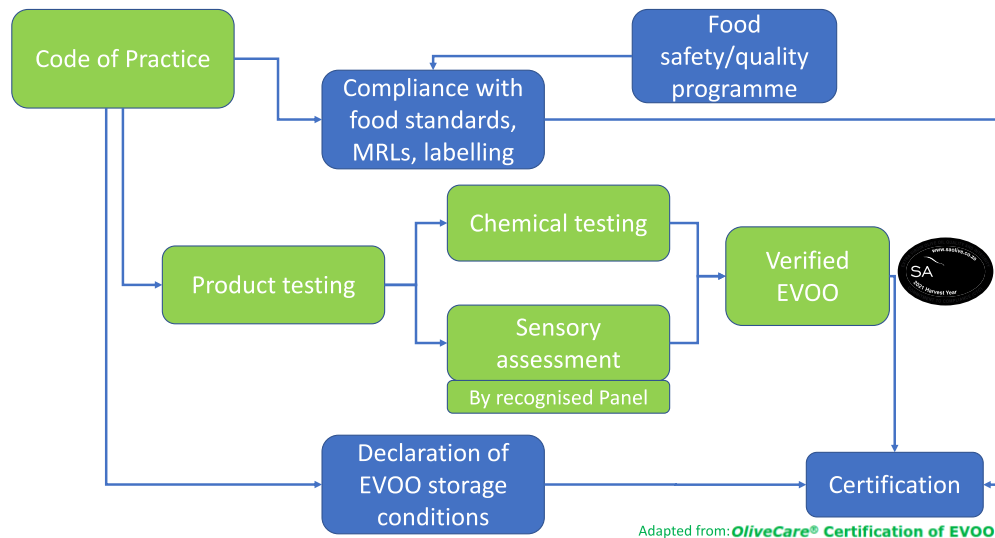
Mr van Dyk reported on progress made during the year and proposed research topics for 2023 research were illustrated. Mr van Dyk added that a visit to the olive research plot at ARC will be arranged.

The Field Day held on 19 August 2022 was reviewed next and Willow Creek were thanked for

hosting. The event was attended by 37 people and 9 sponsors provided financial support. Topics covered were pruning, IPM practices, nurseries. A bottleneck occurred with food vendors, but all in all the event went off well. It was recognised that August is too busy for SA Olive to hold field days. Ms Jooste indicated that a request for 2023 Field Day topics would go to members.

10. FOOD SAFETY

Ms Jooste illustrated the road map towards certification, pointing out that SA Olive’s sensory panel was now independently recognised, having obtained IOC accreditation.



Ms Jooste reported that the first draft of an entry-level Food Safety protocol had been developed. Responding to Mr van Dyk, Ms Jooste reported that she had discussed this with experts and had drawn from several international best practices. Mr van Dyk was asked to put forward names of experts that should be consulted. Mr Wilkinson emphasised that this is an effort to introduce something where there is nothing in place and that SA Olive needs to challenge the systems that are purely money-making schemes.

11. TABLE OLIVE MATTERS

A re-designed TO seal was reviewed and the following points were noted:

- Leveraging the SA Olive brand / goodwill
- To promote consumer confidence
- Must not hinder the credibility of the SA Olive brand
- Underpinned by an undertaking by the producer
- Annual compliance statement
- Retention samples
- Not printed on packaging: it would look cheap and would be hard to recall, should compliance lapse



Mr Ras recommended checking if ‘Naturally Fermented’ applied to all table olives produced in SA. Mr Hofmeyr recommended ensuring that we are not in contravention with labelling regulations by stating something obvious on the label.

A general discussion followed on consequences for non-compliance with CTC and future schemes.

12. OLIVE OIL MATTERS

12.1 Composition of Competition Judging Panel

Ms van Dyk raised the matter of the composition of the competition judging panel and Mr Wilkinson narrated the background to the decision on the selection of competition judges, pointing out that such decision can only be changed in a meeting of members. Ms Rabie stated that members should be made aware of the three reasons why producers should be allowed to be judges on the competition panel, i.e. that tasting is blind; the median of individual scores is used; producers' scores for their own oils can be eliminated. Ms Jooste acknowledged the benefits of having a larger pool of tasters to select from and reiterated that changing the status quo would require notification of the Board followed by a vote at the AGM. Ms Rabie recommended that the meaning of the median be explained to members and asked that a note illustrating pros and cons of having producers on the judging panel be circulated to members ahead of the AGM. Ms van Dyk supported the recommendation, adding that members would be better prepared to vote in the meeting if information were shared beforehand.

Ms Rabie added that the inclusion of local producers in the judging panel would reduce the costs and questioned the value added by Dr Pasquini, who was not able to give a course in English. Ms Jooste responded that Dr Pasquini had not charged SA Olive a fee; that he is an exceptional taster; that he had brought olive oil samples at his own expenses, and had given a guided tasting at no additional cost.

Mr Wilkinson referred to a recent article where Pablo Canamasas was profiled as the leading expert in teaching people how to produce and store olive oil. And only 5 people attended his course! Mr Wilkinson pointed out that international judges add credibility and prestige to the event, adding that perceptions are very important to differentiate South African olive oil, which is a matter of survival for the industry.

Ms van Dyk noted that most tasters on the panel are producers/affiliated to producers. Ms Jooste remarked that independence is but one of the selection criteria, ability also being very important. She further cautioned against assuming that all tasters would automatically qualify to be judges on the competition panel, should the exclusion of producers be lifted. Mr Hofmeyr recommended that 'independence' be qualified and that selection criteria be outlined. Ms Jooste added that producers have the option to not enter their oils in a competition where they are judges, as Ms Hildenbrand has been doing for years.

It was agreed that pros and cons of both alternatives would be presented by the CEO to the Board and then at the AGM to enable members to make an informed decision.

12.2 VAT on olive oil

Ms Jooste updated the audience on the status of SA Olive's proposal which has been submitted to Western Cape government to be presented to Treasury for tabling at the February 2023 budget meeting. Ms Jooste added that detailed information on employment and cost thereof to strengthen our case will be requested from members.

12.3 Tests for Olive Oil

A brief discussion took place on the benefits of UV absorbance tests for EVOO assessment. These tests are used in Europe and the US to detect oxidation and adulteration with refined oils.



The conclusion was that UV are currently out of scope for CTC purposes, also due to their high cost.

The Oxitester portable analyser was discussed next. Mr Hofmeyr questioned the reliability of the instrument calibration, adding that calibration is one of the largest costs for accredited laboratories. It was acknowledged that a portable instrument is unlikely to replace the services of accredited laboratories. Ms Jooste will evaluate if the instrument had a future role to play in SA Olive.

Ms Jooste reported having found out late in the year that Wynland Analytical labs are not accredited for analyses on olive oil. It was agreed that Ms Jooste should urge Wynland to get accredited and that an annual review of the accreditation of laboratories be conducted and the information on the SA Olive website updated.

13. DATE OF NEXT MEMBERS FORUM MEETING

13.1 Wednesday 15 February 2023 (TBC)

14. CLOSURE

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