



Items of Interest

South West Olive Association Field Day

A field day, organised by the South West Olive Association (SWOA), will be held on Saturday 8 April 2017, from 9:30am – 1:30pm. The day will include talks on current threats facing the Olive Industry; the effects of Anthracnose; the Food Industry Innovation project; and Marketing in China. The venue is the Department of Agriculture and Food WA in Manjimup, and attendance will be free of charge for WAOC and SWOA members.

Refer attached flyer for more info. Contact Steve Milton for more information on 9764 1092.

New Website

As mentioned in previous newsletters, our website will undergo a makeover, and our members will have the opportunity to promote their farm / produce. To do this effectively we need your logos and photos for the website. Please send them through to Karen.

Also, let us know if you have any great ideas about what you would like the website to do for you, and we want to know if you use facebook, instagram or even twitter? We are trying to broaden our audience as part of WA EVOO awareness-raising and are looking at various options. We want to make sure what we do is useful, and any input or ideas you have is most welcome.

Got a Good Tag-Line?

Do we have any marketing experts out there amongst you? We need a good tag-line to accompany our new website. We need a catchy one-liner to encapsulate what we are about. You know, like 'Aussie kids are weetbix kids', 'We're happy little Vegemites; and also the AOA's 'EVOO Everyday'.

Perth Royal Olives Show - EVOO

The 2017 Perth Royal Olives Show EVOO competition will be judged the weekend of the 19 & 20 August.

In preparation for the judging we will be running two judges' training workshops. The first of the workshops is to be held this Saturday 18 March and will focus on EVOO faults. Isabelle Okis will run a session on the sensory perception of faults and Professor Stan Kailis will lead the session on the chemistry of faults. After lunch Chris Mercer will be presenting a talk on FFA & Shelf Life of EVOO.

The second workshop is the Judges' Refresher training, which will occur 2 weeks prior to the competition judging. This course is designed for judges with experience and associate judges.

Perth Royal Olives Show - Table Olives

There have been some rumours around about a table olives competition as part of the 2017 Perth Royal Agricultural Show. We are happy to announce the rumours are true – the table olive competition will run again this year.

We met with Chief Judge Professor Stan Kailis last week and are now in the process of finalising dates and details. This competition is for all comers, large and small. It will offer those that enter a chance to get some valuable feedback on their product, according to the national standards.

In preparation for the competition judging we will be running the third in the series of Table Olives Workshops on Saturday 29 April 2017. We will also be running an Introduction to Table Olives Course on Saturday 27 May. Expressions of interested accepted from now.

'Olive Beef

A beef farmer from the Scott River area has contacted me with an interest in obtaining olive mill waste to feed his cattle. Recent media stories regarding olive wagyu beef report excellent quality meat being produced by using roasted olive mill waste in the cattle feed. Here is a link to one of the stories: <https://www.oliveoiltimes.com/olive-oil-basics/olive-beef-looks-set-land-american-plates/55609>

The farmer's requirements would be that the waste is available around April-May, is quite fresh (prior to it beginning to oxidise), and in terms of quantity, he is thinking he would need around 10-15 tonnes/year. If you are interested in supplying waste for this venture, give Kelvin Wren a call on 9758 2584 or via kwren@westnet.com.au

Code of Practice

If any members wish to know more about the industry Code of Practice, or desire training, please contact Karen to register your interest. Various courses are available, from a single evening session "Introduction to the Code of Practice", to a full implementation training spread over a weekday evening and then two Saturdays a fortnight apart (with homework in between!).

Signatories to the Code are entitled to use the AS5264 trademark and also the name "Australian Extra Virgin" and its associated logos.



Provenance Branding

WAOC President, Chris Mercer, was asked to review a recently published RIRDC paper on how Australian farmers might group together and create collective trademarks based on their regional attributes, qualities and reputation. These are known as Geographical Indicators (GI's). The paper confirms that Australia currently only recognises wine industry GI's to the exclusion of other industries. Internationally it appears that the European Union is very 'pro' GI's and the USA is equally against them, but in any case an international GI registration is not possible without a domestic registration and this is currently not open to Australian olive growers.

If any growers feel strongly about this issue, please contact Karen Sanders or Chris Mercer chris@westerngroves.com

For more information refer to the recent story published in the Olive Oil Times: <https://www.oliveoiltimes.com/olive-oil-business/provenance-branding-seen-key-protecting-australian-olive-oil-exports/55239>

How's your harvest looking?

It seems growers from most regions are quietly confident about the harvest this year and are hopeful that some of the pests / diseases that troubled them last year will not be as prevalent this year.

We are told that the flowering and fruit set has been very positive and recent weather has had variable effects but heavy rainfall patterns have caused huge erosion issues in some areas, great boosts in soil moisture for trees in the middle of summer, and the potential for a refreshed breeding ground for pests and fungal attack. So far though, it looks to be a good crop.

Reports from York and Districts are that groves are showing above average fruiting, with the recent rains helping to plump up the olives. No sign of damage have been seen yet, except for that from the pesky parrots. It is expected that heavy pruning will be needed after harvest which will likely affect next year's target.

FOR SALE

Olive Press

FRANTOINO BIO Single phase Power 2.8kw - \$18,000 to \$20,000
As new machine - cost \$26,500, purchased mid season 2013, and processed approximately 120litres of oil
Malaxing capacity 50KG with a production of up to 50kgs per hour

Tractor

Massey Ferguson GC2600 Tractor \$19,000 – purchased new for \$27,995
New condition, 78 hours on the clock, includes an excavator.
Priced it for a quick sale.

Mulcher

Yardecce Mulcher with Honda engine bs - \$1800
Comes with own trailer, brand new

Photos and video attached. Items located near Pinjarra.
Please contact Ron or Lesley Peirce if you are interested.
0417 940 037 or Lesley.peirce@bigpond.com

LOOKING TO BUY

Olive Collection Net - round

We have a grower looking to purchase a round, folding harvesting net. If you have one you are no longer needing please let Karen know.