



Items of Interest

Farming Together

In the last newsletter we mentioned that we were applying for funding under the federal government's Farming Together program. Well, we were successful in getting part-funding for our project. Board members have spent many hours over the last few weeks in planning sessions with a specialist consultant who has developed a Brand Analysis and Marketing Plan for us. The plan has strong emphasis on positioning and marketing the WA olive industry, and is attached for your information. We would welcome any comments you may have.

As part of the plan, Stage 2 of the project was also worked up, but this will be dependent on funding of the Farming Together program beyond its initial 2 year pilot program. We are hopeful this will occur so we can proceed with business planning and marketing activities. Thank you to the board for your contribution.

Australia Post

As of 30 June 2018 our arrangements with Australia Post will be changing and discount through cash accounts will no longer be available. Discounts will still be available if you use an Australia Post account. I am seeking further details from Australia Post and will advise in a separate email, which will also include a business credit account application for those of you who do not yet have accounts. Please contact me if you have any problems accessing discount in the meantime.

Small Farm Field Day

The Balingup Small Farm Field Day was held in April, and four members of the South West Olive Association were involved on the day. Tarnagulla, Sherwood Springs and Sai Estate Groves had stalls providing tasting and information to the crowd of over 10,000 people that attended the event.

Farm visits were conducted at Rokewood Olive Grove, a field reared poultry farm and an organic vegetable and olive grower, where more than 60 people visited their enterprises in a farmgate-to-dinner plate event that finished with a gourmet chef presenting their products in a lunch.

Talking about olives

Our Chief Judge Isabelle Okis was recently contacted by the shire of Wanneroo to present some information about olives and olive oil. The council have a museum with an old hydraulic press, and it turns out that the grandfather of Carlo Iopollo from Destiny Olives had brought it out from Italy in the 1950s.

Around 50 people received an olive history lesson from Isabelle and got to taste some local olives and olive oil. Thank you for spreading the word Isabelle, and thank you to our members Tim Martella, Rokewood Olives, Guinea Grove, Chapman Valley and Jumanga Olives who donated produce for the event.

Country of Origin Food Labelling

As we mentioned in the last newsletter, as of July this year businesses need to comply with the new Country of Origin Food Labelling Information Standard 2016. As a reminder please refer attached email containing information from the AOA Code of Practice which details what you need to know. Also refer to the last newsletter which contained information and links to key information.

Dinner Event Showcasing Olive Oils

Our Olives Dinner event at Must Winebar is fast approaching! Chef Russell Blaikie has received products from our growers and worked up a delicious looking menu (attached). If you are keen to go you can book through the website <http://www.must.com.au/> or call the winebar on 9328 8255.

Thank you to the growers who donated produce to showcase at the event. I look forward to seeing some of you there, and of course tasting what Russell cooks up.



2018 Perth Royal Olive Awards

It's (almost) show time! We are preparing for this year's EVOO competition, with dates set, the schedule drafted and the first round of judges training completed. The finalised schedule will be forwarded to all very soon. Note that we will not be running the table olives competition this year but hope to see it return in the future.

EVOO entries open this year on Monday 16 July and close on Friday 10 August with deliveries accepted at the showgrounds in Claremont. The final judges training session will be on Saturday 4 August in time for the judging on the weekend of 25 and 26 August. The Awards Presentation evening will be held on Sunday 16 September.

If you have any queries please email entries@oliveswa.com.au

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New Website

Thank you to everyone that sent in their member details for our new website. The update of the website has paused temporarily in anticipation of future funding from Farming Together.

Wanted to buy:

Up to 3 tonnes of olives off the tree. The trees would need to be suitable for machine harvesting.

Buyer will harvest and process and pay either in oil or cash or some of both.

If you are interested please email Mick Ryan on mick@prestonvalleygrove.com.au
Or phone 0419 907 701