

Final Report

Olive Industry Communications Program

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Project code:

OL16006

Project:

Olive Industry Communications Program – OL16006

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Funding statement:

This project has been funded by Hort Innovation, using the olive research and development levy and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.

Publishing details:

ISBN 978 0 7341 4397 6

Published and distributed by: Hort Innovation

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1 Chifley Square
Sydney NSW 2000

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www.horticulture.com.au

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Summary

The Australian olive industry comprises around 900 growers, with the majority of growers operating boutique businesses and only approximately 21 growers operating on a large scale.

In July 2017 Cox Inall commenced working with Hort Innovation and the Australian Olive Association (AOA) to deliver a communications program that focuses on communicating R&D results and resources to olive levy payers and other industry stakeholders. The communications program is the first of its kind for the industry, with all outputs developed and implemented by Cox Inall in collaboration with Hort Innovation and Australian Olive Association (AOA).

The focus of the program was to effectively communicate levy-funded R&D information and outcomes using relevant channels to increase industry awareness of levy investment activities and stimulate adoption of R&D research to promote to a more profitable and productive industry.

The primary audience for the communications program is olive levy payers followed by wider value chain members.

The program delivered a number of communications outputs, including an industry needs analysis which involved surveying a variety of large and boutique growers and other supply chain representatives to help identify current adoption patterns for R&D, discuss potential investment areas and highlight communication channel preferences for the industry. This information was used to guide the development of the communications strategy, which was drafted and provided to the Olive SIAP meeting in December 2017 and subsequently finalised by Cox Inall.

Other outputs include a monthly *Grove Innovation* newsletter, comprising between 4-6 short stories containing updates on levy investments covering a range of current and completed projects, as well as a variety of other levy and Hort Innovation related resources. The articles include consistent key messages to give levy payers a greater understanding of the role of Hort Innovation.

Another key output from the olive communication program has been the quarterly R&D Insights publication that have been published in the *Olivegrower and Processor* Magazine. The magazine is owned by AOA and has approximately 1300 readers. The insert includes content relating to past and complete project findings and resources, as well as other related industry news.

As part of the communications program Cox Inall filmed and edited a video case study of Victorian-based olive enterprise Saluté Oliva. Run by Peter and Marlies Eicher, Saluté Oliva supplies a variety of Melbourne restaurants and gourmet businesses with their table olives and EVOO. They also sell online through their website. The case study importantly provided a number of practical lessons for growers.

Monthly Work-In-Progress teleconference meetings were held between AOA, Hort Innovation and Cox Inall to review communication outputs and guide the future direction of the program.

Cox Inall has been instrumental developing and implementing a comprehensive communications program over the past 14 months that ensures growers have access to clear, concise and easy to understand information on olive levy investment.

Cox Inall has made a concerted effort to not only develop content on the various strategic investments happening under the Hort Innovation Olive Fund and wider Hort Frontier initiatives, but also on the strategic levy investment process and the related resources found on the Olive Fund page, with the aim of increasing grower understanding of the role of Hort Innovation.

Keywords

Olives; olive levy; Australian Olive Association, grove, Olive Fund, Grove Innovation, Olivegrower and Processor

Introduction

Cox Inall commenced work on OL16006, Olive Industry Communications Program in July 2017 for an initial 12-month contract. This was extended by two months to conclude in September 2018.

There was no formal communications plan for the industry in place prior to the commencement of this program.

Working closely with Hort Innovation and the Australian Olive Association, Cox Inall set about implementing a comprehensive communications strategy that provided olive levy payers, and the wider value chain with easy to understand and practical information about the R&D investments in place as well as the role of Hort Innovation.

Using two key communications outputs, a monthly newsletter and quarterly insert into *Olivegrower and Processor* magazine, Cox Inall developed content for distribution highlighting the progress of levy funded projects and the wider Hort Frontiers initiative.

Methodology

In July 2017, Cox Inall began working with Hort Innovation and the Australian Olive Association to deliver project OL16006, the Olive Industry Communications Program.

There was no formal communications plan for the industry in place prior to the commencement of this program. As such, Cox Inall recognised the need to provide clear, concise and easy to understand information to growers and processors about R&D investments was paramount.

The first step was to conduct an industry needs analysis, which involved surveying a variety of large and boutique growers and other supply chain representatives to help identify current adoption patterns for R&D, discuss potential investment areas and highlight communication channel preferences for the industry. Phone surveys were conducted with list of industry representatives supplied by AOA. An online survey through SurveyMonkey was also made available for other olive levy payers to participate and give feedback.

This information was used to guide the development of the communications strategy for the Australian olive industry that primarily focused on using new and existing channels to communicate the outcomes of R&D investments to levy payers and other industry stakeholders.

The strategy outlines the previous communications activities as well as the key issues and priority areas for communications moving forward. It also provides details of the outputs being developed, channels being used, timing and how the outputs are being evaluated. The strategy was presented to the Olive SIAP meeting held on 13 December 2017 and was subsequently finalised.

Following the development of the communications strategy, a communications foundation was established early on that covered a number of 'back to basics' articles about the olive levy, including how it is invested, the advisory process and the role of Hort Innovation. This information focused on helping growers to develop an understanding of not just the levy collection process, but also how levy money is being strategically invested into agreed industry priority areas to ensure the long-term sustainability and profitability of the olive industry.

Once the foundation was set and the communications channels cemented, the outputs explored the progress and outcomes of the R&D project in place under the Olive Fund and wider Hort Frontiers initiative.

Communication outputs guided by the strategy included a combination of monthly newsletters, containing 4-5 short stories highlighting R&D project progress distributed to olive levy payers by AOA, an 8-page R&D Insights insert into the hardcopy quarterly *Olivegrower and Processor* magazine containing more in-depth articles and case studies, and a video case study showing R&D in action.

Monthly work in progress teleconferences with Cox Inall, Hort Innovation and AOA were held to discuss projects and communication outputs, ensuring all outputs were timely, targeted and to a high standard.

Outputs

During the course of the Olive industry communications program Cox Inall has produced the following outputs:

Communication output	Description	Date
Industry needs analysis and survey	This phone and online survey identify current adoption patterns for R&D, discuss potential investment areas and highlight communication channel preferences for the industry.	October 2017
Communications strategy	Cox Inall developed a communications strategy for the Australian olive industry that primarily focuses on using new and existing channels to communicate the outcomes of R&D investments to levy payers and other industry stakeholders. The strategy outlines the previous communications activities as well as the key issues and priority areas for communications moving forward. It also provides details of the outputs being developed, channels being used, timing and how the outputs are being evaluated.	Presented to SIAP in December 2017 and finalised in March 2018
Monthly newsletter, <i>Grove Innovation</i>	The newsletter contains stories on topics of interest to levy payers, such as the latest R&D research findings, industry news and upcoming events or professional development opportunities.	2017: Sept, Oct, Nov and Dec 2018: Jan, Feb, Mar, Apr, May, June, July, Aug and Sept
Quarterly <i>R&D Insights</i> insert into <i>Olivegrower and Processor</i> Magazine	The eight-page printed insert contains content relating to R&D results and resources, as well as other related industry news and upcoming professional development opportunities or events.	2017: Sept, Dec 2018: Mar, June, Sept
Production of one video case study of Salute Oliva	https://olivebiz.com.au/salute-oliva-watch-the-video/	May 2018
National Olive Industry Conference & Trade Exhibition	Cox Inall attended and presented at the National Olive Industry Conference & Trade Exhibition as it provided an opportunity to meet with growers and processors and build rapport with industry stakeholders and understand relevant industry issues.	Adelaide, October 2017
Work in Progress Meetings	Teleconferences with Cox Inall, AOA and Hort Innovation to review program progress and upcoming outputs	Monthly

Outcomes

Through this project, OL16006 the Olive Industry Communications Program, the foundations have been developed to ensure that growers have access to clear, concise and easy to understand information on olive levy investment, through the monthly e-newsletter *Grove Innovation* and the hardcopy eight-page *R&D Insights* insert in the industry's *Olivegrower & Processor* magazine. In addition, one case study video was produced and uploaded to the Olivebiz website.

Cox Inall has made a concerted effort to not only develop content on the various strategic investments happening under the Hort Innovation Olive Fund and wider Hort Frontier initiatives, but also on the strategic levy investment process and the related resources found on the Olive Fund page, with the aim of increasing grower understanding of the role of Hort Innovation.

The overarching outcome of OL16006 Olive Industry Communications Program has been a well-established, regular communication with levy payers and the wider value chain about the investment in R&D.

The Program has also laid solid foundations for the next stage of the communications program OL18000 Australian Olive Industry Communications and Extension Program post September 2018, with growers familiar with the outputs, the role of Hort Innovation and the R&D program underway using levy funds.

Monitoring and evaluation

The two key deliverables from OL16006, Olive Industry Communications Program have been the monthly newsletter *Grove Innovation* and the R&D Insights insert into the *Olivegrower and Processor* magazine.

Monthly newsletters were delivered in September, October, November and December in 2017, and January, February, March, April, May, June, July, August and September in 2018.

Key analytics for the monthly newsletters in 2018 are as follows:

	April	May	June	July	August
Open rate	31.60%	34.70%	33.90%	31.70%	30.10%
Click rate	9.60%	6.20%	19.50%	9.60%	10.30%
Sent	2480	2476	2462	2452	2443
Successful deliveries	2382	2378	2362	2339	2325
Opened	753	825	800	742	700
Total click throughs (unique)	100	60	216	89	98

The open rate for *Grove Innovation* is consistently above 30%, more than 10% higher than the average open rate for the public relations industry of around 19%. The click rate has fluctuated but is well above the industry average for public relations of 1.4%. This shows good engagement of subscribers with the output and the content.

For the R&D Insights quarterly insert into the *Olivegrower and Processor* magazine Insert –September and December in 2017 and March, June and September 2018, the reach is an official readership of approximately 1300, plus extended reach where the magazine may be read by multiple people within the one household or business.

Recommendations

It is recommended that the industry needs analysis and survey be repeated in the next communication phase, taking advantage of the extension component of the new program OL18000. This will further gauge the success of the communications program and provide an initial point to review the extension program in its first year, and in future years.

The move to establish a Project Reference Group for the next phase of the communications program is a welcome addition to provide further guidance and feedback on project direction. In addition, the advent of an extension component will also provide further avenues for communication with olive levy payers and the wider value chain.

Refereed scientific publications

None

Intellectual property, commercialisation and confidentiality

No project IP, project outputs, commercialisation or confidentiality issues to report

Appendices

1. R&D Insights September 2017
2. Grove Innovation September 2017
3. Grove Innovation October 2017
4. Grove Innovation November 2017
5. Milestone 102 Report
6. Olive communication survey results and needs analysis
7. Milestone 103 report
8. Grove Innovation December 2017
9. Grove Innovation January 2018
10. Grove Innovation February 2018
11. Grove Innovation March 2018
12. R&D Insights December 2017
13. R&D Insights March 2018
14. Communications Strategy for the Australian Olive Industry 2017-2020
15. Grove Innovation April 2018
16. Grove Innovation May 2018
17. Grove Innovation June 2018
18. R&D Insights June 2018
19. Grove Innovation July 2018
20. Grove Innovation August 2018
21. Grove Innovation September 2018
22. R&D Insights September 2018



Welcome

R&D Insights is a new insert to keep you up to date with the latest levy-funded R&D projects within the Australian olive industry, which happen under the Hort Innovation Olive Fund. It will also include info on other research and resources to help the industry remain strong and vibrant.

Back to basics

What is the olive levy?

The olive levy is payable on olives that are produced in Australia and either sold by the producer, or used by the producer in the production of other goods. The levy rate on olives is \$3.10 per tonne.

Agricultural levies are set by the Australian Government at the request of industry in order to collectively fund R&D, biosecurity, residue testing and, in some cases, marketing programs.

In 2015/16 total olive R&D levy receipts were approximately \$332,000.

Who manages the olive levy?

The olive levy is collected by the Department of Agriculture and Water Resources, which is also responsible for administration and disbursement of levies on behalf of agricultural industries.

The investment of R&D funds (\$3 per tonne) is managed by Hort Innovation, the not-for-profit, grower-owned Research and Development Corporation (RDC) for Australia's \$9.5 billion horticulture industry.

Here, olive levy funds are invested into industry-specific research programs alongside financial contributions from the Australian Government.

Separately, Plant Health Australia (PHA) manages certain plant health programs on behalf of industry (using a \$0.10 per tonne component of the levy).

How are R&D levy funds invested?

Firstly, olive growers and other industry stakeholders are always encouraged to submit ideas for potential investment via Hort Innovation's Concept Proposal Form at www.horticulture.com.au/concept-proposal-form, providing a simple summary of the aims and outcomes.

To help ensure R&D investment decisions are balanced and prioritised by the current needs of the industry, Hort Innovation has established an olive Strategic Investment Advisory Panel (SIAP). The SIAP is skills-based and comprises levy-paying growers, processors and technical experts. The make-up of the current SIAP can be found on Hort Innovation's

Olive Fund page at www.horticulture.com.au/grower-focus/olive. It is the role of the SIAP to provide advice on potential investment opportunities, always being guided by the industry's Strategic Investment Plan (read on for more on this).

Project ideas are filtered and shaped into full proposals by Hort Innovation based on SIAP advice and to ensure that they align with strategic priorities. If a concept proposal is successful, a Request for Proposal document is drafted and Hort Innovation notifies prospective service providers using a limited or open procurement process, depending on the project requirements. Prospective service providers then have a bid period in which they can submit their response. After the bid period has ended, Hort Innovation convenes an evaluation panel to review the responses and then Hort Innovation works to contract the service provider it approves to undertake the work. *continued on pg2*



Have your say!

To submit a project idea, visit:
www.horticulture.com.au/concept-proposal-form



continued from pg1

Setting the strategic direction

The Olive Strategic Investment Plan 2017–2021 (SIP) is an investment roadmap for the Olive Fund. It outlines the priorities for R&D, helping to guide decisions on projects to be funded by the olive levy.

The SIP was developed in close consultation with the olive industry, and the SIAP is guided by the priorities set out in the plan.

The full SIP document and an at-a-glance summary document can be downloaded from the Hort Innovation Olive Fund page at www.horticulture.com.au/grower-focus/olive. Read more about the strategic direction of the industry in the next edition of *Olivegrower & Processor*.

Growing a stronger industry

Hort Innovation has partnered with leading service providers to complete a range of R&D projects to ensure the long-term sustainability and profitability of the olive industry.

R&D projects have played an important role in providing information and insights to Australian growers and processors to help them

improve management practices and to bolster their businesses.

Recently completed projects:

- *Evaluation of key chemicals for pest management in the olive industry* (OL13002)
- *Generation of residue data for pesticide minor-use permit applications in Olives 2014/15* (OL14006)
- *Review and development of olive Industry Biosecurity Plan (IBP)* (OL14008)

Some of the current projects:

- *Australian olive oil code of practice implementation* (OL13007)
- *Olive industry minor use program* (OL16000)
- *Generation of residue, efficacy and crop safety data for pesticide applications in horticulture crops 2017* (ST16006)
- *Australian olive industry benchmarking program* (OL16001)
- *Olive industry pre-harvest water and oil quality testing* (OL16005)
- *Olive oil food service program* (OL16004)

To keep up to date with current projects and completed project findings, be sure to see Hort Innovation's quarterly Hortlink publication, accessible from the Olive Fund page, and the Olive Fund page itself.

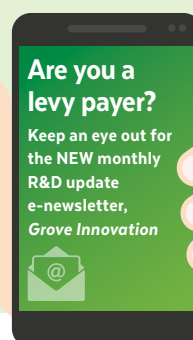


More information

To chat about olive industry R&D investments, please contact Will Gordon, the relationship manager for the olive industry at Hort Innovation, at will.gordon@horticulture.com.au or on 0427 920 924

To submit a project idea, or for more information, visit www.horticulture.com.au/concept-proposal-form

Find out more about Hort Innovation, the olive SIAP and olive investments see www.horticulture.com.au/grower-focus/olive





Growers benefit from funding for chemical research

While the increasing uptake of integrated pest management is modifying the use of pesticides across horticulture – including within the olive industry – there of course remains a need for the strategic, effective use of chemicals.

Pesticide companies submit use patterns for registration to regulatory body the Australian Pesticides and Veterinary Medicines Authority (APVMA), but because of its 'minor crop' status the olive industry is typically provided with limited registrations. That is, with a small market size, there are often not adequate commercial returns for the research and development investment required by the pesticides companies.

Enter minor use permits.

Through the industry's Olive industry minor use program (OL16000) – a strategic levy project under Hort Innovation's Olive Fund – levy funds and Australian Government contributions are used to apply for and renew minor use permits, which provide the industry with access to approved chemicals for specific uses. This work is complemented by research into new chemical controls for pests and diseases.

Earlier this year, Hort Innovation was successful in securing 26 grants totally \$1.2 million for chemical access to facilitate research, through the Australian Government's

agriculture and veterinary chemicals grant funding (Agvet).

For the olive industry, this latest grant funding is supporting trials to determine efficacy, residue and crop safety for two chemicals and their use in olives – Bayer Crop Science Luna® Privilege fungicide for anthracnose and Adama Trivor® insecticide for olive lace bug and scale.

This research is needed before the new labels can be registered for use in the industry, to satisfy the requirements of registrant companies and the APVMA.

Previous data-generation activities under an earlier Agvet grant project also mean there are trials currently wrapping up and renewals pending for permits for Clothianidin (Samurai systemic insecticide) for olive lace bug and Nufarm Aero to control anthracnose, while levy-funded trials are underway to look at efficacy, residue and crop safety in the use of Esfenvalerate (Sumi-Alpha Flex insecticide) for olive lace bug.

Meanwhile, permits and renewals are pending for minor use of Dimethoate for olive lace bug, green vegetable bug and rutherglenbug, as well as for the use of Paraquat and Diquat (Spray Seed) in olives for a range of broadleaf and grass weeds.

The OL16000 project follows a Strategic Agrichemical Review Process (SARP) in 2014 that reviewed

current and future pest threats to the olive industry and potential solutions, which were mainly pesticides.

Through the SARP, Hort Innovation and the olive industry identified diseases, insect pests and weeds of major concern and evaluated the available registered or permitted pesticides and non-pesticide options for them, taking into account integrated pest management, resistance, residues, withholding period, efficacy, trade, human safety and environmental issues.

There is growing interest in the Australian olive industry for lower chemical use production methods and achieving organic and biodynamic certification, with growers striving to utilise innovative biological controls, improved tree nutrition and other non-chemical solutions.

A high priority for growers is the development of strategies and education materials on management practices and plant nutrition.



All current minor use permits for the industry are searchable at portal. apvma.gov.au/permits. Permit updates are also circulated in Hort Innovation's e-newsletter, *Growing Innovation*, which levy-paying members receive monthly. Sign up for free here <http://horticulture.com.au/membership-application-form>



Olive Industry Benchmarking 2017

The Australia Olive Industry is benchmarking performance in 2017! This new project is funded by Hort Innovation using the olive levy so there is no cost to participants.

We are seeking businesses to register for the benchmarking project.

Places are limited.

What is benchmarking?

Benchmarking is a management tool to see either how individual businesses or the industry as a whole is performing. The benchmarking will examine two years of physical and financial performance to take into account the bi-annual production tendencies of olive trees.

This benchmarking process includes:

- Growers to register to participate in the project (now)
- Provide physical data (yield, water applied, climate) to RMCG
- Provide financial data (from financial statements) to RMCG
- RMCG will analyse the data to create industry performance benchmarks and see how the industry is performing as a whole.
- Reporting the data back to businesses who participated, so they know how they specifically compare to 'average' or the 'top 20%'.
- Reporting the aggregate results to industry. This report will allow future research and expenditure to be focussed on key issues that will lift profitability for growers.

Growers who participate in benchmarking will be able to easily see the strengths and weaknesses of their business, enabling them to make management decisions to optimise profit.

Why benchmark?

- Understand how the industry is performing as a whole
- Understand how your business performance compares with others
- Understand what the top 20% of Olive Groves do to achieve their level of performance.
- Assist with decision making and future planning for your business
- The project will create industry wide benchmarks that you can use to monitor your performance over time
- Help the industry identify priorities for investment so that it can remain competitive internationally

Interested in benchmarking your business?

To register your interest in benchmarking your business, please use the below link.

<https://www.surveymonkey.com/r/olivebenchmarking>

Alternatively, to discuss benchmarking further, please contact either:

- Luke Rolley 0407 505 362 luker@rmcg.com.au
- Clinton Muller 0498 192 596 clintonm@rmcg.com.au

**Note all financial data will remain confidential with RMCG. Results will only reported in aggregate, i.e. businesses cannot be identified in the reports.*

RMCG is an agricultural consultancy group that has undertaken industry benchmarking with a range of horticulture, livestock and cropping commodities across Australia. www.rmcg.com.au



RMCG's Luke Rolley said too often, reports show that growers are travelling well in their production of olives, when their business as a whole may be going backwards

Benchmarking the key to olive success

Olive growers who want to quantify how much it actually costs them to produce a tonne of olives or litre of olive oil have the chance to be part of a new benchmarking project, at no cost. This project will allow growers to understand the strengths and weaknesses of their business.

RM Consulting Group (RMCG) has been appointed to run the project *Australian olive industry benchmarking 2017 (OL16001)* – a strategic levy investment under the Hort Innovation Olive Fund – and will use a combination of two years of physical information and financial data from participating growers to measure the performance of individuals (confidentially) and the industry as a whole.

RMCG's Luke Rolley said too often, reports show that growers are travelling well in their production of olives, when their business as a whole may be going backwards.

"Currently 30 per cent of the planted area is producing 90% of the oil in Australia, which means that the remaining 70 per cent of olive trees are underperforming," Mr Rolley said.

"We need to inform growers about the level of production that can be achieved in those underperforming

groves, and understand the 'knowledge gaps' that prevent growers from achieving higher productivity."

"Growers need the tools to anticipate problems, and a list of key performance indicators (KPIs) so that they know specific actions to improve their performance."

The project is funded by Hort Innovation using the olive research and development levy and Australian Government contributions, so there is no cost to participants. The findings will be linked to other industry projects and provide data to help focus investment activities.

Mr Rolley said that benchmarks are critical to the planning processes that build a viable, sustainable business.

"Used in planning, benchmarks can help gauge how your business compares to other growers, and determine the impact of making changes to your business, such as additional plantings, bringing another partner in or developing a new product line, for instance," he said.

RMCG will use the 'BizCheck' method developed from economic and financial farm surveys carried out in other agricultural and horticultural industries. BizCheck has been used to provide performance indicators for the citrus, dried grapes, wine grapes, apple, pear and stone fruit industries.

Mr Rolley said most of the data that is needed from participating growers is already available in their completed tax return. Additional information may include:

- Production practices, such as fertiliser inputs, pest and disease control, irrigation inputs and rainfall, varieties planted, climate data such as rainfall and frost severity and frequency, access to processing facilities and harvesting machines
- Whether the business has a food safety program or a point of difference in the marketplace, such as organic, infused product, tourist destination etc.

"Measuring cost of production is not always straightforward in olives, as most costs can be spread over a range of varieties that the business produces, but we can allocate different cost inputs by variety to give a consistent comparison," Mr Rolley said.

"Based on findings from other benchmarking programs, we think the industry needs to consider opportunities to increase the skills and technology required to reduce labour costs and overhead costs, encourage economies of scale where profitable, and plan to market a larger crop as more trees come into production."

Participating growers will be given a two-page report summarising their benchmarks, and an aggregated summary of the findings will be disseminated to the wider olive industry.

See page 4 for details on how to register for the Benchmarking Project.



Australian olive industry benchmarking program (OL16001) is a new project that will ensure Australian olive growers have easy access to clear, relevant industry benchmarking information around productivity, quality and profitability.

This information will assist new and experienced growers to assess the performance of their orchards and businesses against the wider industry, and identify areas for action and improvement.





Beth Scholes from Nutrition Australia's Vic Division, said the project will provide insights into the current usage patterns for Australian EVOO

Trainee chefs taught about EVOO excellence

Trainee chefs and culinary school students in Melbourne and Sydney will be educated in the benefits of cooking with Australian Extra Virgin Olive Oil (EVOO), under a new project in the Hort Innovation Olive Fund, to be implemented by Nutrition Australia's Vic Division.

Previous industry research has indicated a lack of knowledge in the local food service sector about Australian EVOO, with many chefs unaware of how the oil is produced, the variety of taste profiles available, its benefits, correct storage and use in cooking and food preparation.

Education is given a high priority in the industry's recently developed *Olive Strategic Investment Plan 2017-2021*, and Nutrition Australia won the tender to deliver the *Olive oil food service program (OL16004)*, a two-year plan to increase awareness of Australian EVOO and produce educational tools for the food service industry.

Beth Scholes, senior dietitian with Nutrition Australia's Vic Division, said the project will provide insights into the current usage patterns for Australian EVOO, including the factors that drive its purchase

and consumption within the food service sector.

"We'll be talking to stakeholders in the food industry in terms of what oils they stock – including competitor products to EVOO – and why, whether cost is a factor and how much they understand about using oils in culinary training," she said.

"We'll also research relevant domestic and international food trends that impact on olive oil consumption, and we'll talk to olive growers in NSW and Victoria about what they see as common misconceptions about EVOO, and what they'd like to highlight to the food industry.

"We need to understand all that before we can talk to student chefs to figure out how we can potentially change the use of EVOO."

Beth said the exchange of information is necessary to alter the perceptions of EVOO in the market place.

"I think the common misconception is that you can't cook with EVOO, that it's more for salads or served fresh, and that the flavour is the same for all EVOO, whereas we

know the flavour is different. It can be altered by the freshness of the oil and there's a lot of factors that contribute to the taste," she said.

The main goal is the education of trainee and student chefs who are new to the industry and the production of videos will assist in getting the message out.

"During the project we'll be talking to growers as well as established chefs, student chefs and TAFE and culinary school trainers in Melbourne and Sydney, and making short, snappy videos with the aim of boosting usage and consumption of EVOO in the food sector," she said.

"We'll also produce fact sheets and a new web page to offer something more visual and active, to increase the reach of the information and build awareness of EVOO."

Educational material will be produced in the first half of 2018 and rolled out to the food industry over the following 12 months to May 2019.



The project objectives are:

YEAR 1:

- 1. Gain insight into current usage patterns of EVOO including purchase and consumption drivers**
- 2. Gain insight into competitor products, and overall food trends relevant to the foodservice sector**
- 3. Collect information on the attributes, benefits and uses of Australian EVOO**

YEAR 2:

- 4. Develop education material regarding the attributes, benefits and uses of Australian EVOO**
- 5. Deliver an education program targeted at priority foodservice stakeholders (culinary training institutes and trainee chefs) on the attributes, benefits and uses of Australian EVOO**
- 6. Communicate to Australian olive oil growers the expectations and usage requirements of olive oil to assist with alignment of their business plans and practices.**



Students of the 2017 Masterclass program. Applications for the 2018 program are open now.

Applications open for 2018 Masterclass of Horticultural Business

Hort Innovation's recently developed Hort Frontiers strategic partnership initiative (initially referred to as Pool 2) uses a combination of government and partner funding to address major issues facing the future of Australian horticulture for the benefit of the entire industry. As part of this, the Hort Frontiers Leadership Fund endeavours to tackle a pressing dilemma: Australia's horticulture workforce is ageing and, particularly in light of the rapidly changing technological landscape, there is an urgent need to nurture our upcoming Horticulture talent: empowering them to successfully lead the sector into a lucrative, but challenging, future.

The University of Tasmania, New Zealand's Lincoln University, and the world's foremost university in agriculture and forestry, Wageningen Research Academy, have joined forces with Hort Innovation to offer one solution to this problem: the Masterclass in Horticultural Business.

Described as a mini-Masters of Business Administration (MBA), the Masterclass runs for 10 months, and provides a comprehensive, affordable and, with the majority of the course conducted online, accessible education program. Better still, it has the built-in flexibility to accommodate anyone looking to further develop their career in horticulture – no matter what unique industry they have so far been a part of, or wish to move into in future. A strict maximum intake of 30 students ensures dedicated one-to-one delivery that is tailored to each student's unique situation and needs.

Course content focuses on high level leadership and management skills through topics such as people and culture, finance and marketing, supply chain management, global trends and business development and strategy. The flexible online delivery means course material is accessible to students when it suits them – enabling them to work around the demands of their current careers.

This is supported by three face-to-face intensive sessions, which include visits to businesses across Australia and the opportunity to learn from and connect with the industry's current innovators and leaders.

With the first cohort of students nearing the completion of the inaugural program, applications have now opened for the 2018 intake. The Masterclass will start on 12 February, 2018, and finish in November that year. Applications can be made via the UTAS website at www.utas.edu.au/land-food/masterclass-in-horticultural-business/masterclass-scholarships until December 4, 2017.

Masterclass participants will receive an accredited Diploma in Horticultural Business from the University of Tasmania. The course also gives one year advanced standing into an Associate Degree in Agribusiness at University of Tasmania, and graduates can apply for credit into other relevant university courses.



Olive Conference to provide important view of the future

Australian olive industry participants across the supply chain are invited to two important days of industry news, information, innovation and networking at the 2017 National Olive Industry Conference and Trade Exhibition in Adelaide, 10-11 October.

Key sessions will span a range of topics important to the future of the olive sector, including trends in food and nutrition, economics, robotics in horticulture, grower expertise, exporting to China, new innovations and biological controls. Another highlight will be the chance to learn about 'Lifestyles of Health and Sustainability' – the biggest market you've never heard of.

Precision farming will also be a focus with sessions including 'Remote Sensing for Managing Australian Tree Crops' and 'Intelligent Information Systems for Tree Crops'.

Importantly, the Conference will provide industry with an opportunity

to see grower levy dollars at work, with Hort Innovation and R&D delivery partners on hand to present results from key projects and to explain how these are beneficial to the prosperity of the sector. For one-on-one discussions, Hort Innovation staff will be available at the booth in the trade display.

Rigas Harbilas will discuss the results of market research into consumers' usage and attitudes to Australian EVOO, while Beth Sholes will provide an update on how new chefs and students are being educated on Australian EVOO.

Additionally, delegates will hear from Cox Inall Communications about the preliminary findings of the first round of a survey designed for growers and processors which aims to determine how to best disseminate R&D project information. Growers and processors will be encouraged to participate in the more extensive second round of the survey, which will be unveiled at the Conference.

In addition to the survey, the call has been put out to for participants in the *Australian olive industry benchmarking program* (OL16001), which aims to give growers access to clear, relevant industry benchmarking information around productivity, quality and profitability. Growers can sign up to participate on the spot at the RCMG Benchmarking project stand in the Trade Exhibition area.



More information and registration is available at
www.nationaloliveconference.com.au

The conference is facilitated through the project *National olive industry conference and trade exhibition* (OL16010), funded by Hort Innovation using the olive research and development levy and contributions from the Australian Government, with in-kind support from the Australian Olive Association.



Welcome

Grove Innovation is your fresh, new monthly e-newsletter on the latest R&D projects, results and resources from the Hort Innovation Olive Fund, plus other news and updates you'll want to know about.

Hort Innovation partners with leading service providers to complete a range of levy-funded R&D projects aimed at helping to ensure the long-term sustainability and profitability of the Australian olive industry.

In this first edition, we go back to basics to find out more about the olive levy collection and investment process.

We focus on two levy funded R&D projects – a benchmarking project working to identify the strengths and weakness of the industry, and the minor use program working to provide growers with access to approved chemicals through the APVMA.

Finally, we share the details on a chance to explore R&D more in depth at the 2017 National Olive Industry Conference and Trade Exhibition.

Keep an eye out for *R&D Insights* in the September edition of *Olivegrower & Processor* magazine, the new eight-page insert on the latest R&D research and industry information.



The levy – What you need to know

Back to basics - what is the olive levy, how is it invested and why is it important to have your say on future industry investments?

From pest management to industry data benchmarking, levy-funded R&D projects have played an important role in providing information and insights to Australian growers and processors.

[Read more](#)

Benchmarking industry performance

Would you like to know where your business stands in terms of industry averages for productivity, quality and profitability?

The call is out for businesses to participate in a national benchmarking project. It's confidential, free and you'll receive a report to help guide your business decisions.

[Read more](#)

[View the flyer](#)

Minor use permits bring major benefit

The *Olive industry minor use program* (OL16000) project levy funds are used to apply for and renew minor use permits.

The latest grant funding also supports trials to determine efficacy, residue and crop safety for two chemicals and their use in olives. This research is needed before the new labels can be registered for use in the industry.

[Read more](#)

Hort Innovation at National Conference

Growers and processors are invited to discuss the latest levy funded industry research with Hort Innovation staff and R&D delivery partners at the 2017 [National Olive Industry Conference and Trade Exhibition](#) in Adelaide, 10-11 October.

Attend the project update presentations and visit the Hort Innovation booth in the trade exhibition area.

[Read more](#)

[Find out more](#) about the Hort Innovation Olive fund.

If you think there is a gap in the industry, [submit a project idea](#).

This project has been funded by Hort Innovation using the olive research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit horticulture.com.au

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Strategic levy investment

**OLIVE
FUND**

STAY CONNECTED





Welcome

Grove Innovation is your monthly e-newsletter on the latest R&D projects, results and resources from the Hort Innovation Olive Fund, plus other news and updates.

In this edition, we meet Will Gordon from Hort Innovation, the go-to person for all things olive levy. If you have a question, you're encouraged to get in touch.

We discuss the industry-developed Strategic Investment Plan that is guiding R&D investment and addressing industry priorities for the next five years.

Find out more about the prestigious Churchill Fellowships and how growers can secure funding to undertake international research on topics important to the industry.

The levy-funded project in focus is the food service project – addressing the misconceptions about EVOO in the food industry through educating the next generation of chefs and culinary school students.

Finally, if you missed the new *R&D Insights* insert in the September edition of *Olivegrower & Processor* magazine, you can view it online.



Meet Will Gordon from Hort Innovation

Spend five minutes with Hort Innovation Relationship Management lead Will Gordon.

Will is one of the key links between growers and how the industry levy is

invested to ensure R&D work is targeted at building the strength and prosperity of the sector.

[Read more](#)

Setting the industry direction

What will the industry look like in 2021?

The olive industry Strategic Investment Plan outlines the priorities for R&D, helping to guide decisions on projects to be funded by the olive levy that meet the collective needs of the industry.

[Read more](#)

Funding available for international research

As part of its biggest ever leadership drive, Hort Innovation has invested in prestigious Churchill Fellowships to help fund international research that is important to the future of the horticultural sector.

Olive growers are encouraged to apply and to submit their project idea.

[Read more](#)

EVOO education is key

The food service program aims to address the misconceptions of EVOO through education, in an effort to increase the usage and consumption of EVOO in the food service sector.

The project will develop and deliver educational materials that target culinary training institutes and trainee chefs on the attributes, benefits and uses of Australian EVOO.

[Read more](#)

R&D Insights available online

Did you see the new insert, *R&D Insights*, in the September edition of *Olivegrower & Processor* magazine?

It's the new quarterly update on the latest R&D research and industry information.

[View it online](#)

Help us get the message through

What are the issues that matter most to your business? Do you prefer technical articles or case studies and what is the most effective way to reach you?

We invite you to participate in a short survey focusing on R&D in the context of your business and your preferred methods of receiving industry information.

Your feedback will be collected anonymously, and will help influence future communication materials for the olive industry.

Share your thoughts with us, it only takes a couple of minutes.

[Take the survey](#)

[Find out more](#) about the Hort Innovation Olive fund.

If you think there is a gap in the industry, [submit a project idea](#).

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STAY CONNECTED





Welcome

Grove Innovation is your monthly e-newsletter on the latest R&D projects, results and resources from the Hort Innovation Olive Fund, plus other news and updates.

In this edition, the latest results from the project Australian Olive Industry Code of Practice implementation are in – and its good news for Australian consumers with quality improvements across the board. Read what it means for Australian producers, and what help is available to continue increasing the quality of Australian EVOO.

The code of practice project is just one of the many industry levy-funded R&D projects currently underway.

You can also learn more about the Strategic Investment Advisory Panel, which is comprised of nine industry representatives helping to guide levy investment. You may be surprised to see a few familiar names on the panel.

Recap the R&D highlights from the National Olive Industry Conference & Trade Exhibition held last month in Adelaide, South Australia.

Finally, time is running out to get your application in to the 2018 Masterclass in Horticultural Business program, the first of its kind for the industry with content focused on developing high level leadership and management skills.



Code of practice builds push for quality & freshness

Over the last three years, 176 Australian and imported olive oil samples

have been independently tested against the Australian Olive Association Code of Practice (OliveCare™) protocols.

The project findings are clear - Australian olive oil producers should not 'rest on their laurels'.

[Read more](#)

A year in review - olive levy investment

The 10-page Hort Innovation Olive Fund Annual Report 2016/17 has just been released, and it is packed with great information on all R&D projects from the 2016/17 financial year in one simple, easy to understand document.

There's also a list of current minor use permits for the industry, as of 15 September 2017.

[Read more](#)

Industry advisory panel helps guide investment direction

R&D project ideas can be submitted by any interested party at any time, so how is each suggestion weighed up to ensure it reflects the current and future needs of the industry?

The olive Strategic Investment Advisory Panel (SIAP) is here to help.

[Read more](#)

National Conference wrap-up

Around 130 delegates attended the 2017 National Olive Industry Conference and Trade Exhibition to hear the latest technical information from industry leaders, network and celebrate the achievements of those striving for excellence.

Catch up on the key learnings and R&D topics that were presented.

[Read more](#)



Last chance to apply for 2018 Masterclass

Described as a mini-MBA, the Masterclass in Horticultural Business is the first of its kind in Australia for the horticulture industry.

Anyone in the olive industry looking to take their career to the next level are invited to apply before applications close on 4 December 2017.

[Read more](#)

[Find out more](#) about the Hort Innovation Olive Fund.

If you think there is a gap in the industry, [submit a project idea](#).

This project has been funded by Hort Innovation using the olive research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit horticulture.com.au

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Milestone Report

Project code: OL16006

Project title: Olive Communication Program

Milestone number: 102

Milestone due date: 15 November

Research provider: Cox Inall Communications

Project leader: Hilary Sims

Report author: Hilary Sims

Milestone description: Milestone 1 report

Milestone achievement criteria: A summary report that details outputs delivered to date including: Industry needs analysis, attendance at National Conference and draft communications strategy; three monthly e-newsletters and one published eight-page insert for distribution to levy payers and other stakeholders via *Olivegrower and Processor* magazine.

Research and development (R&D) projects: levy funding

This project has been funded by Horticulture Innovation Australia Limited using the research and development olive levy and funds from the Australian Government.

Disclaimer: Horticulture Innovation Australia (Hort Innovation) makes no representations and expressly disclaims all warranties (to the extent permitted by law) about the accuracy, completeness, or currency of information in this Milestone Report.

Users of this Milestone Report should take independent action to confirm any information in this Milestone Report before relying on its accuracy in any way.

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Summary

The Australian olive industry comprises around 900 growers, with the majority of growers operating boutique businesses and only approximately 21 growers operating on a large scale.

In August 2017 Cox Inall commenced working with Hort Innovation and the Australian Olive Association (AOA) to deliver a communications program that focuses on communicating R&D results and resources to olive levy payers and other industry stakeholders. The communications program is the first of its kind for the industry, with all outputs developed and implemented by Cox Inall in collaboration with Hort Innovation and AOA.

The focus of the program is to effectively communicate levy-funded R&D information using relevant channels to increase industry awareness of levy investment activities and stimulate adoption of R&D research to promote a more profitable and productive industry.

In the first four months of activity, Cox Inall has completed an industry needs analysis, drafted a communications strategy and implemented two new communication outputs for industry, a monthly e-newsletter and an 8-page insert in the quarterly *Olivegrower and Processor* magazine. The industry needs analysis involved surveying a variety of large and boutique growers and other supply chain representatives to help identify current adoption patterns for R&D, discuss potential investment areas and highlight communication channel preferences for the industry. This information was used to guide the development of the communications strategy, which will help inform the tender process for a second communications project, to commence in 2018.

Three editions of the newly developed monthly e-newsletter *Grove Innovation* have been distributed to levy payers. The e-newsletters contain a variety of R&D information and industry news, and have been well received with an average open rate of 33 per cent, which is higher than the agricultural industry standard 19.5 per cent.

The first eight-page *R&D Insights* insert has been published in the September edition *Olivegrower and Processor*, an industry-focused magazine with approximately 1300 readers. The insert includes content relating to R&D results and resources, as well as other related industry news. The next *R&D Insights* insert will feature in the December edition of *Olivegrower and Processor*.

In October two Cox Inall consultants attended the National Olive Industry Conference & Trade Exhibition in Adelaide and presented to levy payers and other industry representatives on the communication activities being undertaken. A survey was also conducted of delegates to understand the current knowledge of R&D landscape and determine industry communication preferences.

Milestone achievements

Industry Needs Analysis

The industry needs analysis involved surveying a variety of large and boutique growers and other supply chain representatives to help identify current adoption patterns for R&D, discuss potential investment areas and highlight communication channel preferences for the industry. Phone surveys were conducted with list of industry representatives supplied by AOA. An online survey through SurveyMonkey was also made available for other olive levy payers to participate and give feedback.

This information was used to guide the development of the communications strategy, which will help inform the tender process for a second communications project, to commence in 2018.

Draft communications strategy

Cox Inall has developed a draft communications strategy for the Australian olive industry that primarily focuses on using new and existing channels to communicate the outcomes of R&D investments to levy payers and other industry stakeholders.

The strategy outlines the previous communications activities as well as the key issues and priority areas for communications moving forward. It also provides details of the outputs being developed, channels being used, timing and how the outputs are being evaluated.

The document will be reviewed by AOA and Hort Innovation for further review prior to finalisation. It will help inform the mix of communications tools and channels to commence in 2018.

Monthly e-newsletter

The *Grove Innovation* e-newsletter is a new communication output for the Australian olive industry. Released on the second Tuesday of each month, Cox Inall develops the newsletter with an average of four stories on topics of interest to levy payers, such as the latest R&D research findings, industry news and upcoming events or professional development opportunities. These are outlined in further detail below. The e-newsletter is distributed by AOA to their online database of olive levy payers.

Three editions of *Grove Innovation* have been distributed to levy payers. The e-newsletters have been well received with an average open rate of 33 per cent, which is higher than the agricultural industry standard 19.5 per cent.

Eight-page magazine insert

The insert *R&D Insights* is a new addition to the quarterly *Olivegrower and Processor* publication, an industry-focused magazine with approximately 1300 readers. The eight-page printed insert contains content relating to R&D results and resources, as well as other related industry news and upcoming professional development opportunities or events. Cox Inall has developed the template with the same look and feel as the monthly e-newsletter, to ensure there is unity between the outputs. *Olivegrower and Processor* is published every March, June, September and December.

The first of these eight-page *R&D Insights* insert was published in the September edition *Olivegrower and Processor*. The next *R&D Insights* insert will feature in the December edition.

Attendance at National Olive Industry Conference and Trade Exhibition

In October, two Cox Inall consultants attended the National Olive Industry Conference & Trade Exhibition in Adelaide and presented to levy payers and other industry representatives on the communication activities being undertaken. A survey was also conducted of delegates to understand the current knowledge of the R&D landscape and determine industry communication preferences.

Outputs

In the four-month period relating to this milestone, Cox Inall has produced the following outputs:

- Industry needs analysis (phone and online survey)
- Draft communications strategy
- Three monthly e-newsletters (September, October and November)
- One eight-page insert in the September edition of the quarterly publication, *Olivegrower and Processor*
- Monthly work in progress meeting via teleconference with Ashley Zamek (Hort Innovation), Greg Seymour (AOA), Gerri Nelligan (AOA), Stacey Wordsworth (Cox Inall) and Hilary Sims (Cox Inall).

The detailed article breakdown for the magazine insert and e-newsletters are below.

Eight-page magazine insert

Article title	Publication	Reach of the publication
Back to basics – all about the olive levy	<i>Olivegrower and Processor</i> (September edition)	Approx. 1300 readers
Growers benefit from funding for chemical research <i>Olive industry minor use program</i> (OL16000)		
Benchmarking the key to olive success <i>Australian olive industry benchmarking 2017</i> (OL16001)		
Trainee chefs taught about EVOO excellence <i>Olive oil food service program</i> (OL16004)		
Applications open for 2018 Masterclass Hort Frontiers Fund		
Olive conference to provide important view of future <i>National olive industry conference and trade exhibition</i> (OL16010)		
Above articles can viewed online via the OliveBiz website: https://www.olivebiz.com.au/hort-innovation/rd-insights/		

Monthly e-newsletter

Article title	E-newsletter edition	E-newsletter reach
About the olive levy https://www.olivebiz.com.au/about-the-olive-levy/	September Edition	2539 subscribers (AOA database)
Growers invited to measure industry performance https://www.olivebiz.com.au/growers-invited-measure-industry-performance/		
Minor use permits bring major benefits to industry https://www.olivebiz.com.au/minor-use-permits-bring-major-benefits-industry/		
Conference delegates invited to talk about innovation https://www.olivebiz.com.au/conference-delegates-invited-talk-innovation/		
Meet Will Gordon from Hort Innovation https://www.olivebiz.com.au/five-minutes-hort-innovation-relationship-management-lead-will-gordon/	October Edition	2479 subscribers (AOA database)
Setting the industry direction https://www.olivebiz.com.au/plan-reflects-olive-industry-priorities/		
Funding available for international research https://www.olivebiz.com.au/time-now-formulate-fresh-ideas-prestigious-study-scholarships/		
EVOO education is key https://www.olivebiz.com.au/educating-evoo-excellence/		
Code of practice builds push for quality & freshness https://www.olivebiz.com.au/code-practice-builds-push-quality-freshness/	November Edition	2479 subscribers (AOA database)
Last chance to apply for 2018 Masterclass https://www.olivebiz.com.au/last-chance-apply-2018-masterclass/		
Industry advisory panel helps guide investment direction https://www.olivebiz.com.au/industry-advisory-panel-helps-guide-investment-direction/		
National Conference wrap-up https://www.olivebiz.com.au/conference-shares-important-industry-reminders/		

Refereed scientific publications

None to report.

Outcomes

Cox Inall believes it has set a strong foundation in Milestone 1 to help meet the intended outcomes of this communications program. As no formal communications plan for the industry was in place prior to the commencement of this program, the need to provide clear, concise and easy to understand information to growers and processors about R&D investments is paramount.

This foundation includes the early publication of a number of 'back to basics' articles about the olive levy, including how it is invested, the advisory process and the role of Hort Innovation. This information is helping growers to develop an understanding of not just the levy collection process, but also how levy money is being strategically invested into agreed industry priority areas to ensure the long-term sustainability and profitability of the olive industry.

Feedback on the outputs distributed so far has been positive, as previously noted with the monthly e-newsletter receiving an average open rate of 33 per cent. Early feedback from the magazine insert indicates it has also been well received, and feedback will continue to be sought as the program develops, to help identify aspects of the outputs that can be reviewed and improved on an ongoing basis.

Cox Inall attendance at the National Olive Industry Conference & Trade Exhibition was a unique opportunity to meet with large number growers and processors and get first-hand insight to the collaborative nature and knowledge-sharing between researchers and large producers with the small producers. The conference also provided valuable insight to inform the communications strategy, build rapport with industry stakeholders and understand relevant industry issues.

Intellectual property, commercialisation and confidentiality

No IP, commercialisation or confidentiality issues or development to report.

Issues and risks

None to report.

Other information

No additional information to report.

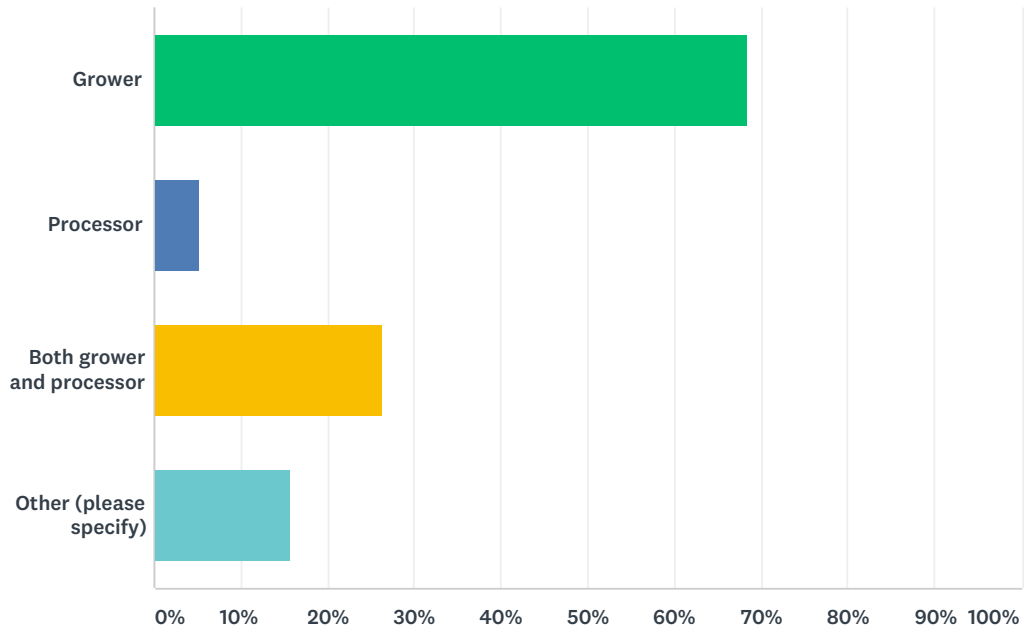
Appendices

The following documents are attached:

- One *R&D Insights* insert from the quarterly publication, *Olivegrower and Processor* (September)
- Three monthly *Grove Innovation* e-newsletters (September, October and November)
- Draft communications strategy (attached separately)

Q1 Role in the industry

Answered: 19 Skipped: 0

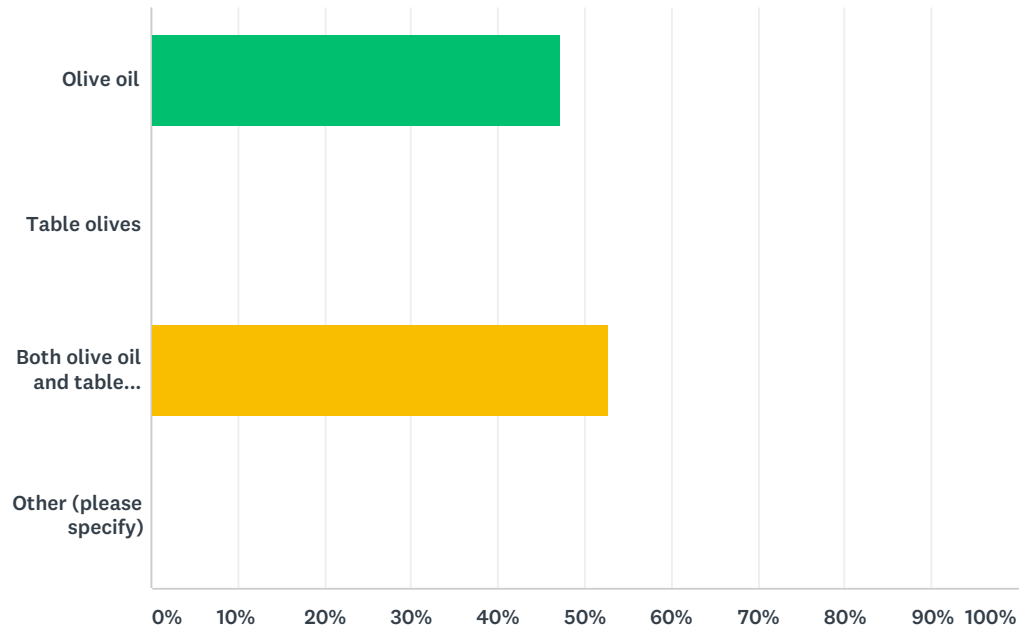


ANSWER CHOICES	RESPONSES	
Grower	68.42%	13
Processor	5.26%	1
Both grower and processor	26.32%	5
Other (please specify)	15.79%	3
Total Respondents: 19		

#	OTHER (PLEASE SPECIFY)	DATE
1	Plant source supplier	10/26/2017 9:28 AM
2	I just sold the grove & processing plant and am planning on continuing with sales inc exports	10/18/2017 8:55 AM
3	Contract harvester	10/17/2017 5:52 PM

Q2 Production type

Answered: 19 Skipped: 0

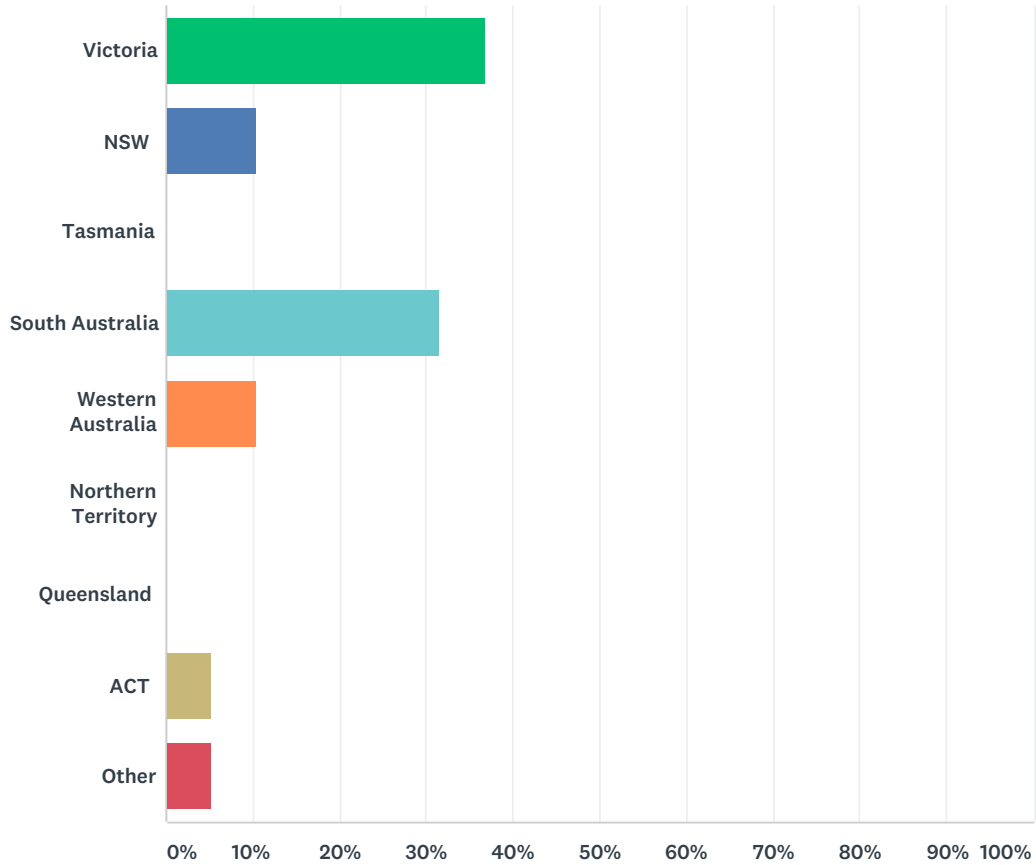


ANSWER CHOICES		RESPONSES	
Olive oil		47.37%	9
Table olives		0.00%	0
Both olive oil and table olives		52.63%	10
Other (please specify)		0.00%	0
TOTAL			19

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

Q3 Business location

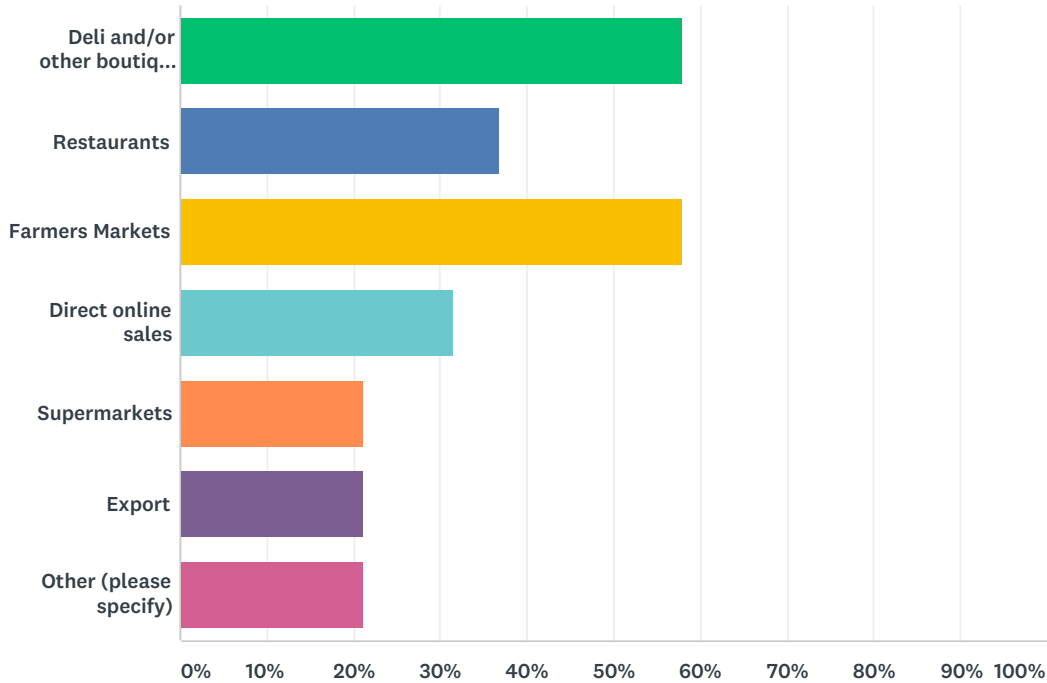
Answered: 19 Skipped: 0



ANSWER CHOICES	RESPONSES	
Victoria	36.84%	7
NSW	10.53%	2
Tasmania	0.00%	0
South Australia	31.58%	6
Western Australia	10.53%	2
Northern Territory	0.00%	0
Queensland	0.00%	0
ACT	5.26%	1
Other	5.26%	1
TOTAL		19

Q4 Key supply markets

Answered: 19 Skipped: 0



ANSWER CHOICES	RESPONSES
Deli and/or other boutique food services	57.89% 11
Restaurants	36.84% 7
Farmers Markets	57.89% 11
Direct online sales	31.58% 6
Supermarkets	21.05% 4
Export	21.05% 4
Other (please specify)	21.05% 4
Total Respondents: 19	

#	OTHER (PLEASE SPECIFY)	DATE
1	other growers and wholesale oil suppliers	10/26/2017 9:28 AM
2	farmshop	10/21/2017 10:47 AM
3	Bulk sale to processors and packaged direct sales to clubs and individuals	10/18/2017 8:58 AM
4	None yet	10/17/2017 7:59 PM

Q5 Grove size - number of trees (if applicable)

Answered: 19 Skipped: 0

#	RESPONSES	DATE
1	700	10/26/2017 9:44 AM
2	2500	10/26/2017 9:41 AM
3	3000	10/26/2017 9:35 AM
4	26 ha	10/26/2017 9:33 AM
5	14 ha	10/26/2017 9:28 AM
6	2500	10/22/2017 9:58 PM
7	330	10/22/2017 6:12 PM
8	450 trees	10/22/2017 5:04 PM
9	500	10/21/2017 5:09 PM
10	5000	10/21/2017 10:47 AM
11	2000	10/20/2017 5:57 PM
12	3000	10/20/2017 12:47 PM
13	1100	10/18/2017 10:16 PM
14	2600 trees - 10.4ha	10/18/2017 8:58 AM
15	-	10/18/2017 8:55 AM
16	933	10/17/2017 9:07 PM
17	4000+	10/17/2017 7:59 PM
18	750	10/17/2017 6:30 PM
19	Harvest a number of groves nationally	10/17/2017 5:52 PM

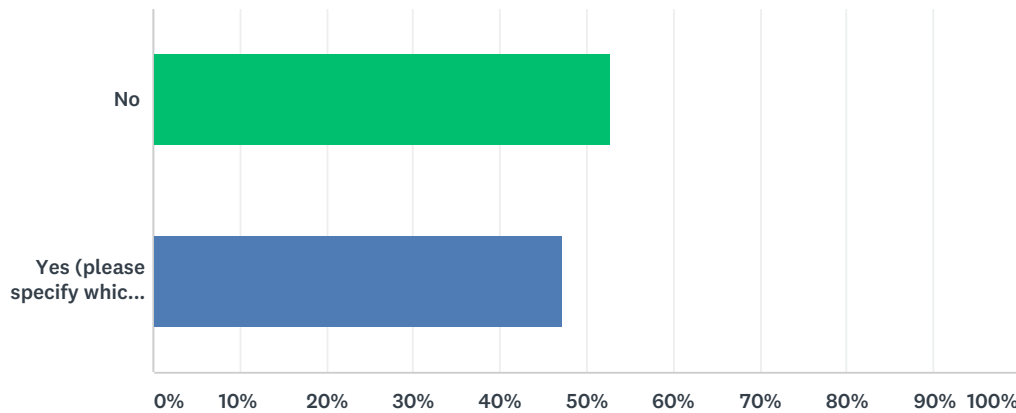
Q6 Volume processed p.a (if applicable)

Answered: 16 Skipped: 3

#	RESPONSES	DATE
1	1,000L	10/26/2017 9:44 AM
2	variable	10/26/2017 9:41 AM
3	8000L	10/26/2017 9:35 AM
4	30,000+ litres	10/26/2017 9:28 AM
5	140 tonnes olives	10/22/2017 9:58 PM
6	4tonne	10/22/2017 6:12 PM
7	small	10/22/2017 5:04 PM
8	5-6 tonnes	10/21/2017 5:09 PM
9	200 litres	10/21/2017 10:47 AM
10	3t	10/20/2017 12:47 PM
11	12 tonnes	10/18/2017 10:16 PM
12	60T, then 30T biennial output	10/18/2017 8:58 AM
13	-	10/18/2017 8:55 AM
14	6000L	10/17/2017 9:07 PM
15	Tba	10/17/2017 7:59 PM
16	1000's	10/17/2017 5:52 PM

Q7 Are you aware of any current R&D projects underway? Or past projects?

Answered: 19 Skipped: 0

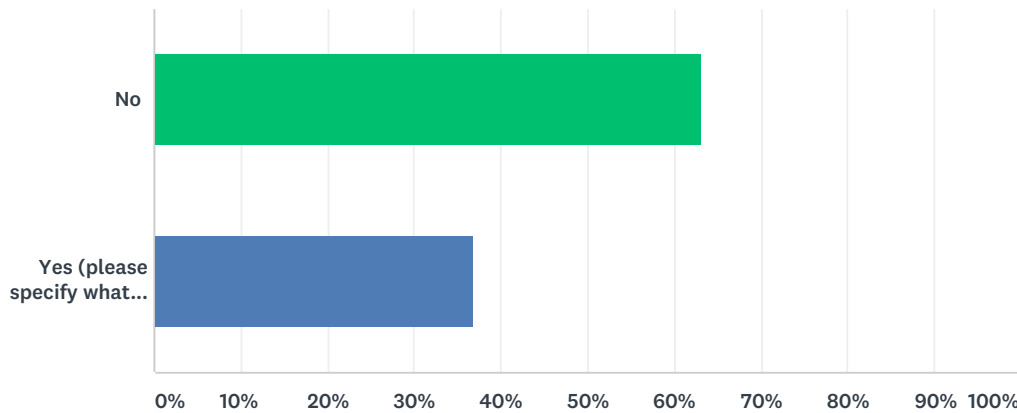


ANSWER CHOICES	RESPONSES	
No	52.63%	10
Yes (please specify which ones and how you found out about them)	47.37%	9
TOTAL		19

#	YES (PLEASE SPECIFY WHICH ONES AND HOW YOU FOUND OUT ABOUT THEM)	DATE
1	Olive grower magazine and conference	10/26/2017 9:44 AM
2	AOA conference information - various projects	10/26/2017 9:33 AM
3	Benchmarking	10/26/2017 9:28 AM
4	consumer awareness	10/22/2017 6:12 PM
5	benchmarking - HIA/AOA; Chef education - AOA/HIA; phthalates - HIA	10/21/2017 5:09 PM
6	benchmarking	10/21/2017 10:47 AM
7	Phalates and others from AOA	10/20/2017 5:57 PM
8	Olive pest management - know the researchers	10/20/2017 12:47 PM
9	Yes. Our grove participated in a black-scale-eating wasp survey many years ago. I am aware of the China marketing project led by Chris Mercer. I always read the OPG magazine and emailed info but recently the R&D projects have been less relevant to my business.	10/18/2017 8:58 AM

Q8 Have there been projects/research topics that have been adopted within your business?

Answered: 19 Skipped: 0



ANSWER CHOICES	RESPONSES	
No	63.16%	12
Yes (please specify what made you decide to adopt these practices)	36.84%	7
TOTAL		19

#	YES (PLEASE SPECIFY WHAT MADE YOU DECIDE TO ADOPT THESE PRACTICES)	DATE
1	Packaging	10/26/2017 9:44 AM
2	Marketing and selling. Weather factors	10/26/2017 9:33 AM
3	code of practice - in progress; chemical usage and permits - compliance/envirnomenal concerns	10/21/2017 5:09 PM
4	pest management	10/21/2017 10:47 AM
5	in relation to pest control	10/20/2017 5:57 PM
6	Pest management	10/20/2017 12:47 PM
7	Yes in the sense that I monitor more closely for disease. We also use Ethrel fruit-loosening chemicals based on Leandro Ravetti's research but its effectiveness is questionnable.	10/18/2017 8:58 AM

Q9 What are the main issues that matter most to your business?

Answered: 19 Skipped: 0

#	RESPONSES	DATE
1	Integrity of oil excellence in packaging	10/26/2017 9:44 AM
2	Market exposure	10/26/2017 9:41 AM
3	distribution	10/26/2017 9:35 AM
4	As above, always marketing. Unusual weather patterns @ key times of the year	10/26/2017 9:33 AM
5	Modern operations	10/26/2017 9:28 AM
6	input costs, pests	10/22/2017 9:58 PM
7	quality and grove management, through integrated information and consumer exposure.	10/22/2017 6:12 PM
8	marketing	10/22/2017 5:04 PM
9	grove productivity; building sales	10/21/2017 5:09 PM
10	profitability	10/21/2017 10:47 AM
11	Tree yield and pricing	10/20/2017 5:57 PM
12	managing good fruit set predicting best time to harvest understanding relation between agronomy and oil quality mechanical pruning encouraging root growth (trees often have one main root and blow over in strong winds) improving outlets for sale	10/20/2017 12:47 PM
13	Cersosporiosis control	10/18/2017 10:16 PM
14	Maintaining the health of the trees. Maintaining/Improving production levels. Reducing the cost of harvest (esp processing charges) to enable a modicum of profitability. Increasing awareness and use of EVOO within Australia. Getting a business-sustainable bulk oil price.	10/18/2017 8:58 AM
15	sales	10/18/2017 8:55 AM
16	Cost and availability of part time labour through collapse of backpacker supply since 'backpacker tax'.	10/17/2017 9:07 PM
17	Yet known	10/17/2017 7:59 PM
18	Developing a market	10/17/2017 6:30 PM
19	Grove management and hygiene inc. Pruning, tree health grove layout.	10/17/2017 5:52 PM

Q10 What do you think are the biggest issues for the olive industry?

Answered: 19 Skipped: 0

#	RESPONSES	DATE
1	Education of users	10/26/2017 9:44 AM
2	Fragmented - at today's conference. showing teamwork - collaborative effort for 'all' growers	10/26/2017 9:41 AM
3	biosecurity	10/26/2017 9:35 AM
4	as above	10/26/2017 9:33 AM
5	Transitioning from old to new technologies	10/26/2017 9:28 AM
6	marketing	10/22/2017 9:58 PM
7	Labelling and traceability	10/22/2017 6:12 PM
8	As I'm a small producer I cannot answer for the industry but for me an online wholesale marketplace would be good, state based preferably	10/22/2017 5:04 PM
9	productivity/yields/costs; import competition/level playing field / truth in labelling; ongoing consumer awareness	10/21/2017 5:09 PM
10	clean proactive image	10/21/2017 10:47 AM
11	lack of sufficient profitability. Too many growers are marginal at best	10/20/2017 5:57 PM
12	educating consumers on what is good and bad oil better monitoring and labelling of oil imports to check their quality - Governments haven't done a good job better linking between what is judged as good oil and what the more knowledgeable consumer considers good - what oil types are favoured by consumers and how can we produce them	10/20/2017 12:47 PM
13	Disease management Marketing	10/18/2017 10:16 PM
14	Losing touch with the average grower. We crave practical info re tree nutrition, pruning, disease prevention etc -- solution-based research. International marketing is necessary and good overall but not the focus of the typical sized grove.	10/18/2017 8:58 AM
15	sales. Take this year (in SA) how will growers sell their oil with the crop being double the best year we ever had? And get a price above production costs.	10/18/2017 8:55 AM
16	Financial return on investment of time effort and money.	10/17/2017 9:07 PM
17	Purchaser loyalty	10/17/2017 7:59 PM
18	Marketing	10/17/2017 6:30 PM
19	Continued market strategies and grower education. Establishment of more larger processors or the amalgamation of the smaller ones. The bottleneck at processing is causing delays and affecting oil quality.	10/17/2017 5:52 PM

Q11 What information would be most helpful to help your business perform better?

Answered: 19 Skipped: 0

#	RESPONSES	DATE
1	Cheaper/ easier access to testing	10/26/2017 9:44 AM
2	Marketing products with minimum costs	10/26/2017 9:41 AM
3	fertilisation	10/26/2017 9:35 AM
4	Hard to say - it's important to keep very up-to-date with marketing and growing, harvesting and etc best and latest practices.	10/26/2017 9:33 AM
5	How Australian production/quality/methods ensure we lead the world.	10/26/2017 9:28 AM
6	consolidated marketing effort	10/22/2017 9:58 PM
7	access to rapid fruit/oil testing	10/22/2017 6:12 PM
8	outlets that purchase small quantities	10/22/2017 5:04 PM
9	extension advice to help improve yields and manage pests and diseases	10/21/2017 5:09 PM
10	benchmarking to strive for better production	10/21/2017 10:47 AM
11	Factors relating to yield having regard to different regional areas	10/20/2017 5:57 PM
12	better understanding of olive physiology and agronomy as outlined earlier better public education about olive oil more detail of what is happening in the olive oil market - nationally and internationally regular supply of updated brochures etc. for our customers on the quality of olive oil and ways of using it - most people have limited uses - olive oil should be part of the culture where it goes on the table every time there is salt, pepper and soy sauce	10/20/2017 12:47 PM
13	Disease management for cool climate olive groves. We are not all irrigated dry land growers	10/18/2017 10:16 PM
14	See answer to Question 10.	10/18/2017 8:58 AM
15	I dont know.	10/18/2017 8:55 AM
16	Any developments related to olive growing - pruning, pests, plant nutrition.	10/17/2017 9:07 PM
17	All. New to industry	10/17/2017 7:59 PM
18	Grove management and marketing	10/17/2017 6:30 PM
19	General information on harvesting needs of growers. Supply and demand internationally. Keep in touch with world supply and market trends.	10/17/2017 5:52 PM

Q12 What topics do you feel should be prioritised for future R&D projects?

Answered: 19 Skipped: 0

#	RESPONSES	DATE
1	An effective, affordable test for adulteration of oil.	10/26/2017 9:44 AM
2	Long term would be to increase market share for EVOO	10/26/2017 9:41 AM
3	fertilisation	10/26/2017 9:35 AM
4	not sure	10/26/2017 9:33 AM
5	efficiency and modernisation	10/26/2017 9:28 AM
6	economic control of olive lace bug	10/22/2017 9:58 PM
7	chemistry, storage.	10/22/2017 6:12 PM
8	running a small orchard: cropping, pests, sprays etc for newcomers and how to connect to markets. More farmers = more connectedness for sales potential	10/22/2017 5:04 PM
9	development of comprehensive/ localised extension materials and training programs	10/21/2017 5:09 PM
10	ensuring current information is distributed to all olive farmers	10/21/2017 10:47 AM
11	YIELD	10/20/2017 5:57 PM
12	physiology and agronomy of improving fruit set, and better ability to predict optimal harvest times for oil quality how best to improve oil extraction rates	10/20/2017 12:47 PM
13	Cool climate disease management - especially cercosporiosis. I see this endemic in all the olive groves around us but people don't know much about it and how to control it with minimum fuss. Preventive and corrective.	10/18/2017 10:16 PM
14	Efficient and economic means of harvesting -- the harvesters that maximise fruit collection are slow. Tree shakers are efficient but leave a large percentage of fruit (and business profit) on the tree. Not many growers can afford Colossus-type machines so chemical reduction of FRF seems the best research priority. Also, the typical small grower cannot afford processing equipment -- what market mechanisms can drive down processing costs and/or provide non-profit extraction?	10/18/2017 8:58 AM
15	Surely the "wheel" has been invented. Perhaps a decent website where you can find all the good info.	10/18/2017 8:55 AM
16	Anything practical and useful for a small grower.	10/17/2017 9:07 PM
17	Tbw	10/17/2017 7:59 PM
18	Efficient grove management techniques especially with water Requirements	10/17/2017 6:30 PM
19	Pollination issues, water management. Many growers do not understand the needs of their trees	10/17/2017 5:52 PM

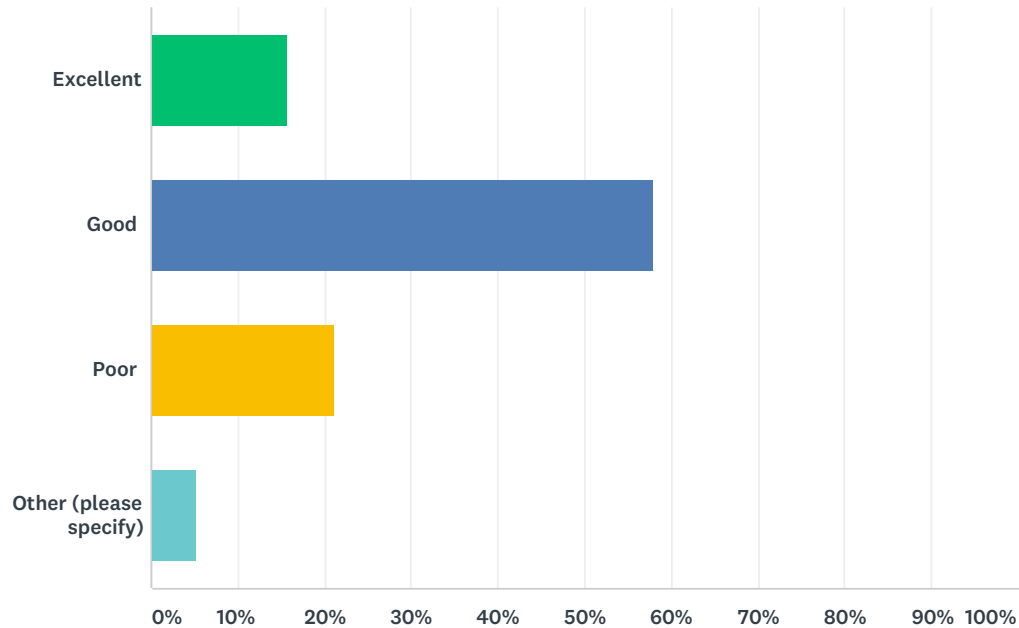
Q13 How do you get most of your news and information? I.e. social media, direct mail, newspaper, websites, e-newsletter or face-to-face meetings.

Answered: 19 Skipped: 0

#	RESPONSES	DATE
1	olive magazine, newspaper, conference	10/26/2017 9:44 AM
2	Email and growers magazine	10/26/2017 9:41 AM
3	face to face	10/26/2017 9:35 AM
4	newspapers, websites and newsletters	10/26/2017 9:33 AM
5	electronic	10/26/2017 9:28 AM
6	websites, email and face to face	10/22/2017 9:58 PM
7	face to face	10/22/2017 6:12 PM
8	newspaper and websites	10/22/2017 5:04 PM
9	web sites; e-newsletter; face to face/interaction with other growers and producers	10/21/2017 5:09 PM
10	social media, olive conference	10/21/2017 10:47 AM
11	email and AOA communications	10/20/2017 5:57 PM
12	news media (ABC), e-newsletters, journals and talking with other growers	10/20/2017 12:47 PM
13	All of the above	10/18/2017 10:16 PM
14	In relation to olive culture, OGP magazine and e-newsletters (with links to relevant website articles). We also trade experiences and information with other olive growers and use leaf analysis to guide our nutrition program.	10/18/2017 8:58 AM
15	website & face to face with growers	10/18/2017 8:55 AM
16	Olive Grower and Processor magazine; e-newsletters	10/17/2017 9:07 PM
17	Social media. Websites	10/17/2017 7:59 PM
18	Websites and E - newsletters	10/17/2017 6:30 PM
19	Websites, e-newsletter, social media	10/17/2017 5:52 PM

Q14 What quality of internet connection do you have?

Answered: 19 Skipped: 0

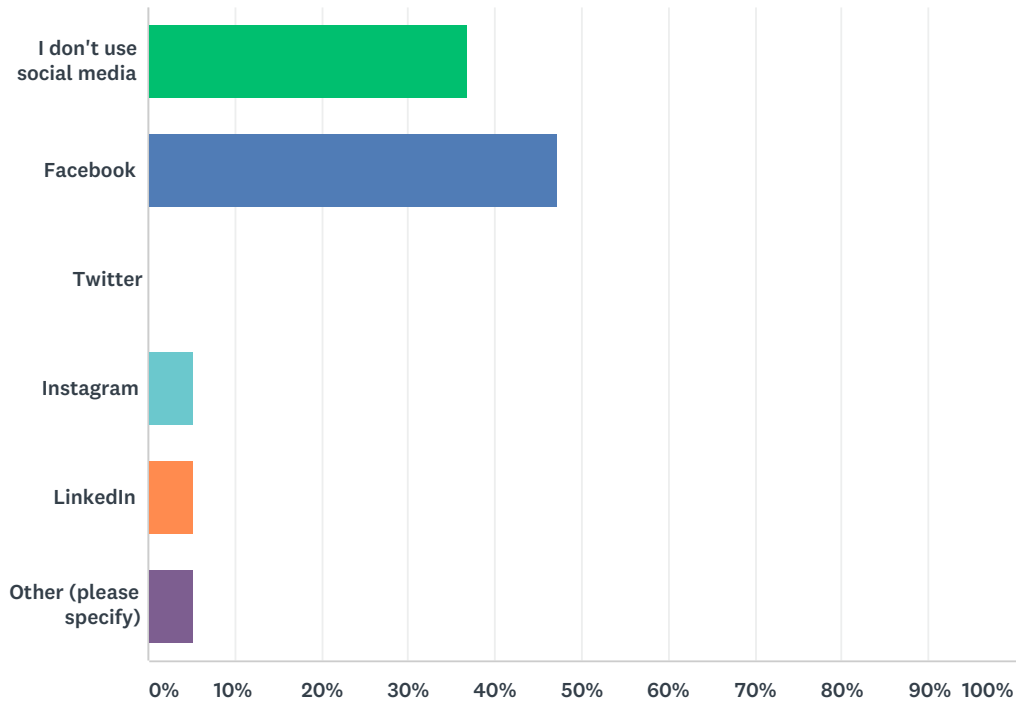


ANSWER CHOICES		RESPONSES	
Excellent		15.79%	3
Good		57.89%	11
Poor		21.05%	4
Other (please specify)		5.26%	1
TOTAL			19

#	OTHER (PLEASE SPECIFY)	DATE
1	Good at the moment and hopefully excellent with NBN connection next week.	10/18/2017 8:58 AM

Q15 Do you use social media? If so, which platforms?

Answered: 19 Skipped: 0

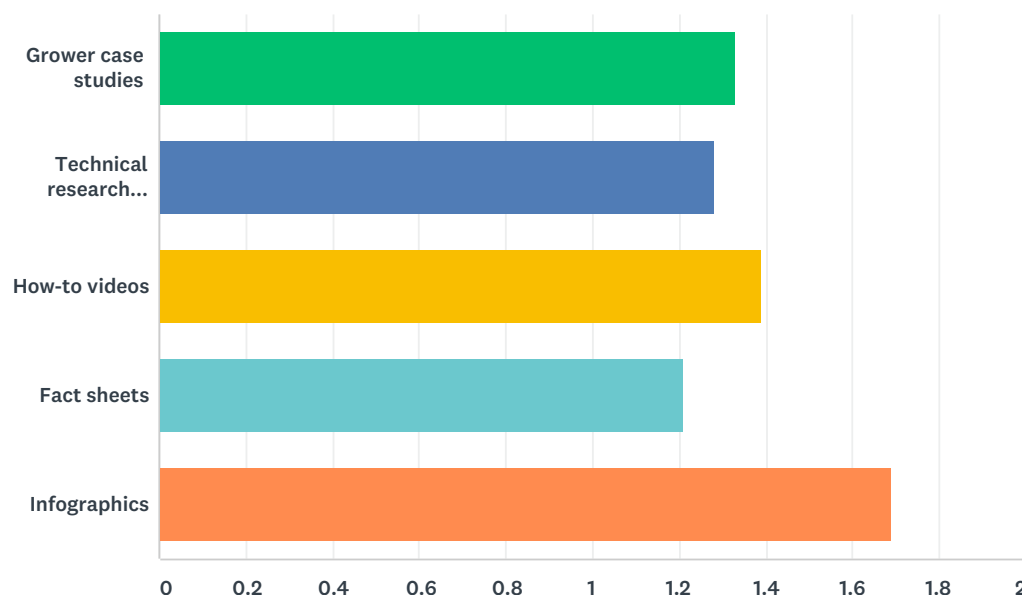


ANSWER CHOICES	RESPONSES	
I don't use social media	36.84%	7
Facebook	47.37%	9
Twitter	0.00%	0
Instagram	5.26%	1
LinkedIn	5.26%	1
Other (please specify)	5.26%	1
TOTAL		19

#	OTHER (PLEASE SPECIFY)	DATE
1	Learning all of the above	10/26/2017 9:35 AM

Q16 What sort of content would be most helpful to you?

Answered: 19 Skipped: 0

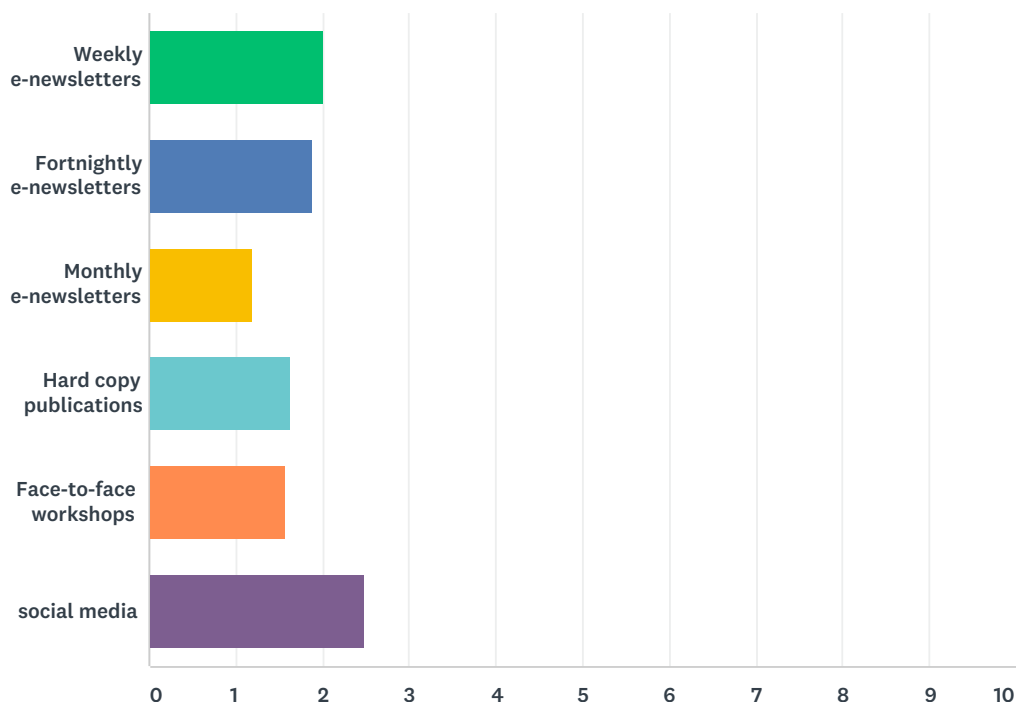


	VERY HELPFUL	HELPFUL	NOT HELPFUL	TOTAL	WEIGHTED AVERAGE
Grower case studies	66.67% 12	33.33% 6	0.00% 0	18	1.33
Technical research articles	72.22% 13	27.78% 5	0.00% 0	18	1.28
How-to videos	66.67% 12	27.78% 5	5.56% 1	18	1.39
Fact sheets	78.95% 15	21.05% 4	0.00% 0	19	1.21
Infographics	37.50% 6	56.25% 9	6.25% 1	16	1.69

#	ADDITIONAL COMMENTS	DATE
1	the more scientific the more credible - need information that improves understanding and is based on logic, not myths or legends like organic	10/20/2017 12:47 PM
2	I don't need to "wallow" in how wonderful Aust EVOO is and other industry self-congratulation. Grower case studies should focus not just on glowing successes but also what didn't work and why.	10/18/2017 8:58 AM
3	Grove productivity and oil quality could easily continue to increase with the stabilisation of prices and increased info to growers. The establishment of more trial sites and shared results	10/17/2017 5:52 PM

Q17 What content delivery formats do you prefer to receive industry information?

Answered: 19 Skipped: 0



	VERY HELPFUL	HELPFUL	NOT HELPFUL	TOTAL	WEIGHTED AVERAGE
Weekly e-newsletters	22.22% 2	55.56% 5	22.22% 2	9	2.00
Fortnightly e-newsletters	25.00% 2	62.50% 5	12.50% 1	8	1.88
Monthly e-newsletters	81.25% 13	18.75% 3	0.00% 0	16	1.19
Hard copy publications	36.36% 4	63.64% 7	0.00% 0	11	1.64
Face-to-face workshops	44.44% 4	55.56% 5	0.00% 0	9	1.56
social media	16.67% 1	16.67% 1	66.67% 4	6	2.50

#	ADDITIONAL COMMENTS	DATE
1	Weekly but SHORT. Long emails get leftindefinitely!	10/20/2017 5:57 PM
2	need to hold field days a few times a year to discuss with other growers and processors what is important - NSW is poorly served	10/20/2017 12:47 PM
3	While I would browse through any e-newsletter received, it's hard to gather enough important content for frequent publication. I skip most of the articles currently included.	10/18/2017 8:58 AM
4	Bi-monthly newsletters, monthly is too often	10/18/2017 8:55 AM

Q18 What is the best way for us to send you information that will have the best chance of you spending time taking it in?

Answered: 19 Skipped: 0

#	RESPONSES	DATE
1	Hard copy	10/26/2017 9:44 AM
2	email - girdy@iinet.net.au	10/26/2017 9:41 AM
3	Online	10/26/2017 9:35 AM
4	email or hard copy	10/26/2017 9:33 AM
5	Email	10/26/2017 9:28 AM
6	email	10/22/2017 9:58 PM
7	Short and concise articles, that can be printed off for future reference	10/22/2017 6:12 PM
8	email	10/22/2017 5:04 PM
9	email	10/21/2017 5:09 PM
10	hard copy	10/21/2017 10:47 AM
11	short emails with links where appropriate	10/20/2017 5:57 PM
12	email	10/20/2017 12:47 PM
13	Email	10/18/2017 10:16 PM
14	Hard copy for me but I know I'm not typical. I often refer to past OGP magazine articles or olive-growing books when the need arises but will already have deleted e-newsletters (which tend to be shallow in content in any event).	10/18/2017 8:58 AM
15	A magazine	10/18/2017 8:55 AM
16	E mail	10/17/2017 9:07 PM
17	Fortnightly email	10/17/2017 7:59 PM
18	E mail	10/17/2017 6:30 PM
19	Email	10/17/2017 5:52 PM

Q19 Thank you for taking the time to complete the survey. Please leave any additional comments below.

Answered: 3 Skipped: 16

#	RESPONSES	DATE
1	Thanks	10/26/2017 9:33 AM
2	An additional problem is the need to provide sufficient funding so that Universities & Institutes can establish longer-term programs on olives, training students and helping to move the industry along - Wagga has the best independent lab, but few people (none?) doing field work - need a few more Damian Conlan's	10/20/2017 12:47 PM
3	When having our olive grove assessed by realtors, they commented that it would be easier to sell the land if it were bare of olive trees -- an interesting indictment of the (true) perception of profitability within the industry, at least for the small to medium grower.	10/18/2017 8:58 AM

Results from the olive industry needs analysis phone survey

Completed September 2017. Contact list provided by AOA.

Describe your operation

How long have you been in the industry?

- Family business, 2006 mark brand around 10 - 11 years we have had our own brand. I do sales and marketing.
- 15 years
- I'm grower, processor and harvester. I've been in the industry 14 years
- We first planted the grove in 1996. We are only small. For the last 9 years we also press for about 60 others small businesses and our own product
- Only around 1 year
- We planted 8 years ago
- April this year we are very new to the industry
- 20 years

Grove location?

- VIC
- VC
- NSW
- NSW
- Rylstone NSW. We're based in mid-central tablelands
- TAS
- WA
- WA

Type of olives – table or oil?

- Both table and oil
- Just oil
- Just oil
- Just oil
- We do table, oil and olive salt
- Both oil and table olives
- We do both.
- Predominantly oil. Testing table olives this year

Key markets

- Predominately via distributors to food service in Australia. Our brand is set-up for retail, but we focus on high end outlets. Achieved through distributors, in all state but not NT or TAS. And now more recently overseas. Taiwan, Singapore and distributor in Japan and France
- I sell my oil in small restaurants, farmers markets and direct sales online
- Local deli suppliers and restaurants
- I sell bulk EVOO and farmers markets, retailers and super market
- We do growers market and emporium boutique retail places
- high end. So deli, supermarkets, restaurants

- We mostly provide to restaurants and food services in WA. Some we bottle for ourselves under our brand. But only about 10% of production. Our key markets are boutique deli's and hotels and online store. We do cellar door sales and have a e-commerce website. 30% split across those business. Majority Tasmanian based businesses, but our online store is national

Grove size (ha or tree number)

- 8,000 trees
- 20,000 trees
- 1, 200 trees
- 2,500 trees but we also manage 3 other groves, nearly 10,000 trees
- 350 trees
- 3500 trees
- 27,500 trees
- 23 acres of 4100 trees. half high density and half traditional

Do you classify yourself a small, medium or large scale producer

- small grower up to 10,000
- Medium
- Small yes
- Small
- Small
- Medium
- Small
- Small

Volume processed?

- The volume we put through up to 20,000 litres and that is the maximum we can do now
- This season we produced 15,500 litres
- For ourselves its 710 tonnes. On over 50 tonne a year for the others

Where do you source olives from?

- Our own grove. Toll processing for other people, 130 small producers.

R&D focused questions

1. Are you aware of any current levy-funded R&D projects underway? Or past projects?

- Yes, aware of our levy's that we pay. We pay the levy as a processor, even though we don't have too because we believe in the work of the levy. As far as I'm aware, consumer awareness marketing campaign underway, also the Chris Mercer China Project.
- I am aware of a project, I was asked to be involved with it, setting up a module in olive education at TAFE and other community college type programs. I couldn't commit to the timeframes they needed so I couldn't be involved.
- I think so, none are really coming to mind but there is something on olive lace bug, all disease related
- Have read about them but none are springing to mind right now Let me think. I was on the AOA board of directors up until 12 months ago. Board of directors for AOA.

- I can think of one on smoking point, one involving the code of practice and also the China project.
- Not really, we are relatively new to the industry and have had relative ease with the grove
- Have heard of one or two, can't think of their focus, they use to be discussed at the committee meetings.
- I have previously looked at things happening on DPI website. Export markets, china project. And reduction of water use

2. How did you find out about these projects?

- There are times where we get the AOA newsletter on a Friday with information on the levy. I would sometimes read them. Speaking to other people in the industry. The last 3 years we have worked with Robert Spooner-Hart.
- I haven't read much, haven't read much about levy funded R&D. I'm involved in the consumer awareness and education committee. Other than working on the family business, that's where all my attention goes. I have a loaded plate so not always looking at alternative projects
- Communicated by the AOA, at their conference last year there was quite a bit of discussion about it
- Either from AOA or Hort innovation emails. I also sometimes find information on the AOA website
- Through direct involvement on the Board of Directors for AOA
- I'm on the committee. One of the members of the committee is the representative for the Victorian Olive association so we get a lot of feedback
- I received some communication about buyback of water licences, I think as I was researching this I saw a link to other E&D information on the website. Before we brought the grove

3. Background on current R&D adoption: Have there been projects/research topics that have been adopted within your business? What made you decide to adopt these practices?

- Past involvement: We have adopted IPM (integrated pest management) lace bug projects, Robert did a lot of work on that. Olive waste water work. I was on the consumer awareness campaign for quite a while. We used to hold workshops at our grove all the time. Meant to have a workshop on biosecurity, local growers will attend and it is organised through local grower network. Try to keep up with as much as I can.
- Not to my knowledge
- Yes, indirectly. I make use of the information that is published
- None that I can think of off the top of my head
- Currently not, but looking back very early days basically yes we were. When we were getting established, we were very dependent on what was out there, everything was written for Mediterranean climates so we were pushed to find information more suited to our climate. We had a look at local of local resources, picking up anything at all through from anywhere from Aus. and NZ. One project example I can remember is the optimum time for pressing, oil sampling to determine optimal harvest time
- Not within my business since we took over it from the previous owners
- Hard to say they have been adopted, have been to every conference and enjoy learning. My background means I like to read scientific articles.
- Well we have been looking for information on organic natural product. Initially we have been. Publications and the previous grove owner has been our mentors.

4. What are the main issues that matter most to your business?

- Marketing, sales and IMP. Feral pigs also a big issue for us and this area.
- The main issues marketing Australian EVOO to Australian customers is huge. There is a lack of EVOO uptake and that is a huge aspect. We all want to get more \$ per litre for our oil, but that's not going to happen until people know.
- The main issues are getting a reasonable price for the olive oil that I sell. Pest and disease and such are generally well managed in my grove
- Apart from the marketing. Marketing is always one. Though admit marketing is less of an issue with the markets we have developed. Much about pest and diseases and grove managements. Olive lace bug would be the key one. I would be interested to see R&D olive waste from olive processing
- Probably management of disease control from Horticultural perspective. Lots of scale issues in the marine environment of Tasmania etc. Keeping up to date with labels and appropriate control measures to manage pest and disease.
- The main issues would be marketing our product and servicing the region. Cost of production is high, it's difficult for this to be reflected in the retail price and getting a fair price for the product.
- Soil health. Because if you have healthy soil you have healthy trees. Chemical and biological properties of soil need further research done.
- What we are interested in. Have uniformed names for olive varieties throughout the industry. Project that standardises the varieties of olives to try and have uniformed approach. We're focusing on single varieties. Looking to have point of difference. Weed control from an organic perspective. How to not use pesticides. Cowthorp is out of control and haven't found much information on this other than pulling them out by hand. Another one is some of the active constituencies of olive oil with the anti-cancer and anti-aging benefits. There is information on the internet about it, but they have found high levels of it in this area so would be good to see a formal study as that is something that a lot of those in natural health would be interested in. Some customers already buy it because they think it is better for them so we need the label to prove it. Anything on organic that can work in a high-density set-up. Our consumers are constantly asking if it is organic so it need to be supplied for. Research the best way to prune a high-density orchid to control the alternate bearing of the fruit. A lot of the stuff out there is based on European olives, would be good to have one for Australia.

5. What do you think are the biggest issues facing the olive industry?

- The marketing, developing stronger marketing. For the price we want people to pay for our oil, there needs to be a strong push. There is so much money in the palm oil industry. New strategy needed as there is no regulations on any of these oils. EVOO is most regulated oil in the world. We need to be in the face of people on the television so that they can see how strong the industry is and just how good it is. Especially with all this biosecurity stuff going on in Italy and Spain, finding the terrible bacteria in olive trees there. We need to be careful of our trees here in Australia. Really market that we are unique on this island.
- Similar to the above, lack of understanding of premium EVOO is an issue for the industry. The general public is driven by price as they don't understand the difference between oils landing on supermarket shelves. Education is a big issue, people are not educated. Another issue is there is a lot of growers but very difficult to find cohesion and collaboration between everyone. Maybe it is because the Australian food culture is very young, we don't band

together to promote regionality for our food, would be positive for EVOO. A lot of the smaller growers feel the larger growers have all the power, not working as well as we could together.

- Getting a reasonable price for the product. Growing it is the easy part, selling is the hard part.
- Pest and disease the key one. Marketing the smaller end of producers. People have found it harder than they thought. I think pest and diseases have turned out to be a bigger issue than you thought. In terms of marketing, it's driving Australian producers. A lot of misinformation out there. I think because of the older industry is really broken up into 2 groups. All the hobby people and smaller growers, make the majority of numbers but small proportion of production. Then you have the other end of large end producers. All the smaller producers have this perception that the Cobram and Boundary Bend are taking all their market. I think its difference as we get a spinoff event and do benefit. They think they are taking the market away from them but really we should be thankful. Cobram do lots of R&D. Boundary Bend. Generally very free with their R&D information and the work they have done. The industry is very fragmented and very segmented, people think of themselves as individual growers not as an industry
- If you asked me 3 years ago - imported adulterated olive oil but now that's pretty well sorted and the gov and state bodies have done a good job in raising the consumer awareness around that. It would be good to see the Australian standards adopted but doesn't look like the government will adopt it.
- I think that cost of production would be the main one, and also having a market for the product that covers the price of production.
- Crop diseases, like the one currently in Italy at the moment. Have most of the chemical and pest and disease under control. Marketing is important too. It's easy enough to grow the trees and make the oil. Then you have to move it. Most of us are a price taker, supermarkets decide and we take what we can get. Then consumers can push the price. Aldi tried to increase prices for growers, but the other big players did not reciprocate.
- Well I think that a lot of people have done a lot of work over the years for not a lot of gain. People are wanting local progeny. Need to increase the market share and be more presentable at marketing. Look at what the wine industry has done. Most of the people involved in the oil industry are fairly old, encouraging younger people to be involved in is another issues. Australian consumers are very conscious that Australian EVOO is very good and better than Italian. The standard is good, stops people from offering a poor-quality product, needs government funding. It's hard for people to have a day job and also grow olives. Govt support would help put Australia on the map. Aus is in a good spot to grow oil and doesn't use much water.

6. What information would be most helpful to help your business perform better?

- I think having all the olive permits up to date all the time. Knowing what we can and can't use. Having the national conference pushed for conferences by state so more people can attend. If people can't make national, they can always make the state meeting. Having strong speakers so people have access to the information. Better fraternity of olive growers. Look at the stands they put up in the international food show, never anything for olive oil even though we have some of the most leading producers in the world. Cobram can't be forking out their money all the time

- Still a lot of people making bad table olives, more information on how to market your own brand and product. We know how to grow olives, we understand how to market our business.
- Being able to predict a harvest date more precisely. We can already do it in some capacity, but I'd be keen to get a prediction some months in advance. Determine an optimal time to harvest from months out.
- Not sure at this stage
- I guess we have been so use to digging in and doing our own research, what would be of most benefit nothing comes to mind. We are a small boutique grower. We can't keep up with demand that is very fortunate for us. We have issues in the state at the moment where some groves are very limited and people can't pick all their crop as they can't sell it. So getting the export side of things moving would be good, get into the China route would be positive for the industry as long as small growers can participate with in this with ease also.
- There is enough out there for those that choose to look for it.
- It's more targeted information. I want to be able to sort out the info I want at the time. It varies. The big players are very cooperative. Others are coming to me for information now because I've been in the game a while.
- Probably to be fair, we are pretty new. We are after any information. It seems to be a lot of conflict in theories, on what is the best way of doing things. Making it commercially viable and also in the healthiest way. Articles that are scientific aren't written. When does oil need to be backed off, some of that stuff could be down in writing.

7. What topics do you feel should be prioritised for future R&D projects?

- I think IPM and marketing are neck and neck. Plus minor use permits also
- Education. The project on addressing up and coming chefs who will be dealing with EVOO and table olives as an ingredient is important. The project being undertaken now is very important.
- Pest and diseases is very important, as well as harvest predictor.
- Definitely olive lace bug and treatment of olive waste. As production goes up, we have our own way of treating it and I'm not sure it is the best way of doing it. We compost, and that provides 2/3 of our fertiliser needs for the farm, that means I don't have to buy in as much fertiliser. Cost effective for me, but is there a better outcome possible? I'm happy to participate in the project but too small to carry out the R&D myself
- I think exporting first off the rank and then disease control and also need to Xylella fastidiosa. I have been to a few Hort Innovation seminars about this. Disease control is also a fairly critical one.
- Nothing is coming to mind, again I'm not very familiar with R&D projects so I can't really comment being so new to the industry.
- Soil health, bacterial side of it has not been addressed at all as far as I'm aware. Biological profile of the soil is important. Ph, cation, is okay and there is lots of research done for them already. Bacterial side needs attention. We need R&D to test the chemical product scientifically and make cost effective decisions on how effective these chemicals are. So much of R&D is already done, as far as soil is concerned, but not about soil bacterial health.
- I'm thinking anything that helps to increase the market share of consumers wanting to use olive oils. Have the facts verified to show why people should use EVOO over other oils. It will show the benefit of using that product. That is after all what we need to be successful and keep the industry strong.

Preferred communication methods

8. How do you get most of your news and information?

- We do our own social media. Normally we would have gone straight to Lisa to get our information. Basically, we are very busy, e-newsletters help us get information, talking with Michael. Michael and I are both on the NSW Olives Council. I've been on it for 10 years or more, I have been in touch even though we haven't had meetings for. Very time poor, often running multiple businesses. Staff take instruction from me. They get magazines, if there is ever an issue we discuss it. I just go to talk to someone if I have an issue. I do have issues with labelling.
- For me it is definitely online, I receive newsletters in my inbox all the time, from various bodies and also social media. Facebook is the predominate one. From the AOA and other related publications. Quite a bit from associations that put things up on Facebook. And international people that post stuff. I won't really call anyone if I need an answer, I have had email communication in the past with AOA and it has been reasonably effective.
- Through emails, or attending conferences. Not into social media. I am into hard copy magazines but I'm just as easy on email. Anytime of the day I'll be on emails.
- Directly off various website, AOA is a pretty critical one. There could be quite a bit more done by the association. A lot of that has focused on high level issues, if we could get down into the nitty gritty issues that small growers have in our backyards that would be great assistance. Also other industry leaders such as Amanda Bailey and Eclipse.
- Newsletters, social media and attending conferences would be a major one. We get our information from the internet when we need to know something, usually look on state department websites and other private company website when we need to know information.
- I go to the conference. I read everything that comes in through email, mailing lists etc. Google stuff if I need information and I like to follow leads. Usually do a blanket google search. Follow the BOM site quite closely.
- The internet is the go to. Then failing that we link back through old industry magazines and journals. It's tricky as we can't type in a search works. I haven't actually found too many great websites. Still waiting for our login details for the olive association. At least then you know the info is up to date

9. What quality of internet connection do you have?

- Shocking internet connection, so slow and terrible
- The internet quality and connection is very poor, very slow. They lose connection there sometimes
- Good solid internet access, but I am based in Sydney
- Depends on where I am. Generally pretty good. NBN in theory.
- Not too bad here at all. Satellite is okay.
- Very poor. Can't videos and need to stand on a hill for phone reception.
- Average, I use my phone as the modem. Could be better.
- Still not on NBN. When we are at the grove we are on telstra 4G and ADSL 2 connection

10. Do you use social media? If so, which platforms?

- We have our own Facebook, Instagram and online store. Mainly for the consumer. I am Facebook friends with olive growers in Europe and they post some things which is interesting.
- Very much so, we have a Facebook page, Instagram and we use to be on twitter but I find twitter is kind of becoming obsolete. I'm after professionals not the consumers.
- Yes, Facebook. I use it in a very limited capacity. I have page for the company, my wife manages that. More consumer than industry
- As little as I can. I'm not an avid reader of Facebook.
- Facebook only
- Me personally, no. My wife does.
- We pay someone to manage our social media, consumers and general public.
- Yes, more to communicate to consumers. Haven't found it very useful for getting information. Instagram and Facebook. Not twitter.

11. What is the best way for us to send you information that will have the best chance of you spending time taking it in?

- To your email. Not Friday afternoons, generally flick throughout the day. Very time poor. Monday or Tuesday morning is good to know what's happening in the industry this week.
- Via email, my computer is my main tool. My father is 50% in the groves and 50% in the office. I'd say monthly is suitable. Weekly can get a little bit too much. If we get something monthly, then it's different. Need key messages, fortnightly may be okay.
- By email, attachments to email. I'll check my emails several times during the day
- Email. Most probably fortnightly. To me weekly is a big effort. Fortnightly to monthly.
- Internet. Content in an e-newsletters. Not fussed on what time I receive them. I generally look in the evening so it's not critical.
- Email would be best. Probably monthly would be the best for us, we are small and don't need a lot of information. We get a lot of spam, not a lot of industry specific e-newsletters. Receiving them any time of day is fine for me as I usually just check my emails after dinner.
- Email when you have something worthwhile and sensible to say. Communications subjects title needs to be clear otherwise I will delete it as spam. Hard copy Olive is good but when it's online you can link to them as well. Makes no difference when we receive them, I'll read them when I have time.
- Probably e-mail. It is helpful to be able to store it and read it when I have time. Probably monthly is pretty good. Weekly is a bit too much. Depending on information, not just for the sake of it. Any time of day is fine, my days can be varied so it doesn't matter too much.

12. What sort of content would be most helpful to you?

- All of that. I would like to get things that came in 3 different emails. Like an email on R&D, IPM, marketing. Focus on one major topic, rather than 20 topics to choose from. That's where I find newsletters a pain sometimes, no junk emails. I get 20 emails everyday, marketing emails from different companies. Really need something that is actually stand out in the subject. I don't mind getting weekly ones if they are relevant. Keep it different and focusing on one topic. Need a big marketing push to buy Australian olive oil. When we did the consumer awareness campaign. Imported guys do have a place, but we just need to push it along. More chefs wanting our oil which is positive.
- I think a good mix is important. If there are different ways of formatting the content, depends on what kind of project works best. As long as there is a mix of different formats there. More ways are usually better.

- case studies, results of research, recommendations, that sort of thing. Technical information is good.
- Technical articles and case studies are beneficial. That's my background, I'm detail focused and it's how I like to receive information.
- Probably articles in general and also how to videos. I think about 20 years it would have been much more useful to me but always looking out for new ideas and insights
- Technical articles, like journal articles and case studies are good also. Videos use a lot of data and the internet connection is too poor.
- I'm not sure about videos. I like technical information. General information like how to prune trees is useful for those starting out but wouldn't interest me.
- All of the above really. Not as interested in social networking side of the industry i.e. we held a meeting last week. I like to read a bit about the history of the industry and how they have got to where they are. Technical article.

Additional comments

Nil.

Milestone Report

Project title:

Olive Communication Program

Project code:

OL16006

Milestone number:

103

Project leader:

Hilary Sims

Delivery partner:

Cox Inall Communications

Report author:

Hilary Sims

Milestone due date:

15 March 2018

Submission date:

15 March 2018

Confidentiality:

Is this report confidential?

☒ No

☐ Yes (whole report)

☐ Yes (sections of report are confidential)

Milestone description:

Milestone 103 report

Milestone achievement criteria:

A summary report that details the outputs delivered to date, including a final version of the olive communication strategy 2017-2020, four monthly e-newsletters and two eight-page inserts in the quarterly publication of *Olivegrower & Processor* magazine.

Funding statement:

Levy funds – R&D projects

This project has been funded by Hort Innovation, using the olive research and development levy and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.

General project overview

Hort Innovation partners with leading service providers to complete a range of R&D projects to ensure the long-term sustainability and profitability of the olive industry.

In August 2017 Cox Inall commenced work with Hort Innovation and the Australian Olive Association (AOA) to deliver a communications program (OL16006). The focus of the program is to effectively communicate information to olive levy payers on the strategic investments taking place under the Hort Innovation Olive Fund, as well as other related Hort innovation initiatives.

Summary

The Australian olive industry comprises around 900 growers, with the vast majority of growers operating boutique businesses and approximately 21 growers operating on a large scale.

While the olive levy fund is smaller than many of the larger horticultural industries, there remains a need for growers have access to clear, concise and easy to understand information on current and complete strategic levy investments, to encourage uptake of project findings and resources to make informed business decisions.

In the last four months of activity, Cox Inall has finalised a communication strategy for the olive industry, distributed four monthly e-newsletters and completed two eight-page inserts that have been published in the quarterly *Olivegrower & Processor* magazine.

A total of 24 articles relating to levy investments were developed between these outputs, covering a range of current and completed projects, as well as a variety of other levy and Hort Innovation related resources. The articles include consistent key messages to give levy payers a greater understanding of the role of Hort Innovation.

The communications strategy outlines the previous communication activities as well as the key issues and priority areas for communications moving forward. It also provides details of the outputs being developed, channels being used, timing and how the outputs are being evaluated. The document was discussed at the Olive SIAP meeting held on 13 December 2017 and has now been finalised.

Two eight-page *R&D Insights* inserts have been published in the December 2017 and March 2018 editions of *Olivegrower and Processor* magazine. The magazine is owned by AOA and has approximately 1300 readers. The insert includes content relating to past and complete project findings and resources, as well as other related industry news. The final insert will feature in the June 2018 edition of the magazine.

Four editions of the monthly *Grove Innovation* e-newsletter were distributed between December 2017 and March 2018 through the platform Constant Contact. Cox Inall worked in collaboration with AOA to upload the e-newsletter articles to the industry-focused website, OliveBiz. Metrics from Constant Contact indicate the four e-newsletters had an average click rate of 13 per cent, which is higher than the agricultural industry standard 2.2 per cent.

The OliveBiz website metrics also demonstrate that the communication has been well received by the industry. The five best performing articles on the website between 1 November 2017 and 31 January 2018 were strategic levy investment articles developed through the program, including one on *Olive oil food service program* (OL16004) that had 248 pageviews and an article on *Australian olive oil code of practice implementation* (OL13007) with 234 pageviews.

Achievements

Final communications strategy (2017-2020)

Cox Inall has finalised a communications strategy for the Australian olive industry that primarily focuses on using new and existing channels to communicate strategic investments taking place under the Hort Innovation Olive Fund, Hort Frontier initiatives and wider Hort Innovation related material.

The strategy outlines the previous communication activities as well as the key issues and priority areas for communications moving forward. It also provides details of the outputs being developed, channels being used, timing and how the outputs are being evaluated.

The document was discussed at the Olive SIAP meeting held on 13 December 2017 and has now been finalised. It will help inform the mix of communications tools and channels to commence in 2018.

Eight-page magazine insert

The insert *R&D Insights* is a new addition to the quarterly *Olivegrower & Processor* magazine, an industry-focused publication with more than 1300 readers. The magazine is owned and published by AOA every March, June, September and December.

The eight-page printed insert contains a mixture of shorter and longer articles relating to olive levy investments and resources, as well as other related industry news, upcoming professional development opportunities and events.

Cox Inall has developed the template to have the same look and feel as the monthly e-newsletter, ensuring there is unity between the outputs. Each strategic levy investment article also has a separate breakout box containing a snapshot summary of the project, titled 'research recap'. It contains information including project name, fund, project duration, research partner and key findings so far, to give consistency to the articles and help readers connect with levy investment information.

The December and March inserts have been published in the December 2017 to March 2018 period of Milestone 103. The fourth and final eight-page insert will feature in the June 2018 publication, equaling the contracted total of four quarterly eight-page magazine inserts.

Monthly e-newsletter

The *Grove Innovation* e-newsletter has been a new monthly communication output for the Australian olive industry, distributed on the second Tuesday of each month by AOA to their database of olive levy payers and other related industry stakeholders.

Cox Inall develops the e-newsletter content, consisting of short articles on topics of interest to levy payers, such as the latest project findings, available resources from completed projects, industry news, upcoming events and professional development opportunities.

Four editions of the e-newsletter have been distributed within the period of Milestone 103; December 2017, January 2018, February 2018 and March 2018.

The e-newsletter metrics demonstrate that they have been well received by industry, with an average open rate of 33 per cent, which is higher than the agricultural industry standard 19.1 per cent. The e-newsletters also have an average click rate of 13 per cent, which is higher than the agricultural industry standard 2.2 per cent.

The first edition of the e-newsletter was distributed in September 2017 and the final edition will be distributed in August 2018, equaling the contracted total of 12 monthly e-newsletters.

Monthly WIP meetings

Cox Inall holds a monthly work in progress meeting via teleconference with Hort Innovation and AOA, to discuss new projects, current project developments and planned content to ensure there is no double-up with AOA communication. Attendees include Ashley Zamek (Hort Innovation), Greg Seymour (AOA), Gerri Nelligan (AOA), Stacey Wordsworth (Cox Inall), Suzanne Lewis (Cox Inall) and Hilary Sims (Cox Inall).

Outputs

In the four-month period relating to this milestone, Cox Inall has produced the following outputs:

- Final olive industry communications strategy 2017-2020
- Four monthly e-newsletters (December, January, February and March)
- Two eight-page inserts in the quarterly publication *Olivegrower & Processor* magazine (December and March)
- Monthly work in progress meeting via teleconference with Ashley Zamek (Hort Innovation), Greg Seymour (AOA), Gerri Nelligan (AOA), Stacey Wordsworth (Cox Inall), Suzanne Lewis (Cox Inall) and Hilary Sims (Cox Inall).

The detailed article breakdown for the magazine insert and e-newsletters can be found below.

Eight-page magazine insert

Article title	Related Project Code	Publication	Reach of the publication
Risk research underway for the greater good	OL16011	Olivegrower & Processor (December edition)	Approx. 1300 readers
Olivecare™ Code of Practice flags challenges for the future	OL13007		
Know your SIP from your SIAP	Olive Fund related		
Conference shares important industry reminders	OL16010		
Five minutes with Will Gordon	Olive Fund related		
Growers urged to travel and learn with Churchill Fellowship	LP16002		
Exploring the minds of an EVOO user (Project Popeye reports)	Olive Fund related	Olivegrower & Processor (March edition)	Approx. 1300 readers
Global research brings benefits, says Churchill Fellow	LP16002		
IPDM extension project will push growers to think outside the grove	OL17001		
Project lead in the spotlight: Associate Professor Robert Spooner-Hart	OL17001		
Minor use permits	OL16000		
Export handbook supports EVOO sales to China	OL14003		
The above articles can viewed online via the OliveBiz website: https://www.olivebiz.com.au/hort-innovation/rd-insights/			

Monthly e-newsletter

Article title	Related Project Code	E-newsletter edition	E-newsletter reach
New project focuses on building IPDM knowledge	OL17001	December 2017	2514 subscribers (AOA database)
Putting Risk on the radar	OL16011		
Recent research findings available	Olive Fund related		
Chefs’ use of Australian EVOO ‘limited’, survey shows	OL16004	January 2018	2500 subscribers (AOA database)
Churchill Fellowship applications opening soon	LP16002		
Update on minor use permits	OL16000		
Understanding consumer EVOO usage and attitude (Project Popeye reports)	Olive Fund related	February 2018	2492 subscribers (AOA database)
IPDM workshops will have small business focus	OL17001		
Get closer to previous research through final reports	Olive Fund related		
Meet Rita Bikins – 2018 Hort Masterclass recipient	LP15001	March 2018	2484 subscribers (AOA database)
Export handbook supports EVOO sales to China	OL14003		
Riverina selected to host 2018 conference	OL16010		
The above articles can viewed online via the OliveBiz website: https://www.olivebiz.com.au/hort-innovation/			

Refereed scientific publications

None to report

Outcomes

Cox Inall believes it is on track meet the intended outcomes of this communications program. As no formal communications plan for the industry was in place prior to the commencement of this program, foundations have been developed to ensure that growers have access to clear, concise and easy to understand information on olive levy investment, through the monthly e-newsletter *Grove Innovation* and the hardcopy eight-page *R&D Insights* insert in the industry's *Olivegrower & Processor* magazine.

Cox Inall has made a concerted effort to not only develop content on the various strategic investments happening under the Hort Innovation Olive Fund and wider Hort Frontier initiatives, but also on the strategic levy investment process and the related resources found on the Olive Fund page, with the aim of increasing grower understanding of the role of Hort Innovation.

Intellectual property, commercialisation and confidentiality

No IP, commercialisation or confidentiality issues or development to report.

Issues and risks

None to report.

Other information

No additional information to report.

Appendices

The following documents are attached:

- Four monthly *Grove Innovation* e-newsletters (December, January, February and March)
- Two *R&D Insights* inserts that were published in *Olivegrower & Processor* magazine (December and March)
- Final olive industry communications strategy 2017-2020



Welcome

Grove Innovation is your monthly e-newsletter on the latest R&D projects, results and resources from the Hort Innovation Olive Fund, plus other news and updates.

In this edition, we look forward to 2018 and explore some new projects that aim to increase grower pest and disease management skills and help build the resilience of the industry.

A new project, *an integrated pest and disease management extension program for the olive industry* (OL17001) has just kicked off to help all growers manage Black Scale, Olive Lace Bug and Anthracnose effectively and sustainably.

Led by Associate Professor Robert Spooner-Hart from Western Sydney University, a range of extension services will be delivered throughout 2018 including face-to-face workshops, online tutorials, new publications and more.

Another recently commenced project is *Risk and Crisis Management Planning for the Olive Industry* (OL16011). As there is currently no formal plan in place, this project will deliver the framework, process and understanding of who is to do what, when and how should an issue arise.

From exotic pests to product recall, every risk is being considered.

Finally, more than \$226,000 has been invested in R&D projects over the last financial year. It's all summarised in the Olive Fund Annual Report 2016/17. Read up on how you can utilise project findings for the benefit of your own business, or speak with someone who can help.

Keep an eye out for *R&D Insights* in the December edition of *Olivegrower & Processor* magazine, an eight-page insert on the latest R&D research.



New project focuses on building IPDM knowledge (OL17001)

A team of nationally recognised researchers in olive IPDM is collaborating to help growers better understand and manage Black Scale, Olive Lace Bug and Anthracnose.

From 2018, a range of resources will be developed to benefit all growers, regardless of business size and current IPDM approach.

[Read more](#)

Putting risks on the radar (OL16011)

If an industry crisis was to occur, there is currently no formal response framework in place to protect the reputation of the supply chain and those within it, however this is being rectified.

A crisis management plan is now being developed to address the needs of the industry and offer pragmatic ways to address issues should they arise.

[Read more](#)



Recent research findings available

R&D research results and findings play an important role in the olive industry, particularly for small or boutique growers who cannot feasibly undertake their own R&D activities.

The recently released Olive Fund Annual Report 2016/17 is now available to view on the Hort Innovation website, and contains nine pages of information specific to olive levy investment.

[Read more](#)

[Find out more](#) about the Hort Innovation Olive Fund.

If you think there is a gap in the industry, [submit a project idea](#).

This project has been funded by Hort Innovation using the olive research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit horticulture.com.au

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Strategic levy investment

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STAY CONNECTED





Welcome

Grove Innovation is your monthly e-newsletter on the latest R&D projects, results and resources from the Hort Innovation Olive Fund, plus other news and updates.

In this edition, we share the key findings from a chef survey undertaken as part of *Olive Oil Food Service* (OL16004) to gain an insight into how Australian Extra Virgin Olive Oil (EVOO) is used and the factors that drive its purchase and consumption.

We hear from Northern New South Wales olive grower Peter Birch, who participated in a Churchill Fellowship and travelled to Italy, Israel, Spain and Argentina to make industry connections and bring information on pruning and harvesting methods back to Australia.

You could participate in international research too - 2018 Churchill Fellowship applications open next month, and are open to anyone in the horticulture supply chain, so now is the time to start brainstorming project ideas.

Read up on the latest minor use permit approvals from Australian Pesticides and Veterinary Medicines Authority (APVMA) and multi-industry data generation project happenings.

Finally, the latest edition of Hort Innovation's Hortlink is out now, and provides an update on all new, current and recently completed levy-funded activity.

Chefs' use of Australian EVOO 'limited', survey shows

Project *Olive Oil Food Service* (OL16004) is a two-year plan to increase awareness of Australian EVOO and produce educational tools for the food service industry.

Interviews have been conducted with chefs from a range of food service outlets including fine dining restaurants, cafes, institutional retail and catering and pubs.

[Read more](#)



Churchill Fellowship applications opening soon

Hort Innovation has joined forces with the Churchill Trust to offer three Churchill Fellowships annually, each valued at around \$26,000. These offer Australians the opportunity to travel overseas to conduct research in their chosen field that isn't readily available here.

The Fellowships are open to any horticulture industry participants, including olive growers, who have an idea for a research project that can benefit the sector.

[Read more](#)



Update on minor use permits

Minor use permits are required in the olive industry where the market size is considered too small to generate adequate commercial returns for the research and development investment by the pesticide companies.

Hort Innovation has supported the olive industry to gain access to additional funding for strategic investments.

[Read more](#)

Your levy is hard at work

Hortlink includes easy-to-read project updates, results and resources you can use in your business, plus case studies, industry contacts and more.

You can choose to browse the whole olive snapshot or use the interactive project list to jump straight to the information you want. Also look out for the 'ACT NOW' tags to easily identify project resources you can make use of straight away.

[Read more](#)



[Find out more](#) about the Hort Innovation Olive Fund.

If you think there is a gap in the industry, [submit a project idea](#).

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FEBRUARY 2018

Grove Innovation is your monthly update on the latest R&D projects, resources and upcoming events related to the Hort Innovation Olive Fund.

Did you know that 42 per cent of Extra Virgin Olive Oil (EVOO) users buy one litre bottles because they don't have space for larger tins?

This is just one of the quantitative findings from recent consumer research into the attitudes and purchasing habits of EVOO users. The research was carried out in 2016 and 2017, using a sample size of 518 EVOO consumers.

A series of national integrated pest and disease management (IPDM) workshops are on the way, as part of new strategic levy investment *An integrated pest and disease management extension program for the olive industry* (OL17001). We investigate what themes the workshops will cover.

Have you ever requested a final report from levy-funded research? If you are looking for information on a particular research topic, or have a general thirst for knowledge, why not browse the list of topics online and request a copy of a final report straight to your inbox.

Lastly, applications for the 2018 Churchill Fellowships have opened, so now is the time to submit a project idea or head along to one of their information sessions. There are also rewarding mentoring opportunities available for people involved in extension roles.

Understanding consumer EVOO usage and attitude

Two consumer research reports have been developed to give growers access to quantitative Australian data on EVOO users.

Titled 'Project Popeye', the reports cover themes such as nutritional awareness, product size preference, drivers of purchase and EVOO usage compared to other oils on the market.

[Read more](#)



54%

The percentage of EVOO users who purchased their most recent bottle of EVOO on special

26%

The percentage of EVOO users that don't understand spoilage



IPDM workshops will have small business focus

Nine IPDM workshops will be held across Australia in 2018, to help growers better understand life cycles of pests and diseases and the factors conducive to infestations, to enable better decision making.

The workshops will have a strong focus on the sustainable management of three major olive pests and diseases: black scale, olive lace bug and anthracnose.

[Read more](#)

Get closer to previous research through final reports

Final reports from industry-funded research provide a platform for service providers, like universities and private industry consultants, to communicate outcomes and outputs of completed R&D projects.

Requesting a final report from Hort Innovation is easy, and reports are free for olive levy payers.

Final report topics include:

- *Use of ultrasound technology for olive oil processing* (OL08003)
- *Development of a biosecurity plan for the olive industry* (OL14008)
- *Essential work to facilitate increased exports to China, removing roadblocks and enhancing competitive advantage* (OL14003).

[Read more](#)

2018 Churchill Fellowship applications are open

Hort Innovation has partnered with the Churchill Trust to offer three Churchill Fellowships annually for the next four years, each valued at around \$26,000.

The Fellowships offer the opportunity to travel overseas to conduct research in a chosen field that isn't readily available here. Applications are open to any horticulture

industry participants.

Stay tuned - NSW olive grower [Peter Birch](#) shares his journey as a Churchill Fellow in the March edition of *Olivegrower & Processor* magazine.

[Apply now](#)



APEN Extension Skills Mentoring Scheme

Have you ever considered being a mentor or being mentored? Perhaps 2018 is the year to give it a go, through the 2018 Australasia-Pacific Extension Network (APEN) Extension Skills Mentoring Scheme.

APEN is the peak body representing people whose job involves facilitating change in the primary industries, natural resource management and community development sectors.

[Read more](#)

[Find out more](#) about the Hort Innovation Olive Fund.

If you think there is a gap in the industry, [submit a project idea](#).

If you have a story idea or feedback, [let us know](#).

STAY CONNECTED



The image shows the 'Hort Innovation' logo. The word 'Hort' is in a large, bold, black font, and 'Innovation' is in a large, bold, red font. Below this, the tagline 'Strategic levy investment' is written in a smaller, black font.

The image shows the 'OLIVE FUND' logo. The words 'OLIVE' and 'FUND' are stacked vertically in a bold, green, sans-serif font.

This communication has been funded by Hort Innovation, using the olive research and development levy and contributions from the Australian Government. Hort Innovation is the grower owned, not-for-profit research and development corporation for Australian horticulture.

GROVEINNOVATION

MARCH 2018

Grove Innovation is your monthly update on the latest R&D projects, resources and upcoming events related to the Hort Innovation Olive Fund.

In this edition, we share the story of boutique Victorian grower Rita Bikins, who is sharpening up her financial skills through the *Masterclass in Horticultural Business* program, to make sure her investment in the olive grove and business is a profitable one.

For growers looking to export to China, or simply wanting to learn more about the process of getting a product export-ready, the *Olive Industry Export Handbook* is available to order, and it's free for olive levy payers.

The National Olive Industry Conference & Trade Exhibition is heading to New South Wales for 2018. Find out the key dates and details for this not to be missed event; this year's program will be filled with hands-on presentations, field visits and workshops.

The Hort Innovation Review of Performance is happening now. Growers are invited to provide feedback on Hort Innovation's performance in the last four years, to help guide the Australian Government's assessment of the company since its inception.

Remember that applications for the 2018 Churchill Fellowships are open, so now is the time to submit a topic or issue that you're passionate about. You could be selected to spend up to eight weeks researching it overseas in 2019.



Meet Rita Bikins – 2018 Hort Masterclass recipient

Victorian boutique grower Rita Bikins was recently selected to participate in the 2018 *Masterclass in Horticultural Business* program, and is hitting the books to build her financial understanding of what it means run a profitable boutique olive business.

Situated in Pomonal, near the Grampians National Park in Victoria, Ms Bikins and partner David Margetson have 5000 olive trees in their 18ha grove and also run Merino sheep.

[Read more](#)

Export handbook supports EVOO sales to China

Are you curious about the Chinese market or considering exporting EVOO to China?

The *Olive Industry Export Handbook* has been developed to strengthen producer knowledge of the Chinese market place and boost access for Australian EVOO.

It contains product guidelines, tips and advice across areas such as planning and shipping, finance and insurance, and brand development and communication.

[Read more](#)

Riverina selected to host 2018 conference

Details on the not to be missed 2018 National Olive Industry Conference & Trade Exhibition are now available.

This year's conference program will feature hands-on, informative plenary sessions from leading national and international industry speakers, as well as a variety of production and processing workshops catering to EVOO and table olive producers.

[Read more](#)

Hort Innovation – Independent Performance Review

Every four years Hort Innovation is subject to an independent Review of Performance under the terms of our Statutory Funding Agreement (SFA) with the Australian Government.

This is your opportunity to provide your feedback on Hort Innovation's performance in the last four years. In particular, transitioning from the previous governance arrangements of Horticulture Australia Limited (HAL), delivering against Strategic and Operational Plans, and delivering benefits to Australian horticulture industries.

[Read more and complete the survey](#)

Churchill Fellowship applications are open

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[Apply now](#)



[Find out more](#) about the Hort Innovation Olive Fund.

If you think there is a gap in the industry, [submit a project idea](#).

If you have a story idea or feedback, [let us know](#).

STAY CONNECTED



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A quick refresh from the last edition

R&D Insights is the new insert containing the latest levy-funded R&D project updates, research findings and related industry resources, which all happen under the Hort Innovation Olive Fund.

The olive levy is payable on olives that are produced in Australia and either sold by the producer, or used by the producer in the production of other goods. The levy rate on olives is \$3.10 per tonne.

The investment of R&D funds (\$3 per tonne) is managed by Hort Innovation, the not-for-profit, grower-owned Research and Development Corporation (RDC) for Australia's \$9.5 billion horticulture industry. Separately, Plant Health Australia (PHA) manages certain plant health programs on behalf of industry (using a \$0.10 per tonne component of the levy).

Hort Innovation partners with leading service providers to complete a range of R&D projects to ensure the long-term sustainability and profitability of the olive industry.

Risk research underway for the greater good

If a crisis was to occur, how ready is the olive industry to address it? Whose responsibility is it to respond in a way that protects the reputation of the supply chain and those within it?

Currently, there is no formal plan for industry in place however the recently commenced project *Risk and crisis management planning for the olive industry* (OL16011) will develop a comprehensive risk management plan and crisis management plan to ensure readiness should an issue arise.

A strategic investment of the Hort Innovation Olive Fund, the project will provide a framework, process and understanding of who is to do what, when and how in the event of a crisis.

Since June, project lead Dr Duncan Hall from Biologic Pty Ltd, who has extensive experience in major corporate risk and crisis management

in the food sector, has been consulting with industry and reviewing past projects in this space to bolster grower support for the project and inform the development of the first output, the risk register.

"The overarching idea of the risk register is to assist the industry in considering and reviewing major foreseeable risks on a national and regional level," Dr Hall said.

"These risks could include exotic pests and disease, chemical use, severe climate events like fire or social risks such as workplace safety events on farms or processing operations and quality issues that may result in a recall of Australian Extra Virgin Olive Oil (EVOO) from retail shelves.

"To help gather the information needed, we have been working

closely with the Australian Olive Association (AOA), and engaging growers through face-to-face meetings, online surveys and industry workshops."

Organisations like AOA, Hort Innovation, Plant Health Australia (PHA) and Food Standards Australia New Zealand (FSANZ) have been consulted to provide their perspective of risks and to inform the Plan. These are capable stakeholder organisations with specialised skills and responsibilities, such as PHA, who plays a major role in Australia's biosecurity.

The next stages of the project are:

- Work with industry representatives to determine agreed key risks
- Develop a risk assessment detailing the options available to prepare the olive industry for a crisis and how to reduce, minimise or remove the agreed risks
- Use the risk assessment to inform a crisis management plan tailored to address the needs of the industry and offer pragmatic ways

continued on page 2



Project Lead Dr Duncan Hall

continued from page 1

to address issues should they prevail

- Provide scenario based training of olive industry leaders on how best to respond in the event of crisis and communicate to the public, regulators, retailers and the wider olive industry.

The project is scheduled for completion in June 2018.

For more information on the project contact Dr Hall on 0402 696 805 or admin@biol.net.au



Research Recap

PROJECT NAME: *Risk and crisis management planning for the olive industry (OL16011)*

PROJECT AIM: To develop and maintain the Australian olive industry's risk management and crisis preparedness and response plan.

RESEARCH PARTNER: Biologic Pty Ltd

FUNDING: Hort Innovation Olive Fund

PROJECT DURATION: One year

KEY OBJECTIVES:

- Assist the industry in considering and reviewing all possible risks
- Develop a comprehensive crisis management plan to offer pragmatic ways to address industry issues should they prevail



Peter McFarlane with Annetta Paterson at Nullamunje Olive Oil Pty Ltd Cellar Door in Tongio, Victoria.

OliveCare™ Code of Practice flags challenges for the future

The now-completed levy-funded **Australian olive oil code of practice implementation (OL13007)** project focused on three key areas of the industry – formally certifying Australian olive products; monitoring industry compliance with quality standards, which included regular market surveys; and building skills and capacity through training programs.

Code of Practice Administrator, Peter McFarlane, said market surveys have shown that consumers can be confident they're receiving value for money in buying Australian extra virgin olive oil (EVOO).

Many overseas competitors have also shown recent improvement in the quality of their products, making Australian consumers the winners and serving as a reminder for Australian producers not to become complacent in delivering high quality EVOO products.

The project provided for certification of local olive products in both domestic and export markets,

through the OliveCare™ Code of Practice set and maintained by the Australian Olive Association.

Mr McFarlane said seven trade marks were registered for use – three for olive oil, two for flavoured olive oil, one for table olives and one for manufactured products containing olive oil.

Regular national market surveys of local and imported product were carried out to assess compliance with the Australian Standard for olive oil, the voluntary standard for table olives, the ANZFA Food Standards Code, and Australian Consumer Law.

Over the past three years, a total of 176 Australian and imported olive oils labelled as EVOO were purchased from supermarkets, independent retailers or online and tested for chemistry, sensory properties and freshness under the OliveCare™ Code of Practice protocols.

The oils tested were from Australia, Italy, Spain, Greece and other countries in the European Union.

Producers warned not to be complacent

The results have prompted Mr McFarlane to warn local producers not to 'rest on their laurels' in their commitment to quality and freshness.

"The latest survey in July-August 2017 shows a dramatic improvement in the quality of imported oils, up from 16 per cent meeting the quality requirements in 2015-16 to 63 per cent meeting the quality requirements in 2017," Mr McFarlane said.

This compares with 73 per cent of Australian products that met the quality requirements for EVOO in 2017, up from 60 per cent in 2015-16.

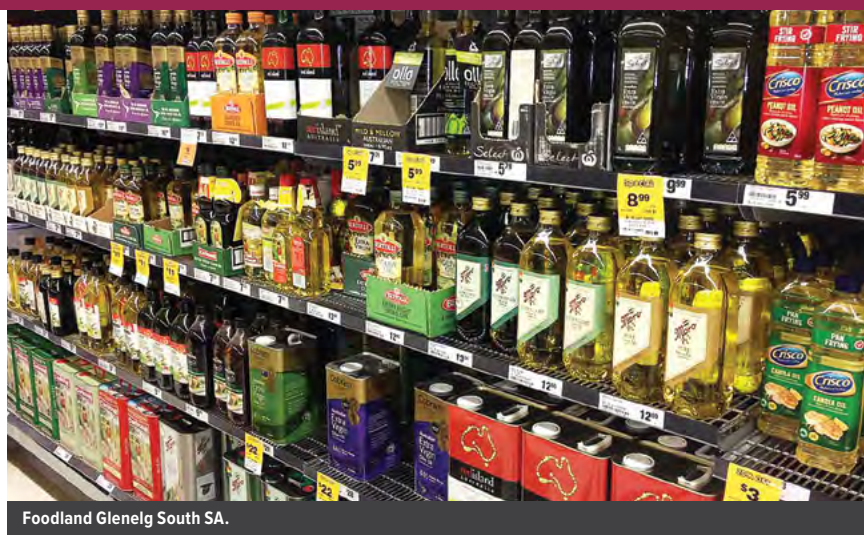
"This may be because Spain and other European suppliers have low stocks so aren't sending older oil to Australia, and possibly because we've put a lot of pressure on competitors with our consistently higher quality Australian EVOO products," Mr McFarlane said.

"But we have to give credit where credit's due, because there's been a big turnaround in the quality of imported oils. We can't afford to be complacent and we can't rely on negativity towards overseas product."

Mr McFarlane said while consumers can be confident they're getting premium quality Australian olive oil and value for money, local producers must pay increased attention to stock control as 30 per cent of the EVOO tested was not as fresh as it could be (37.5 per cent of imported and 23 per cent of Australian products).

"We will work with those companies with failed products to identify causal factors and how to rectify them, as well as providing constructive feedback to other brand owners," Mr McFarlane said.

"Producers and marketers also need to regularly test olive oil stocks for compliance, and ensure lot numbers and Best Before Date (BBD) information is included on product labels."



Foodland Glenelg South SA.

Clear preference for mix of online and face to face training

The project also aimed to boost olive industry skills and capacity through Code of Practice training programs that involved regional olive associations.

The registered training organisation River Murray Training (RMT) has developed a suite of six accredited e-learning modules to support the Code of Practice, including implementing a HACCP-style food safety and food quality plan, export readiness training and sensory assessment training for competition judges of EVOO and table olives.

All e-learning modules are designed to link to relevant national training competency standards that comply with the Certificate III in Food Processing.

Six olive industry enterprise trainers have been trained by RMT to deliver Code of Practice training modules to olive producers in collaboration with state and regional olive industry associations.

However, Mr McFarlane said the training program had highlighted a dilemma. While an online e-learning format enabled the olive industry to reach more growers, the growers themselves said they preferred face to face training.

"We've haven't got the resources to implement workshops to build skills and capacity, but we need to combine the online and face to face components to satisfy growers' preferences," he said.

"Part of our project was equipping trainers with the skills to deliver the workshops, so if we need these

trainers to deliver regional courses, it may require resources from the state olive associations to achieve a better uptake of technology and the learning materials."

This project was funded by Hort Innovation, using the olive research and development levy and contributions from the Australian Government. Hort Innovation is the grower owned, not-for-profit research and development corporation for Australian horticulture.

For more information about the Australian Olive Association's Code of Practice, and guidance on its implementation, contact Code of Practice Administrator Peter McFarlane at the Australian Olive Association on 0418 839 836 or at peter@mc.com.au



Research Recap

PROJECT NAME: Australian olive oil code of practice implementation (OL13007)

AIM: To enhance consumer confidence in Australian olive products

RESEARCH PARTNER: McFarlane Strategic Services

FUNDING: Hort Innovation Olive Fund

PROJECT DURATION: Three years

KEY LEARNINGS:

- Australian olive oil producers should not 'rest on their laurels'
- Olive oil producers and marketers should give increased attention to stock control, as 30 per cent of EVOO is not as fresh as it could be



Know your SIP from your SIAP

The olive industry has a five-year plan to address key concerns to help empower growers of any size with knowledge and resources to build a more productive and profitable business.

The *Olive Strategic Investment Plan 2017–2021* (SIP) is an investment roadmap for the Hort Innovation Olive Fund. It outlines the priority areas for R&D investment, helping to guide decisions on projects to be funded by the olive levy.

The 27-page document has been developed by Hort Innovation in consultation with growers, the Australian Olive Association (AOA), and the broader olive industry.

The plan can be downloaded from the Hort Innovation Olive Fund page at www.horticulture.com.au/olive.

From more cost-effective harvesting solutions to educating the food service sector on the health benefits of Extra Virgin Olive Oil (EVOO), the plan reflects the industry identified and agreed objectives for future levy investment.

The plan is structured around three investment outcomes:

1. Improved on-farm productivity, sustainability and product quality
2. Increased demand for Australian olive products within Australia and in key overseas markets
3. Greater skills, capacity and knowledge in the industry.

The three SIP outcomes ensure all R&D projects are consistent with the agreed industry strategy and objectives, from concept proposal through to project delivery.

Every levy-funded R&D project for the olive industry reflects at least one of the three outcomes.

How is the SIP used?

Project ideas can be submitted by any interested party at any time via the Hort Innovation website, and each suggestion is weighed up through an advisory process to ensure it reflects the agreed strategic objectives for the industry.

To assist in this advisory process, Hort Innovation has an olive Strategic Investment Advisory Panel (SIAP). The SIAP is currently comprised of nine levy-paying growers, processors and technical experts, chaired by an independent consultant to ensure the panel operates with good governance.



The role of the SIAP is to help weigh up new project ideas to ensure R&D investment decisions are balanced and prioritised...

The SIP is used by the SIAP to help guide advice to Hort Innovation in relation to a number of new R&D concepts and ongoing projects as required.

Role of the SIAP

The role of the SIAP is to help weigh up new project ideas to ensure R&D investment decisions are balanced and prioritised by the current needs of the industry, and act as guardians for the SIP.

Each member of the SIAP has been selected based on skills criteria, with consideration given to large and boutique growers to ensure every sector of the industry is fairly represented in the decision-making process.

The SIAP can also provide recommendations to Hort Innovation if they feel a project warrants certain industry representatives to be involved, and provide names of suitable industry contacts.

The SIAP is just one part of the advisory process Hort Innovation employs as part of its procurement based investment process for R&D projects.

Another key part of the advisory process is the establishment of project reference groups for certain contracted R&D projects. The reference groups consist of industry experts to oversee and provide input to the project service provider throughout the project duration.

MORE INFORMATION

The make-up of the current SIAP and summaries of each meeting can be found on Hort Innovation's Olive Fund page at www.horticulture.com.au/olive



Conference shares important industry reminders

With the 2017 National Olive Industry Conference and Trade Exhibition done and dusted, delegates can look to the next season ahead, equipped with the latest industry insight and research findings.

Around 130 representatives from across the olive industry supply chain gathered at the Adelaide Convention Centre on 10 – 11 October to learn the latest technical information from industry leaders, network and celebrate the achievements of those striving for excellence.

From maximising grove productivity to selling your business story to media, the two-day program offered delegates a variety of relevant topics, with a number of new and old industry players keen to absorb as much information as possible.

Australian Olive Association CEO Greg Seymour felt the conference content was well received and there was a sense of cautious optimism amongst the attendees about the industry.

“A key learning from the conference is the need to be constantly improving to stay in the game,” Mr Seymour said.

“The importance of promoting our product and utilising technology to increase efficiency and productivity was a very clear theme throughout the presentations.”

Delegates got a taste of the work being done to promote Australian Extra Virgin Olive Oil (EVOO) usage to the food service sector, through the levy-funded project *Olive Oil Food Service Program* (OL16004).

Oil producers were advised that they can't afford to rest on their laurels, with recent findings from Peter McFarlane on the project *Australian olive oil code of practice implementation* (OL13007) indicating that imported EVOO had improved in quality when measured against The Australian Standard for olive oil (AS5264-2011).

Other R&D projects presented at the conference included an update on



Presenter Stacey Wordsworth. Credit: Mike Lamond, Good Fruit & Vegetables

the China Project from Chris Mercer and the recently commenced olives communication program, presented by Stacey Wordsworth from Cox Inall Communications, which shared insight into the communication preferences of the industry and new resources available for growers and processors to keep up-to-date with the latest R&D.

The conference also included an evening function, the Australian International Olive Awards Presentation Dinner, to recognise and celebrate the growers striving to produce high quality product.

“This year was the inaugural Australian International Olive Awards. This new competition is a way for all Australian producers to compete against the best on the international stage without the extra hassle of having to enter competitions offshore,” explained Mr Seymour.

“There were an astounding 194 medals awarded in total including 49 gold (17 awarded in 2016), 85 silver (47 awarded in 2016) and 60 bronze medals (77 awarded in 2016).


“It is exciting to see the industry working well to produce better quality oil and striving for excellence.”

The conference is facilitated through the project *National olive industry conference and trade exhibition* (OL16010), funded by Hort Innovation using the olive research and development levy and contributions from the Australian Government, with in-kind support from the Australian Olive Association. The project will also help facilitate the 2018 and 2019 conferences.



Presenter Peter McFarlane. Credit: Mike Lamond, Good Fruit & Vegetables



 PROFILE

Five minutes with Will Gordon

Originally from a sheep and cropping farm near Colac in Victoria, Will studied agricultural science and agribusiness at Melbourne University and has held a range of portfolios within Hort Innovation over the years. He is currently one of the organisation's Relationship Management Leads, and has served as Relationship Manager for the olive industry for around two years.

For Will, the most rewarding aspect of his role is having the opportunity to visit growers one-on-one across the country and hear about the issues that matter most to their businesses.

"We have invested in a range of R&D projects to address key issues for the industry. Talking with you provides a crucial feedback mechanism to help ensure we are investing in priority areas," Will said.

"I can also provide updates on current olive levy investments and how outputs from these can help your business grow."

What does your role as Relationship Manager entail?

My role is to develop a sound understanding of the industry, including any opportunities or risks that face the sector, as well as the drivers of profitability for growers. I then work closely with growers and the broader industry, through the Strategic Investment Advisory Panel, to ensure we invest levy funds and funds from the Australian Government into the areas that are deemed to be the highest priority. My role is also to form a key link between growers and these strategic levy investments.

What is the most common feedback you receive from growers?

That depends a bit on the grower of course, but probably the most common issues we hear about from growers are production related. That said, we also have plenty of discussions about risk management (food safety, biosecurity etc) and stimulating demand.

What are the key opportunities for the olive industry?

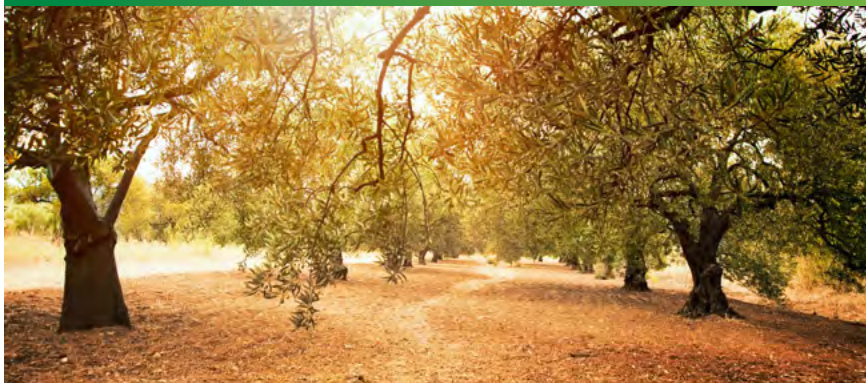
The industry's greatest strength is its product but there are plenty of consumers out there that are either bewitched by the latest fad or simply don't understand olive oil well enough. In addition, many consumers have no idea that we have a strong olive industry here in Australia. There's a great opportunity to build support for the Australian industry and increase consumer understanding of the benefits of olive oil. There are a number of projects and non-levy funded activities in place to do this and we are all eager to get results.

Why should growers contact you? What is the best way to do this?

While we have a range of options for seeking advice from growers, the one-on-one interactions we have are invaluable. By staying in touch with Hort Innovation, growers will also be staying in touch with the latest R&D results and projects. I'm always available by phone or email to talk.

MORE INFORMATION

Contact Will on 0427 920 924 or
will.gordon@horticulture.com.au



Growers urged to 'travel and learn' with Churchill Fellowship



Chief executive of the Churchill Trust, Adam Davey.

Olive growers have the chance to travel to other olive-producing countries and learn new information, technology and skills to benefit the Australian industry, through a Churchill Fellowship sponsored by Hort Innovation.

Greg Seymour of the Australian Olive Association (AOA) says a Churchill Fellowship is a chance to explore new ideas and network with growers overseas, to improve the local industry.

"Whether it's a research project looking at grove management, testing, quality control, storage or varietal suitability, we can refine the information, technology, skills and experience gained in a Churchill Fellowship and apply it to Australian conditions," Mr Seymour said.

"We're a comparatively small and new industry and there is much we can learn from olive production in other parts of the world, to continue to produce consistently high quality products and achieve financial viability in Australia."

Hort Innovation, as part of the Hort Frontiers strategic partnership initiative, has joined forces with the Churchill Trust to offer three Fellowships annually, each valued at around \$26,000, to drive innovation and transformation within Australia's horticulture industry.

The Fellowships are open to any horticulture industry participants, including olive growers, who have an idea for a research project that can benefit the sector.

Olive grower and Churchill Fellow, Peter Birch, studied European pruning and training methods for modern olive growing, with a special emphasis on tree physiology.

Mr Birch says the Fellowship was extremely valuable in flagging which direction the industry was going to take.

"We used the knowledge gained to work out our ongoing strategy for pruning and harvesting our grove, which was planted in 2000, and we have kept the contacts we made," Mr Birch said.

"One benefit was that we were inspired to design and build a small harvester and then invested in a Colossus harvester, which was being designed in Argentina when we were visiting there.

"The Colossus technology became a joint venture between the Argentinian designers and Boundary Bend under the Macteq brand. We've since owned four of these harvesters and been consulted as the machines were updated and improved."

Chief executive of the Churchill Trust, Adam Davey, says there are two things every Churchill Fellowship applicant must display.

"The first is to present a research project that will provide benefit to the Australian community. The second is showing how all of the skills, insights and knowledge gathered from world experts can be shared when returning home," Mr Davey said.

"A Churchill Fellowship is for anyone who would like to see what other countries are doing to inspire new ideas, innovation and excellence, and because it's held in such high regard, it provides access to expertise that is not typically available to everyone."

Greg Seymour from the AOA says if growers have a research project that would benefit the olive industry, they should apply.

"It's a chance to travel, explore, discover and then share your knowledge with your peers – why wouldn't you?"



Applications for Churchill Fellowships open on 1 February 2018, but now is the time to start thinking of project ideas. For more information visit <https://www.churchilltrust.com.au/application-process/how-to-apply/>.

Or contact Sharyn Casey at Hort Innovation on 0414 257 616 or sharyn.casey@horticulture.com.au



R&D Insights contains the latest levy-funded R&D project updates, research findings and related industry resources, which all happen under the Hort Innovation Olive Fund.

Hort Innovation partners with leading service providers to complete a range of R&D projects to ensure the long-term sustainability and profitability of the olive industry.

Exploring the mind of an EVOO user

More than 1000 Extra Virgin Olive Oil (EVOO) consumers have provided valuable quantitative insights into the attitude and usage of the product through the completion of two consumer surveys.

Titled Project Popeye, the consumer surveys took place in 2016 and 2017 through an online questionnaire, as part of a Hort Innovation Olive Fund project. Each survey was completed by a sample size of more than 500 EVOO users who purchased the product in the last 12 months.

The survey questions were developed by project lead Rigas Harbilas, from Sydney-based consumer research agency The Practice, in consultation with olive oil producers to ensure the survey findings were of practical benefit to growers and could help quantify key issues and opportunities for the industry.

"A variety of topics were covered, such as nutritional awareness, product size preference, drivers of EVOO purchase and EVOO usage compared to other oils on the market," Mr Harbilas said.

"A surprising discovery was the correlation between growing up in an EVOO household and being a heavy buyer later in life, given 45 per cent of heavy buyers (who purchase EVOO every two weeks) reported frequent consumption growing up.

"This statistic highlights just how important it is to influence cooking culture to get more EVOO into households."

And in good news for the industry, consumers reported that they perceived Australian EVOO to be higher quality, healthier and better tasting than European olive oils.

Some other key survey findings include:

56% of EVOO users prefer EVOO for stove top cooking



53% of EVOO users purchased their most recent bottle of EVOO on special



40% of EVOO users believe all EVOO products are similar



42% of EVOO users buy one litre bottles because they don't have space for larger tins



19% of EVOO users are confident they know what Extra Virgin means



Project Popeye has provided valuable insights and also offers perspective on possible future R&D investment areas.

"Often industry research is qualitative so it is important to have quantitative research, like these surveys, to measure how the industry is tracking and identify areas for improvement," Mr Harbilas said.

The surveys are being collated into reports, and will be available shortly on the Hort Innovation Olive Fund page: www.horticulture.com.au/olive

This project has been funded by Hort Innovation, using the olive research and development levy and contributions from the Australian Government. Hort Innovation is the grower owned, not-for-profit research and development corporation for Australian horticulture.



CONTACT: Will Gordon,
Hort Innovation Relationship Manager
Lead on 0427 920 924 or
will.gordon@horticulture.com.au



NSW olive grower Peter Birch travelled to Italy, Israel, Spain and Argentina on a Churchill Fellowship.

Global research brings benefits, says Churchill Fellow

Northern New South Wales olive grower Peter Birch doesn't hesitate when asked what he gained from travelling to Italy, Israel, Spain and Argentina on a Churchill Fellowship in 2001.

"It was without doubt the ability to speak with people at the cutting edge of the olive industry, learn as much as possible about pruning and harvesting, and get a clear picture of what we needed to do to stay viable into the future," Peter says.

"The experts we met in Europe and South America were broadminded enough to share their knowledge without keeping secrets, and we still catch up with some of those people today."

Churchill Fellowships, set up to honour the memory of wartime British Prime Minister, Winston Churchill, offer Australians the opportunity to travel overseas to conduct research in their chosen field that isn't readily available here.

Hort Innovation has now joined forces with the Churchill Trust to offer three Churchill Fellowships annually, each valued at around \$26,000, to drive innovation and transformation within the industry.

Mr Birch's journey towards a Churchill Fellowship and research into olive grove pruning and harvesting started in 1992, when he and his wife Jenni moved from Melbourne up to the cotton growing region of Moree, NSW.

"We'd enjoyed buying good quality olives and oil at the Queen Victoria markets in Melbourne so we decided to order and grow our own olive seedlings from nurseries in South Australia," Peter remembers.

"Seven years later we bought 'Loch Lomond' on the Gwydir River flood plain, 40km east of Moree, and planted 160 hectares to the main Italian varieties Leccino, Frantoio and Coratina as well as Kalamata and Barnea."

In 2009 trading as 'Thunderbolts Olives' they planted another 90ha of Coratina, Picual, Koreneiki, Arbequina and Barnea, and another 15ha two years later.

The Birch family became 'middle tier' private producers, with 75,000 trees planted on 270 hectares of sandy loam irrigated by the river and bores, and averaging 150-200,000 litres of oil a year marketed under the Gwydir Grove brand.

As the Australian industry planted thousands of olive trees to capitalise on demand, Peter realised there was a need to know more about efficient and economical pruning and harvesting, and applied for the Churchill Fellowship to study methods overseas in 2001.

"What ultimately came out of that was the change to the Colossus harvester. Traditionally, the Europeans had used shaker harvesters, but the machines were not efficient enough to get a large percentage of high quality fruit off the trees," he said.

“If you can’t get more than 75-80 per cent of fruit off the trees, next year’s crop will be down, and also if it was warm weather during harvesting, the trunk shakers tended to damage the bark.

“In Argentina we saw the Colossus, a massive, coffee-type harvester that vibrated through the trees and could harvest up to 98 per cent of fruit.”

One of the other growing methods they investigated was high intensity groves which were grown more like grape vines and harvested with grape harvesters.

“Ultimately we decided that the varieties available and the high level of growth that we encounter in Australia were not going to suit this high intensity method,” Peter said.



Churchill Fellow, Peter Birch with the Colossus harvester that he first saw on his study tour in 2001.

“We did however adapt some of the techniques used in this method to prune our olive trees into a hedge shape, which gave us more light interception and harvest efficiency.”

When Maqtec in Mildura started to manufacture the Colossus harvester, the Birches changed straight over to a Colossus, based on what Peter had learned during the Churchill Fellowship.

Since then they’ve owned four different models of the Colossus and Peter says that’s resulted in a much more efficient harvesting and processing operation.

The Colossus has been enthusiastically adopted by the Australian industry.

Peter met European experts Professor Shimon Lavee, Israeli breeder of the dual-purpose Barnea variety, and Professor Giuseppe Fontanazza, an authority in olive physiology and high intensity groves at the Olive Research Centre in Perugia, Italy.

“The ability to speak with people at the cutting edge of the industry and work out what they’re thinking and where they’re heading was invaluable,” Peter says.

“The Argentinians were under Italian tutelage but they were working out how to do things better for their groves, and there’s been quite a crossover from South America of people who started in olives there and came to Australia.”

Mr Birch says the outlook is different for future Churchill Fellows from the olive industry, with major Australian processor Boundary Bend the global

leader for research and development in the industry.

“Most questions relating to profitability have been answered, but we’re still hamstrung by the ‘cheap oil’ challenge, where European exporters are dumping lesser quality oils onto the Australian market that are cheaper than ours,” he says.

“If we could crack that challenge the outlook would be different.”

The Birch family have recently sold ‘Loch Lomond’ and leased back their olive groves, with their last harvest expected to be in 2020.

Churchill Fellowships are funded by the Hort Frontiers Leadership Fund, part of the Hort Frontiers strategic partnership initiative developed by Hort Innovation, with co-investment from the Winston Churchill Memorial Foundation and contributions from the Australian Government.



Research Recap

PROJECT NAME: Churchill Fellowships (LP16002)

AIM: To give Australian levy-paying horticulture businesses the opportunity to research an area of interest internationally for the benefit of the wider Australian sector

PROJECT PARTNER: Winston Churchill Memorial Foundation

FUNDING: Hort Innovation’s Hort Frontiers strategic partnership initiative

PROJECT DURATION: Four years

KEY INFORMATION:

- Three Fellowships will be offered annually for the next four years, each valued at approximately \$26,000
- Fellowship recipients can travel overseas for a minimum of four and a maximum of about eight weeks to conduct research.



Apply now

Applications for the 2018 Churchill Fellowships are now open.

Who can apply?

Churchill Fellowships funded by Hort Innovation are open to any levy-paying horticultural industry participants, including olive growers.

More information

Visit www.churchilltrust.com.au for more information and to apply

Or contact Sharyn Casey at Hort Innovation on 0414 257 616 or sharyn.casey@horticulture.com.au

Applications for 2018 Fellowships close 27 April.

IPDM extension project will push growers to think outside the grove

A three-year research project is underway to equip growers with a stronger understanding of the three major olive pests and diseases and the skillset to sustainably manage them.

Led by Associate Professor Robert Spooner-Hart from Western Sydney University (WSU), the project *An integrated pest and disease management (IPDM) extension program for the olive industry* (OL17001) will provide growers and the supply chain with appropriate IPDM extension services focused on black scale, olive lace bug and anthracnose.

A collaborative effort

A strategic investment under the Hort Innovation Olive Fund, the project brings together a national network of highly experienced horticultural IPDM researchers and extension scientists, the Australian Olive Association (AOA), Departments of Primary Industries (DPI) and state olive associations.

"The collaborative industry approach is to ensure there is a mechanism and platform in place to support ongoing IPDM extension and communication beyond the life of the three-year project," Professor Spooner-Hart said.

A selection of face-to-face, online and hard copy extension material will be developed and delivered through the project, including:

- Nine IPDM workshops
- Online tutorials and self-assessment accessible to all levy payers
- Three masterclasses for industry consultants or pest scouts
- Best practice information flyers on IPDM for industry use
- Hard copy and electronic information, including a revised

Pest and Disease Field Guide and new best practice IPDM manual to be developed by the project team.

Workshops

A key component of the project is the roll-out of nine IPDM workshops across olive-growing regions of Australia in the second half of 2018 and first half of 2019, to address the difficulties many small to medium growers face in managing their pests and disease problems.

The workshops will cover a variety of topics, including:

- Principles and practices of IPDM
- Monitoring for pests, diseases and beneficial species
- Biosecurity
- Factors influencing pest and disease spread and incidence in groves
- Strategies for conventional and organic management
- Advantages and disadvantages of management strategies
- Importance of timing, application and targeting of interventions.

"Growers can expect to receive detailed information on black scale, olive lace bug and anthracnose, in relation to their local area," Professor Spooner-Hart said.

"The basis of our IPDM message is that growers need to know what is happening in their grove and adopt an ecological approach to understanding the biology of pests and diseases as well as the olive trees."

Workshop dates and locations are currently being finalised, with the events likely to be held after harvest this year.

Further details

A survey will also be circulated shortly to growers through the AOA to help identify current IPDM knowledge gaps, and inform the development of extension materials.

The project commenced in October 2017 and is scheduled for completion in 2020.

This project has been funded by Hort Innovation, using the olive research and development levy and contributions from the Australian Government. Hort Innovation is the grower owned, not-for-profit research and development corporation for Australian horticulture.

Project contact:

Professor Spooner-Hart on 0414 953 129 or r.spooner-hart@westernsydney.edu.au

AOA contact:

Greg Seymour CEO on 0476 760 160 or ceo@australianolives.com.au



Research Recap

PROJECT NAME: *An integrated pest and disease management extension program for the olive industry* (OL17001)

AIM: Develop, coordinate and provide industry with appropriate IPDM extension services focused on sustainable management of black scale, olive lace bug and anthracnose

RESEARCH PARTNER: Western Sydney University

FUNDING: Hort Innovation Olive Fund

PROJECT DURATION: Three years

KEY LEARNINGS SO FAR:

- A variety of face-to-face, online and hard copy IPDM extension material will be developed targeting small to medium sized growers
- The project is an industry collaboration to ensure IPDM extension and communication continues beyond the formal life of the project.

Project lead in the spotlight:

Associate Professor Robert Spooner-Hart

Robert Spooner-Hart is the Associate Professor of Sustainable Plant Production Systems at Western Sydney University (WSU), and is currently the project lead for *An integrated pest and disease management (IPDM) extension program for the olive industry (OL17001)*.

Professor Spooner-Hart is no stranger to levy-funded pest and disease research, having been heavily involved in IPDM and beneficial insects in horticultural crops through WSU for more than 40 years, including more than 20 years in the olive industry.

Q: Can you outline your experience in olive industry research?

My first olive industry IPDM presentation was in 1996 in the Hunter Valley, New South Wales, when we didn't really know what was going on around Australia.

Since then we have been able to do a lot more research into IPDM and chemicals for the olive industry, through levy-funded projects, to help give growers more informed and sustainable options for managing pests and diseases.

One such example is the levy-funded project *Evaluation of key chemicals for pest management in the olive industry (OL13002)* that was completed in 2014. It arose in response to a major review of pests and diseases of olives in Australia that identified olive lace bug and anthracnose as the two serious problems without effective, approved chemicals.

Through the project we were able to identify suitable chemicals to combat these two key pests. We conducted field and laboratory trials to generate efficacy data to assist in their registration with the Australian Pesticides and Veterinary Medicines



Associate Professor Robert Spooner-Hart has more than 20 years experience in the olive industry.

Authority (APVMA) for legal use in olives.

Other related olive IPDM and chemical research projects that have been led by Professor Spooner-Hart include:

- *Safe use of fungicides to manage berry rot diseases for sustainable oleiculture (OL06000)*
- *Residue data for key chemicals in the Australian Olive Industry (OL13004)*

Final reports for these projects are available to order through the Hort Innovation website.

Q: What are your top three pieces of IPDM advice for growers?

1. Growers need to see the grove and the surrounding vegetation as an ecosystem
2. It is imperative to be regularly, and correctly, monitoring your grove to keep on top of pests and disease before severe infestations arise
3. Understand appropriate pest and disease timing and application strategies, whether they be chemical or non-chemical, as timing of application is critical for effective targeting.

Minor use permits

While the use of pesticides is being modified through the increasing uptake of integrated pest management, there is still a need for the strategic use of specific chemicals.

Pesticide companies submit use patterns for registration to the Australian Pesticides and Veterinary Medicines Authority (APVMA) and the olive industry is generally provided with limited registrations because of its minor crop status. Minor use permits

are required in the olive industry where the market size is considered too small to generate adequate commercial returns for the research and development investment by the pesticide companies.

Hort Innovation has supported the horticultural sector to gain access to additional funding for strategic investments. In 2015/16, this included almost \$1.1 million in assistance grants for access to industry priority uses of AgVet chemicals, from a possible

\$1.6 million available. In 2016/17, this included almost \$1.3 million from a possible \$2.4 million available across all agricultural and livestock RDCs. Fortunately, the olive industry has been the beneficiary of some of these grants to help fast track their pesticide program. The Hort Innovation Olive Fund project *Olive industry minor use program* (OL16000) also supports the submission of applications and renewals for minor use permits with the APVMA.

ST15027

A multi-industry data generation project has undertaken residue trials for the renewal of:

- **PER14908 Pyraclostrobin + Metiram (Aero) / olives / anthracnose, with the residue data soon to be submitted with an APVMA application for the permit to support its renewal**
- **PER14897 Clothianidin (Samurai) for the control of olive lace bugs. The residue studies have been completed and an application has been prepared and submitted during 2017 to maintain the current permit, which is currently with the APVMA.**

ST16006

A multi-industry data generation project contracted by Hort Innovation in February 2017, which is undertaking studies required for new label registrations with Bayer and ADAMA for the following:

- **Bayer Luna Privilege (Fluopyram) for the control of anthracnose in olives**
- **Adama – Trivor (acetamiprid 186 g/L + pyriproxyfen 124 g/L) for the control of olive lace bug and scale in olives.**

MT17012

A new data generation project contracted by Hort Innovation in late December 2017 will conduct the following:

- **Mancozeb residue trials in olives, to support a new permit request to assist in the control of anthracnose**
- **Residue trials for the renewal of PER81870, which covers the use of Pyganic Organic Insecticide for the control of olive lace bug.**

Hort Innovation projects ST15027 and ST16006 use funds from the Australian Government's Agvet program, with some additional levy contributions. Project MT17012 is a multi-industry project that involves contribution from the olive research and development levy.

Below is a list of minor use permits for the olive industry, as of February 15, 2018.

Permit ID	Description	Date Issued	Expiry Date	Permit holder
PER14414	Natrasoap insecticidal soap spray / olives / olive lace bug	4-Oct-13	30-Sep-23	AOA
PER11360 Version 3	Copper / olives / fungal leaf spot and fruit rot.	24-Mar-09	30-Nov-21	AOA
PER82184	Fenoxycarb (Insegar) / olives / black olive scale	4-Mar-16	31-Dec-18	EE Muir
PER13999 Version 5	Dimethoate / olives (oil production only) / olive lace bug, green vegetable bug & Rutherglen bug	19-Apr-13	6-Mar-19	AOA
PER85411 Version 2	Paraquat & Diquat (Spray Seed) / olives / range of broadleaf & grass weeds (as per label)	1-Nov-17	30-Nov-22	AOA
PER14580	Azoxystrobin (Amistar) / olives / anthracnose	23-May-14	31-Aug-19	AOA
PER14575	Chlorpyrifos (Lorsban) / olives / ants, African black beetle, light brown apple moth	23-Dec-13	31-Mar-19	AOA
PER14460 Version 2	Ethephon / olives / fruit loosening	1-Jun-14	30-Jun-22	AOA
PER14791 Version 3	Alpha-cypermethrin / olives / curculio beetle / apple weevil & cutworms	6-May-14	30-Nov-21	AOA
PER80718	Methyl Bromide / fruit & fruiting vegetables, food producing plants & ornamentals / fruit fly, silverleaf whiteflies & thrips for biosecurity decontamination (all states)	12-Apr-15	31-Mar-25	Biosecurity SA
PER14908	Pyraclostrobin + Metiram (Aero) / olives / anthracnose	8-Jan-15	31-Mar-20	AOA
PER13859	Dimethoate / orchard cleanup – fruit fly host crops following harvest / fruit fly	9-Feb-15	31-Jul-24	Growcom
PER14897	Clothianidin (Samurai) / olives / olive lace bug	4-Mar-15	31-Mar-20	AOA
PER80751	Fluazifop-P (Fusilade Forte) / olives / grass weeds (Queensland only)	7-Aug-15	31-Jul-20	GOMVITA
PER81949	Esfenvalerate (Sumi-Alpha Flex Insecticide) / olives / olive lace bug (14 day WHP)	20-May-16	30-Nov-21	AOA
PER81870	Pyrethrins (Pyganic Organic Insecticide) / olives / olive lace bug	17-Dec-16	31-Oct-19	AOA



All efforts have been made to provide the most current, complete and accurate information on these permits, however you should always confirm details on the APVMA website at portal.apvma.gov.au/permits. Details of the conditions of use associated with these permits can also be found on the APVMA site

Export handbook supports EVOO sales to China

Olive producers seeking to gain a marketing edge in China and raise awareness of Australian Extra Virgin Olive Oil (EVOO) are turning to the *Olive Industry Export Handbook* to fine-tune their understanding of Chinese import protocols and testing requirements.

Developed during 2016 through a project in the Hort Innovation Olive Fund, the handbook was written by industry consultants Chris Mercer and Paul Miller to strengthen producers' knowledge of the Chinese market place and in turn, boost access for Australian EVOO.

Speaking from Shenzhen, Mr Mercer said one of the initial challenges to overcome is that many Chinese consumers are unaware that Australia produces EVOO, with the market dominated by Spanish, Greek and Italian product.

But he says consumer perceptions could be shifted over time, and marketing initiatives such as QR codes on Australian EVOO have been well received.

"We developed the QR codes in response to studies that showed 90 per cent of Chinese shoppers research a product online before they buy, and that they value the origin and quality guarantee of the olive oil they buy," Mr Mercer said.

The Chinese EVOO market is dominated by Olivioilá, which uses Spanish and Italian oils, but Mr Mercer says it could be considered a 'benevolent' competitor for the work it's doing to educate shoppers.

"The brand has a massive advertising budget but it's actually doing a lot of good in terms of educating consumers about the lifestyle and health benefits of EVOO, so that definitely works in our favour," he said.

The handbook provides guidelines for export to China covering product standards, food safety, traceability,



Chris Mercer helped develop The Olive Industry Export Handbook, to provide guidelines and tips for export to China. (Photo: Lucinda Jose ABC)

quality, packaging, labelling and product distribution. It also provides tips and advice across areas such as planning and shipping, finance and insurance, and brand development and communication.

A producer 'roadshow' was delivered in six locations across the country to assist with the preparation of the handbook and its partner initiatives, as part of the strategic levy investment project *Essential work to facilitate increased exports to China, removing roadblocks and enhancing competitive advantage* (OL14003).

Mr Mercer says a key concern expressed by the growers looking to export to China was security of payment.

"Most growers who attended the workshops had concerns about getting paid and I guess there are two strands to this – making the sales in the first place, and then getting paid for what is sold," he said.

"The first is something that can be worked on in terms of branding, positioning, social media marketing and content generation. The second is a question of education and

information for growers as to how to go about doing overseas business safely, which is all available in the handbook."

And the workbook isn't limited solely to exporters.

"I think a lot of the advice in there would also be useful for domestic sales and positioning, especially the first two or three chapters," Mr Mercer said.

.....
This project has been funded by Hort Innovation, using the olive research and development levy and contributions from the Australian Government. Hort Innovation is the grower owned, not-for-profit research and development corporation for Australian horticulture

To order a copy of the *Olive Industry Export Handbook* contact Will Gordon, Hort Innovation Relationship Manager Lead on 0427 920 924 or will.gordon@horticulture.com.au



Research Recap

PROJECT NAME: *Essential work to facilitate increased exports to China, removing roadblocks and enhancing competitive advantage* (OL14003)

AIM: To help grow Australia's share of the Chinese market for EVOO

RESEARCH PARTNER: Pomology

FUNDING: Hort Innovation Olive Fund

PROJECT STATUS: Complete

KEY LEARNINGS:

- Olive growers don't need huge volumes of EVOO or ultra-low pricing to get into the export market
- A handbook has been developed for olive growers who want to explore the possibility of exporting to China.



COMMUNICATIONS STRATEGY 2017-2020

AUSTRALIAN OLIVE INDUSTRY

28 NOVEMBER 2017

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1 Situation analysis

The Australian olive industry comprises around 900 growers, with approximately 21 classed as large scale, but the majority operating as boutique businesses. Victoria is by far the largest producer of olives, accounting for around 70 per cent of Australian production.

Production costs vary, and competing head-to-head with imported, often subsidised products makes it vital that Australian product is positioned as high quality with scientifically proven health benefits to attract a higher price.

However, maximising production efficiency is also a critical factor in maintaining business viability and the prosperity of Australian olive businesses. R&D extension activities aim to educate and empower growers to manage issues and improve on-farm capability.

A levy of \$3.10 per tonne is payable on olives that are produced in Australia and either sold by the producer or used by the producer in the production of other goods.

Hort Innovation manages the olive levy funds directed to R&D, which in 2015/16 was approximately \$332,000. The *Olive Strategic Investment Plan 2017-2021* (SIP) has been developed to guide investment in the priority areas identified and agreed by the industry.

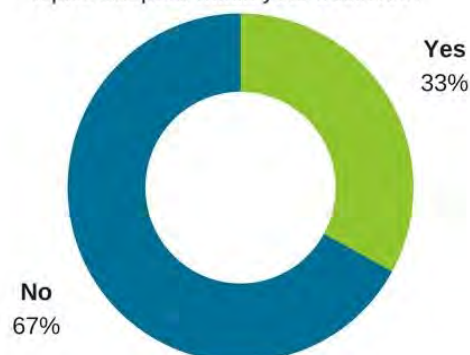
Our research, undertaken to help inform the strategic direction of this plan, shows that while many growers are aware of the R&D work undertaken (graph one), and do adopt findings, some 63 per cent are not making practice change (graph two). As such, the importance of an effective communication program to support extension is clearly evident and outlined in the following strategy.

The below graphs summarise findings from both the online and telephone survey, unless otherwise stated.

Graph 1 Q1. Are you aware of any current levy-funded R&D projects underway or past projects?



Graph 2 Q2. Have there been any projects/research topics adopted within your business?



1.1 Current communication

Specialist agribusiness public relations agency, Cox Inall Communications, has been appointed by Hort Innovation to deliver communication services to support and promote levy-funded research and development (R&D) activities via the *Olive Communication Program* (OL16006).

This project is the first communications-specific project under Hort Innovation for the olive industry and will help to inform and empower growers to manage issues, improve on-farm capability and maximise opportunities to build profitable and sustainable businesses.

While this strategy has been in development, preliminary communications work commenced on several initial communication outputs, including an e-newsletter and a magazine insert focused on R&D.

Cox Inall works closely with the Australian Olive Association (AOA), the national peak industry body representing Australian olive growers to develop and deliver communications outputs. This includes use of the AOA database for dissemination of the e-newsletter and the placement of the R&D insert in the AOA-owned Australian Olive Grower and Processor magazine.

It should be noted that the AOA carries out communication regarding its operations and membership activities using some of the tools and channels utilised by the *Olive Communication Program* (OL16006), which are not covered by this strategy.

1.2 Strategy development

This strategy has been developed by Cox Inall, taking into consideration the priorities outlined in the olive SIP, and feedback from growers. The development process has included a review of the initial communication outputs contracted under the *Olive Communication Program* (OL16006), while recommendations have also been made for additional outputs which could be considered.

The industry communications needs analysis, which has informed this strategy, was conducted in two parts: a telephone survey of growers and an online survey.

Hort Innovation and the AOA provided names and contact details for growers and processors for the telephone survey, ensuring a mix of both large and small operators, located in a range of states.

The ability to hold an in-depth conversation with the participants allowed for the collection of detailed information and the development of an understanding of the thinking behind some of the responses.

The phone survey was conducted in September 2017 and a total of eight responses were collected. The questions are listed below and the full survey results are attached as appendix one.

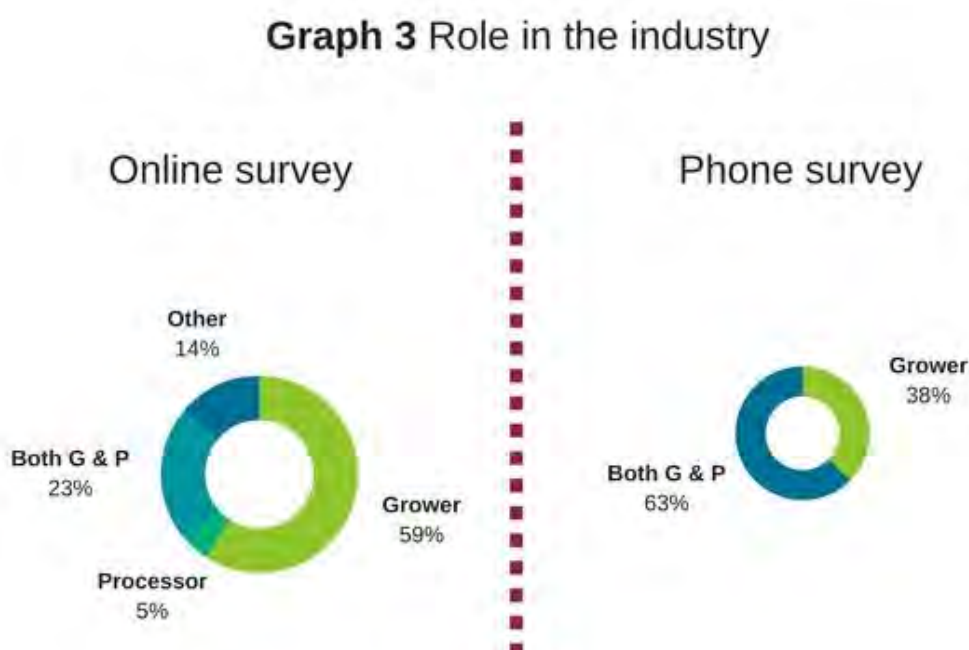
Cox Inall presented an overview of the communications program to the National Olive Industry Conference and trade Exhibition in Adelaide in October 2017. This was an opportunity to

encourage growers to provide feedback through an online survey, also available in hard copy during the event.

The survey was conducted via SurveyMonkey during October 2017, with promotion through the monthly olive e-newsletter, *Grove Innovation*, and other Hort Innovation channels. This format provided a cost-effective way to increase the number of interested growers able to participate.

A total of 19 responses were collected, and the questions are listed below. The full survey results are attached as appendix two.

Graph three represents the roles of both the online and phone survey recipients.



1.2.1 Phone survey questions

- Describe your operation (for growers)
 - How long have you been in the industry?
 - Grove location?
 - Type of olives – table or oil?
 - Key markets
 - Grove size (ha or tree number)
 - Do you classify yourself a small, medium or large scale producer?
- Describe your operation (for processors)

- How long have you been in the industry?
- Location of your business?
- Volume processed?
- Where do you source olives from?
- Which key markets do you supply?
- Are you aware of any current levy-funded R&D projects underway? Or past projects?
- How did you find out about these projects?
- Background on current R&D adoption: Have there been projects/research topics that have been adopted within your business? What made you decide to adopt these practices?
- What are the main issues that matter most to your business?
- What do you think are the biggest issues facing the olive industry?
- What information would be most helpful to help your business perform better?
- What topics do you feel should be prioritised for future R&D projects?
- How do you get most of your news and information? (For example- social media, direct mail, newspaper, websites, e-newsletter, face-to-face meetings.)
- What quality of internet connection do you have?
- Do you use social media? If so, which platforms?
- What is the best way for us to send you information that will have the best chance of you spending time taking it in?
- What sort of content would be most helpful to you? (For example - case studies on other growers, technical articles on research, How To videos, Fact sheets, Face-to-face meetings with experts and other growers?)

1.2.2 Online questions

1. Role in the industry
2. Production type
3. Business location
4. Key supply markets
5. Grove size - number of trees (if applicable)
6. Volume processed p.a (if applicable)
7. Are you aware of any current R&D projects underway? Or past projects?
8. Have there been projects/research topics that have been adopted within your business?
9. What are the main issues that matter most to your business?
10. What do you think are the biggest issues for the olive industry?
11. What information would be most helpful to help your business perform better?
12. What topics do you feel should be prioritised for future R&D projects?

13. How do you get most of your news and information? I.e. social media, direct mail, newspaper, websites, e-newsletter or face-to-face meetings.
14. What quality of internet connection do you have?
15. Do you use social media? If so, which platforms?
16. What sort of content would be most helpful to you? Grower case studies, technical research articles, how-to videos, fact sheets, infographics
17. What content delivery format do you prefer to receive industry information?
18. What is the best way for us to send you information that will have the best chance of you spending time taking it in?

2 Communication objectives

The SIP lists three desired outcomes for the olive industry from levy investment over the next five years:

1. Improved on-farm productivity, sustainability and product quality
2. Increased demand for Australian olive products within Australia and in key overseas markets
3. Greater skills, capacity and knowledge in the industry.

The objective of this Communication Strategy is most closely tied to Outcome 3:

Effective communication and extension of R&D findings to support increased adoption of outputs and increased likelihood of success of Outcomes 1 and 2.

This will:

- Provide knowledge transfer to the olive industry value chain on research findings, best practice, emerging risks and opportunities
- Help build a better informed industry to increase farm productivity and promote an innovative and prosperous Australian olive sector
- Increase understanding of how the olive levy is invested and the benefits this brings to industry, and to promote Hort Innovation membership.

3 Target audience

The primary audiences for all activities carried out under the *Olive Communication Program* (OL16006) are the growers and processors who pay the olive levy.

Return on investment in research is only achieved if the findings are adopted across industry, which requires growers to have an awareness of what work is being undertaken, knowledge of the associate results and an understanding of how this work may benefit their businesses. The right content and language – ensuring the R&D is presented in a tangible, practical and timely way – will encourage growers to find out more about new management practices and help to promote uptake.

4 Key Messages

Below are overarching key messages that will be reflected in all communications outputs outlined in this strategy. Each project will have individual key messages relating to specific findings.

- R&D plays an important role in providing information and insights to Australian growers and processors to help them improve management practices and ultimately increase profitability.

- Hort Innovation strategically partners with leading service providers to complete a range of R&D projects that will contribute to the long-term sustainability and profitability of the olive industry.
- The findings of this research are available to levy-payers and are a valuable tool to help build the productivity and long-term profitability of their businesses.
- Australia's olive industry is diverse, with both small and large producers, and both must be accommodated by the R&D and extension portfolio.
- The Australian olive industry produces consistently high-quality product with scientifically proven health benefits and this can be maintained and further enhanced through the strategic adoption of research findings.
- Olive growers have an opportunity to help set R&D priorities and projects funded by the levy, through the Strategic Investment Advisory Panel and the Innovation Concept Pipeline.

5 Communication outputs

Since Cox Inall was appointed in July 2017, a series of initial communication outputs has been produced, including a monthly e-newsletter and quarterly magazine insert. This strategy assesses those outputs, and makes recommendations for a range of other activities that would further assist in communicating R&D results and benefits to growers.

It is guided by the results of the grower survey, collected both online (using SurveyMonkey) and via phone, to ensure the outputs meet their communication needs.

When asked where they get most of their news and information, the majority of growers in both the online and phone survey indicated some kind of electronic form – including email/e-newsletters, websites, and social media. Conferences and “talking with other growers” were also common responses.

All activities are aimed at ensuring R&D findings are communicated in a practical way, using appropriate language and examples, to stimulate greater uptake of R&D and build industry profitability and resilience. This will also help to demonstrate the value of the work being undertaken by Hort Innovation and the return on levy investment.

5.1 E-newsletter

Email has the strongest support amongst survey respondents as the preferred method of receiving industry information.

This preference is evidenced in the report data from the monthly e-newsletter, *Grove Innovation*, which has been well received since being introduced in September 2017. It has achieved an average open rate of 32.1 per cent and a click rate of up to 17.7 per cent of those who opened the e-newsletter. These are well above industry averages (19.5 per cent and 2.2 per cent respectively for agriculture and food services, according to Mailchimp).

Edition	Successful deliveries	Open rate	Unique clicks	Click rate	Unsubscribes
September	2539	32%	117	8.6%	5
October	2479	32.8%	92	7.3%	3
November	2466	31.6%	196	17.7%	1

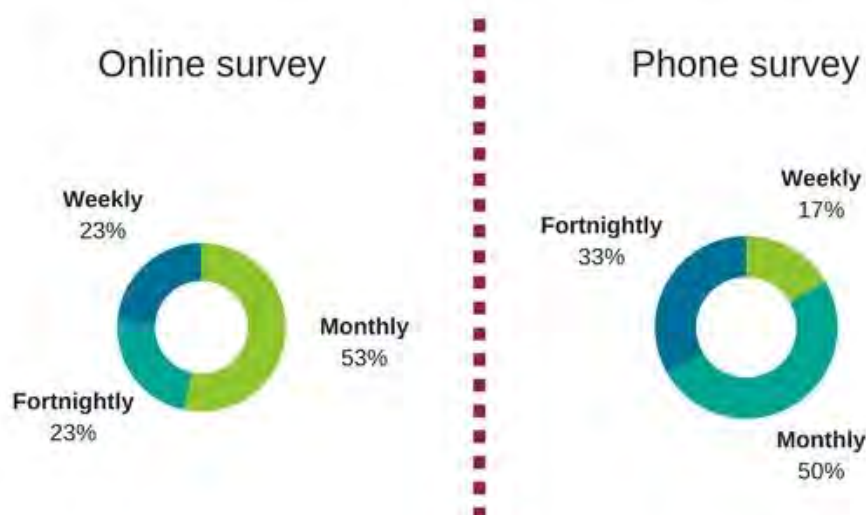
For growers to have the best chance of taking in information, email was named by 14 out of the 19 respondents in the online survey. This was even stronger in the phone survey, with every respondent naming email as the best format. These combined findings are illustrated in graph four below, highlighting the strong preference for email communication though noting approximately one in five respondents favour hard copy publications.

Graph 4 Q11. What is the best way for us to send you information that will have the best chance of you spending time to take it in?



In terms of distribution frequency, monthly e-newsletters were considered 'very helpful' or 'helpful' by 16 of the 19 respondents in the online survey, when asked what content delivery system they preferred. This compared to seven respondents for both weekly and fortnightly e-newsletters. Just three respondents considered e-newsletters 'not helpful'. In the phone survey, approximately four out of eight respondents noted monthly e-newsletters would be suitable. These findings are illustrated in graph five below.

Graph 5 Preference for e-newsletter frequency



Verbatim comment: “Email is the best way as it is helpful to be able to store it and read it when I have time. Monthly is pretty good, weekly is a bit too much.”

Grove Innovation will continue to be produced monthly and distributed to approximately 2,500 subscribers to the AOA’s database, and should be distributed at a time that complements Hort Innovation’s *Growing Innovation* monthly e-newsletter and AOA’s various e-newsletters. *Grove Innovation* is currently distributed the second Tuesday of every month.

Each edition of *Grove Innovation* contains approximately four articles, with a short introduction in the e-newsletter itself and a link through to the OliveBiz website for the full article.

Improvements can be made through a greater variety of content being delivered, to improve the visual appeal of the e-newsletter. This includes videos, case studies and infographics – small charts or diagrams that provide a visual representation of key information and data. Growers engaging in best practice methods, project leads or members of the Strategic Investment Advisory Panel could also be profiled through short Q&A style articles.

Feedback from phone survey respondents in question 11 and 12 indicated that growers receive a lot of spam emails.

Verbatim comment: “I get 20 emails everyday all from different companies. I really need something that stands out in the subject.”

Including a variety of content types, such as videos and infographics, will help differentiate *Grove Innovation* from other industry e-newsletters and promotional material, as well as from the R&D magazine insert. This diversity will also encourage greater uptake of information by meeting the communications needs of a greater range of growers.

Recommendation: that Hort Innovation continue to fund a monthly e-newsletter focused on industry R&D investment.

5.2 R&D magazine insert

R&D Insights has been created as a stand-alone, eight-page insert into the quarterly *Olivegrower and Processor* (OGP) magazine, which has a readership of around 1,300. Each insert contains 6-8 articles drawing on current, as well as past R&D projects and results that are specific to the olive industry and of wider relevance to the horticulture industry.

As illustrated in graph four approximately one in five survey respondents believe hard copy publications are the best way to take in industry information. The combined phone and online survey finding showed five respondents prefer hard copy and 22 prefer email.

Verbatim comment: “I often refer back to past OGP magazine articles or olive growing books when the need arises but will already have deleted e-newsletters, which tend to be shallow in content in any event.”

The magazine provides an alternative method of reaching growers outside of an e-newsletter database, as well as the broader supply chain. It is also a platform to deliver longer and more in-depth articles, and ensures those growers with limited connectivity and computer literacy have an opportunity to be reached.

The magazine format lends itself to a variety of content styles, such as technical articles on R&D investment findings, grower case studies, fact sheets and infographics.

Recommendation: that Hort Innovation continue to fund a quarterly, eight-page magazine insert focused on industry R&D investment.

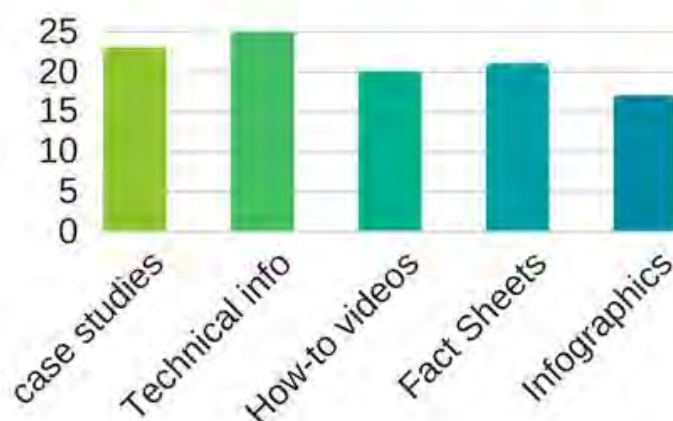
5.3 Grower profiles/case studies

Case studies are an effective content vehicle for demonstrating the value of R&D investment by showing its adoption within the industry. They are an opportunity to showcase how R&D research is of benefit to all businesses, not just the large players, by allowing growers to hear from others who have adopted research and new technology, and experienced a positive impact on their enterprise.

Case study topics could focus on levy investment areas such as integrated pest management (IPM), harvest and process efficiency, oil storage, business benchmarking and work being done to increase consumer and chef awareness to the health benefits of Extra Virgin Olive Oil (EVOO).

As illustrated in graph six below, case studies have been identified as the second highest preferred style of content delivery. This feedback also highlights that a mix of various content styles is effective in transferring information to industry.

Graph 6 Q12. What sort of content would be most helpful to you?



Verbatim comment: “Grower case studies should not just focus on glowing successes but also what didn’t work and why.”

In the online survey, 18 of the 19 respondents considered grower case studies to be ‘very helpful’ or ‘helpful’ when asked about different types of content. Case studies were also mentioned by four of the eight phone respondents as a way of sourcing helpful information.

Written and video case studies should be developed and circulated via *Grove Innovation* e-newsletter. Written case study can also feature in the published R&D insert, with a url link to where the video can be accessed.

Videos filmed on-farm, or other relevant locations, are highly effective for e-newsletters and social media, generating engagement than most other content but are obviously more expensive to produce. An example of a case study video produced for the nursery industry can be found on YouTube: <https://youtu.be/wbjqoFq6LNk>

Recommendation: That Hort Innovation fund the production of one written and video case study per quarter.

5.4 Technical research articles, factsheets and how-to videos

While it is highly important to communicate latest research findings, it is also valuable to have a mechanism to both share new R&D and to revisit older work that is relevant and valuable to growers.

Technical papers and factsheets can provide a practical resource for growers to keep or find online at any time. Typically, a technical paper covers research findings in detail, while factsheets may include summaries, dot points or graphics to provide a quick ‘snapshot’ or key points.

Verbatim comment: “The more scientific the more creditable – need information that improves understanding and is based on logic.”

As illustrated in graph six the combined survey findings identified technical information as the highest preferred style of content delivery.

The majority of respondents in the online survey were in support of ‘technical research articles’ and ‘factsheets’, with 18 of the 19 respondents respectively considering them ‘very helpful’ or ‘helpful’. In the phone survey, five of the eight respondents mentioned technical content as being helpful.

Verbatim comment: “Technical articles and case studies are beneficial. That’s my background, I’m detail focused and it’s how I like to receive information.”

Again, this demonstrates the need for a variety of communications methods and outputs so ensure as much of the grower audience as possible is being reached.

Examples of where technical papers may be effective include sharing the research findings of projects that fall under outcome one of the SIP, related to improving on-farm productivity sustainability and product quality, which may contain a large quantity of numerical data.

Factsheets may outline identification and management of a particular pest or disease; considerations if thinking about purchasing a piece of equipment; or technical specifications for installing irrigation or other systems.

How-to videos could highlight techniques and processes in greater detail than on paper. In the online survey, 12 respondents thought these would be ‘very helpful’ and five of the 19 considered them ‘helpful’, with just one suggesting it would not be helpful. From the phone survey, it appears the quality of internet connection has an impact on whether videos are considered useful or not.

How-to videos should be short (maximum three minutes), feature an expert in the field such as a project lead, and often provide a step-by-step explanation with accompanying footage. An example of a how-to-video produced for the Grains Research and Development Corporation can be found on YouTube: <https://www.youtube.com/watch?v=7iR740gW-bc>

Content can draw on results from past as well as recently completed projects, not just olive-specific projects but those funded across industries that are relevant to olive growers.

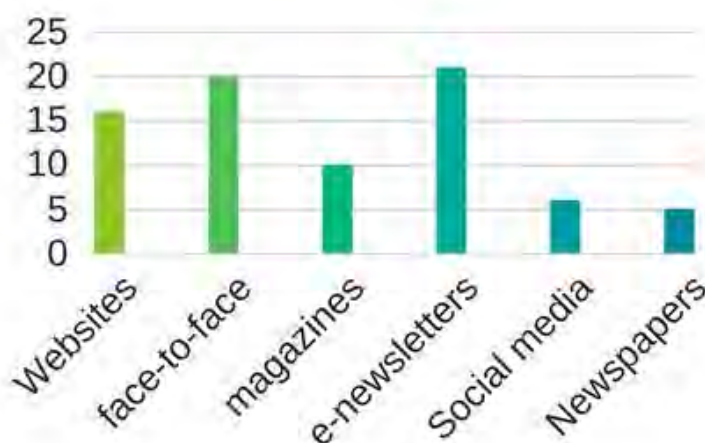
<p><u>Recommendation:</u> That Hort Innovation fund the production of two written technical papers or factsheets a year, plus two accompanying how-to videos.</p>
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5.5 Australian Olive Conference & Trade Exhibition

Hort Innovation already supports the successful Australian Olive Conference and Trade Exhibition and utilises this forum to communicate to growers and the supply chain about latest R&D investment findings and innovations.

The combined phone and online surveys demonstrated that face-to-face was the second most common method that growers receive information, behind e-newsletters as illustrated in graph seven.

Graph 7 Q8. How do you get most of your information?



In the phone surveys, five out of eight respondents referenced face-to-face, such as attendance at the National Conference, as a way they receive industry information. Face-to-face was mentioned in nine of the 19 online respondents, highlighting the value of Hort Innovation's attendance at the National Conference.

There is scope to extract greater value from this investment by expanding the reach of presentations and updates provided at the event.

For example, the event could be livestreamed to make it available to growers across the country who are not able to attend. Alternatively, key R&D sessions may be videoed and placed online for viewing at a later time, thus also serving as an online resource or library that can be easily accessed and housed on the Australian Olive Association website or Olivebiz. These videos could also be disseminated via the e-newsletter along with key learnings from the conference.

The value of R&D investment could be strengthened by presenting on more projects that have been underway for long enough to have key findings that could be shared with the delegates, to increase the profile of the project and awareness to research achievements.

The Relationship Manager could also give a brief speech at the start of the levy funded presentations, to provide a summary of the levy investment process, current projects and their role within the industry. This could be a valuable addition to the conference, evidenced by the large number of 'new players' entering the olive industry who may not be familiar with the levy process.

Recommendation: That Hort Innovation fund either the live streaming or video recording of R&D update sessions at the Australian Olive Conference to increase reach across growers.

5.6 R&D update events

While technology allows access to information from a wide array of sources, the value of personal interaction and knowledge sharing cannot be underestimated.

When it came to the preferred delivery format for industry information, face-to-face workshops were considered 'very helpful' by four online respondents and 'helpful' by five of the 19 respondents.

The olive R&D update events would see key researchers communicate their research findings directly to growers in a series of shed meetings or information days held across several regions and states. Other industry speakers could also be involved, including the Hort Innovation relationship manager and the AOA.

It would provide an opportunity for growers to ask questions and provide feedback on research findings and priorities, as well as to network with other growers and industry leaders.

The olive industry updates could be held in conjunction with existing events, such as the National Conference, or as stand-alone events. Ideally, each would be hosted by an innovative grower or at a field trial site, so a field walk could be included as well as formal presentations. Lunch would be provided to allow greater networking opportunities.

Each year, four meetings would be held at a time when growers have the most time available to spend a day away from their groves:

- One meeting in alternate years in the Riverland of South Australia and the Mildura region of Victoria
- One meeting in alternate years in Victoria's Goulburn Valley and Gippsland region
- One meeting in the New South Wales Hunter Valley
- One meeting in Western Australia.

Presentations could be filmed and made available online after the event, for those unable to attend, and to provide ongoing reference material. Researchers could also be asked to provide a two-page summary or abstract, for those wanting more technical information.

Promotion of the events would occur through the e-newsletter and social media channels, as well as local media in each location. Journalists would be invited and encouraged to interview presenters, write stories on the events and the research covered, and to run an online gallery of social photos.

Recommendation: that Hort Innovation fund annual R&D update events to provide growers and researchers with the opportunity to engage face-to-face, as well as accompanying promotional and follow-up activities

5.7 Traditional media

Olive growers and the broader supply chain are also consumers of a range of other media not specific to the industry. While *Olivegrower and Processor* is the industry's go-to magazine, there are opportunities to utilise other media outlets to reach these groups and to promote the innovation within the industry to the general public.

Media releases could be written when research projects are contracted, or when results have been finalised, when the projects are likely to generate interest outside of the industry. Examples of topics that may be suitable for a media release include olive export through the China Project, increased yield success story through improved harvest efficiency or showcasing the benefits of cooking with EVOO. Any grower case studies that are produced could also be provided to media.

Target outlets include:

- Tree Crop magazine (which features different crops each month, including olives - <http://www.treecrop.com.au/>)
- ABC radio rural reporters
- ABC TV Landline
- Fairfax Agricultural Media weekly rural newspapers as well as The Weekly Times
- regional media in olive-growing areas.

Five of 19 online respondents listed newspapers as a source they use to get news and information.

Recommendation: that Hort Innovation fund the development of two media releases per year, plus time for media liaison at other times to sell in case studies and other materials being produced.

5.8 Social media

The AOA currently has a Facebook page with more than 7,200 followers. Posts are a mix of consumer and grower information, from latest recipes to promoting industry events.

The online survey findings indicated that nine of 19 online respondents are on Facebook, though feedback from the phone surveys suggested they use social media to communicate to their suppliers and customers, not to source industry information.

Verbatim comment: *"I am on Facebook but more to communicate to consumers. I haven't found it very useful for getting information."*

There are opportunities to boost the reach of communication outputs produced under the *Olive Communication Program* (OL16006), by encouraging the AOA to share content from *Grove Innovations* and *R&D Insights*, though this is not considered a priority at this stage given the low rating of social media as a source of industry information evidenced in graph seven.

5.9 Annual grower survey and strategy update

Given the *Olive Communication Program* (OL16006) is the first of its type funded under the olive levy, and this strategy recommends a variety of new communication outputs, it is important to continue the conversation with growers about their communication needs.

An annual survey of growers and other supply chain participants will help to gauge their level of understanding about the levy and the R&D projects being carried out, as well as the rate of adoption of research findings.

It will also provide feedback on the communication outputs delivered over the preceding 12 months, and track any changes to the preferred means of information delivery in the industry.

A phone survey of ten participants will help to get detailed information, as it will allow a more in-depth conversation. This should be accompanied by an online survey to ensure feedback can be provided by as many growers as are interested in participating.

Following each survey, the communications strategy should be updated to reflect the feedback and incorporate any changes to the mix of outputs being produced, and tools and channels being used to distribute this information.

Recommendation: that Hort Innovation fund an annual grower survey, which will inform a review of the communication strategy.

5.10 Additional survey observations

During the surveys, respondents were asked about their thoughts on where they would like to see future R&D investment.

Many expressed a need for research that is targeted at smaller growers, who are possibly starting out, and may not be able to afford some of the larger and more expensive equipment.

Whilst not in the scope of this project, it should be noted one of the most consistent areas identified for investment was marketing the health benefits and high quality of EVOO to consumers.

Other areas identified for future R&D investment included:

- Integrated pest management (IPM)
- Specific pests and diseases mentioned:
 - Scale insect
 - Cool climate disease management, especially cercosporiosis
 - Olive lace bug management
 - management options to keep *Xylella fastidiosa* out
- Weed control from an organic perspective
- Chemical use and labelling

- Soil health, and the chemical and biological properties of soil
- Management advice for newcomers in smaller operations, including cropping, pests, and how to connect to markets
- Efficient grove management techniques, especially with water requirements
- Pollination issues
- Physiology and agronomy of improving fruit set, and better ability to predict optimal harvest times
- Efficient and economic means of harvesting, especially for smaller growers
- Effective ways to manage olive waste
- Marketing EVOO – increasing consumer awareness/knowledge of the quality product, growing the market and getting a fair/premium price for Australian product
- Chef education to the use of EVOO
- How best to improve oil extraction rates for oil quality
- An effective, affordable test for adulteration of oil
- Processing equipment for smaller growers
- Marketing for small sized producers, hobby sized
- Development of comprehensive/ localised extension materials and training programs.

Another consistent piece of feedback provided was the value of being able to find information on websites.

Graph seven illustrates websites were the third most common way survey respondents receive information.

Verbatim comment: “I get information directly off the website, AOA is a pretty critical one. A lot of that is focused on high level issues, if we could get down to the nitty gritty issues that small growers have in our backyard that would be of great assistance.”

As such, it would be valuable for AOA to consider housing key communications outputs, such as technical papers, fact sheets and videos, in an easy-to-find resource library on its main website.

6 Communications timeline

The table below provides indicative delivery dates for the outputs referenced in this strategic plan. These will be fine-tuned as part of the implementation process to ensure they are relevant and timely.

Month	Outputs
January	<ul style="list-style-type: none"> • <i>Grove Innovation</i> January e-newsletter to levy payers • Media release 1
February	<ul style="list-style-type: none"> • <i>Grove Innovation</i> February e-newsletter to levy payers • Grower case study 1 & video

March QLD and WA harvest	<ul style="list-style-type: none"> • <i>Grove Innovation</i> March e-newsletter to levy payers • Eight-page insert in <i>Olivegrower and Processor</i> publication
April NSW harvest	<ul style="list-style-type: none"> • <i>Grove Innovation</i> April e-newsletter to levy payers • Release of technical paper 1 & how-to video
May VIC and SA harvest	<ul style="list-style-type: none"> • <i>Grove Innovation</i> May e-newsletter to levy payers • Grower case study 2 & video
June VIC and SA harvest	<ul style="list-style-type: none"> • <i>Grove Innovation</i> June e-newsletter to levy payers • Eight-page insert in <i>Olivegrower and Processor</i> publication
July TAS and SA harvest	<ul style="list-style-type: none"> • <i>Grove Innovation</i> July e-newsletter to levy payers • Media release 2
August	<ul style="list-style-type: none"> • <i>Grove Innovation</i> August e-newsletter to levy payers • Grower case study 3 & video
September	<ul style="list-style-type: none"> • <i>Grove Innovation</i> September e-newsletter to levy payers • Eight-page insert in <i>Olivegrower and Processor</i> publication • R&D update event – New South Wales • R&D update event – Western Australia • Annual grower stakeholder survey and communications review
October Australian National Conference & Trade Exhibition	<ul style="list-style-type: none"> • <i>Grove Innovation</i> October e-newsletter to levy payers • R&D update events – Victoria/SA • Release of technical paper 2 & how-to video
November	<ul style="list-style-type: none"> • <i>Grove Innovation</i> November e-newsletter to levy payers • Grower case study 4 & video
December	<ul style="list-style-type: none"> • <i>Grove Innovation</i> December e-newsletter to levy payers • Eight-page insert in <i>Olivegrower and Processor</i> publication

7 Evaluation

Metrics on *Grove Innovation* are produced through Constant Contact, the platform where the e-newsletter is developed and distributed with support from AOA when needed. These include:

- Open rates
- Overall click through rates
- Click through rates for specific articles.

Access to this information will help to gauge which topics are of most interest, and what format creates the most engagement.

Growers can also be encouraged to provide ongoing feedback on the e-newsletter through wording at the bottom and a link to an email address where this is collected.

Hort Innovation could also provide metrics from its website after e-newsletters have gone out with links from the Olive Fund page, to measure any spikes in unique views and downloads of material mentioned in the e-newsletter such as the SIP and olive annual report.

Where grower case studies, technical material, videos and media releases are included in e-newsletters and on social media, metrics from these platforms can help to measure grower engagement with these types of outputs.

YouTube will also provide metrics for the videos, including number of views and average viewing time.

An assessment of media uptake for case studies and media releases can be made through internet searches for online coverage, and liaison with specific publications where the materials were placed.

Data the *Olivegrower and Processor* magazine can be provided by the AOA from its own research into readership and sentiment. The AOA should be encouraged to include specific questions on *R&D Insights* in any surveys.

The AOA can also provide analytics on views and downloads of any material hosted on the OliveBiz website that has been produced through the communications program.

The annual survey will be the best opportunity to assess the sentiment of growers to the overall communications program, the value placed on outputs, and whether the content has encouraged growers to seek more information or adopt R&D findings. Using the same questions each time will allow a comparison of sentiment and use of various communication channels, as well as awareness of and satisfaction with different outputs.

8 Appendix 1: Phone survey responses

9 Appendix 2: Online SurveyMonkey responses

Results from the olive industry needs analysis phone survey

Completed September 2017. Contact list provided by AOA.

Describe your operation

How long have you been in the industry?

- Family business, 2006 mark brand around 10 - 11 years we have had our own brand. I do sales and marketing.
- 15 years
- I'm grower, processor and harvester. I've been in the industry 14 years
- We first planted the grove in 1996. We are only small. For the last 9 years we also press for about 60 others small businesses and our own product
- Only around 1 year
- We planted 8 years ago
- April this year we are very new to the industry
- 20 years

Grove location?

- VIC
- VC
- NSW
- NSW
- Rylstone NSW. We're based in mid-central tablelands
- TAS
- WA
- WA

Type of olives – table or oil?

- Both table and oil
- Just oil
- Just oil
- Just oil
- We do table, oil and olive salt
- Both oil and table olives
- We do both.
- Predominantly oil. Testing table olives this year

Key markets

- Predominately via distributors to food service in Australia. Our brand is set-up for retail, but we focus on high end outlets. Achieved through distributors, in all state but not NT or TAS. And now more recently overseas. Taiwan, Singapore and distributor in Japan and France
- I sell my oil in small restaurants, farmers markets and direct sales online
- Local deli suppliers and restaurants
- I sell bulk EVOO and farmers markets, retailers and super market
- We do growers market and emporium boutique retail places
- high end. So deli, supermarkets, restaurants

- We mostly provide to restaurants and food services in WA. Some we bottle for ourselves under our brand. But only about 10% of production. Our key markets are boutique deli's and hotels and online store. We do cellar door sales and have a e-commerce website. 30% split across those business. Majority Tasmanian based businesses, but our online store is national

Grove size (ha or tree number)

- 8,000 trees
- 20,000 trees
- 1, 200 trees
- 2,500 trees but we also manage 3 other groves, nearly 10,000 trees
- 350 trees
- 3500 trees
- 27,500 trees
- 23 acres of 4100 trees. half high density and half traditional

Do you classify yourself a small, medium or large scale producer

- small grower up to 10,000
- Medium
- Small yes
- Small
- Small
- Medium
- Small
- Small

Volume processed?

- The volume we put through up to 20,000 litres and that is the maximum we can do now
- This season we produced 15,500 litres
- For ourselves its 710 tonnes. On over 50 tonne a year for the others

Where do you source olives from?

- Our own grove. Toll processing for other people, 130 small producers.

R&D focused questions

1. Are you aware of any current levy-funded R&D projects underway? Or past projects?

- Yes, aware of our levy's that we pay. We pay the levy as a processor, even though we don't have too because we believe in the work of the levy. As far as I'm aware, consumer awareness marketing campaign underway, also the Chris Mercer China Project.
- I am aware of a project, I was asked to be involved with it, setting up a module in olive education at TAFE and other community college type programs. I couldn't commit to the timeframes they needed so I couldn't be involved.
- I think so, none are really coming to mind but there is something on olive lace bug, all disease related
- Have read about them but none are springing to mind right now Let me think. I was on the AOA board of directors up until 12 months ago. Board of directors for AOA.

- I can think of one on smoking point, one involving the code of practice and also the China project.
- Not really, we are relatively new to the industry and have had relative ease with the grove
- Have heard of one or two, can't think of their focus, they use to be discussed at the committee meetings.
- I have previously looked at things happening on DPI website. Export markets, china project. And reduction of water use

2. How did you find out about these projects?

- There are times where we get the AOA newsletter on a Friday with information on the levy. I would sometimes read them. Speaking to other people in the industry. The last 3 years we have worked with Robert Spooner-Hart.
- I haven't read much, haven't read much about levy funded R&D. I'm involved in the consumer awareness and education committee. Other than working on the family business, that's where all my attention goes. I have a loaded plate so not always looking at alternative projects
- Communicated by the AOA, at their conference last year there was quite a bit of discussion about it
- Either from AOA or Hort innovation emails. I also sometimes find information on the AOA website
- Through direct involvement on the Board of Directors for AOA
- I'm on the committee. One of the members of the committee is the representative for the Victorian Olive association so we get a lot of feedback
- I received some communication about buyback of water licences, I think as I was researching this I saw a link to other E&D information on the website. Before we brought the grove

3. Background on current R&D adoption: Have there been projects/research topics that have been adopted within your business? What made you decide to adopt these practices?

- Past involvement: We have adopted IPM (integrated pest management) lace bug projects, Robert did a lot of work on that. Olive waste water work. I was on the consumer awareness campaign for quite a while. We used to hold workshops at our grove all the time. Meant to have a workshop on biosecurity, local growers will attend and it is organised through local grower network. Try to keep up with as much as I can.
- Not to my knowledge
- Yes, indirectly. I make use of the information that is published
- None that I can think of off the top of my head
- Currently not, but looking back very early days basically yes we were. When we were getting established, we were very dependent on what was out there, everything was written for Mediterranean climates so we were pushed to find information more suited to our climate. We had a look at local of local resources, picking up anything at all through from anywhere from Aus. and NZ. One project example I can remember is the optimum time for pressing, oil sampling to determine optimal harvest time
- Not within my business since we took over it from the previous owners
- Hard to say they have been adopted, have been to every conference and enjoy learning. My background means I like to read scientific articles.
- Well we have been looking for information on organic natural product. Initially we have been. Publications and the previous grove owner has been our mentors.

4. What are the main issues that matter most to your business?

- Marketing, sales and IMP. Feral pigs also a big issue for us and this area.
- The main issues marketing Australian EVOO to Australian customers is huge. There is a lack of EVOO uptake and that is a huge aspect. We all want to get more \$ per litre for our oil, but that's not going to happen until people know.
- The main issues are getting a reasonable price for the olive oil that I sell. Pest and disease and such are generally well managed in my grove
- Apart from the marketing. Marketing is always one. Though admit marketing is less of an issue with the markets we have developed. Much about pest and diseases and grove managements. Olive lace bug would be the key one. I would be interested to see R&D olive waste from olive processing
- Probably management of disease control from Horticultural perspective. Lots of scale issues in the marine environment of Tasmania etc. Keeping up to date with labels and appropriate control measures to manage pest and disease.
- The main issues would be marketing our product and servicing the region. Cost of production is high, it's difficult for this to be reflected in the retail price and getting a fair price for the product.
- Soil health. Because if you have healthy soil you have healthy trees. Chemical and biological properties of soil need further research done.
- What we are interested in. Have uniformed names for olive varieties throughout the industry. Project that standardises the varieties of olives to try and have uniformed approach. We're focusing on single varieties. Looking to have point of difference. Weed control from an organic perspective. How to not use pesticides. Cowthorp is out of control and haven't found much information on this other than pulling them out by hand. Another one is some of the active constituencies of olive oil with the anti-cancer and anti-aging benefits. There is information on the internet about it, but they have found high levels of it in this area so would be good to see a formal study as that is something that a lot of those in natural health would be interested in. Some customers already buy it because they think it is better for them so we need the label to prove it. Anything on organic that can work in a high-density set-up. Our consumers are constantly asking if it is organic so it need to be supplied for. Research the best way to prune a high-density orchid to control the alternate bearing of the fruit. A lot of the stuff out there is based on European olives, would be good to have one for Australia.

5. What do you think are the biggest issues facing the olive industry?

- The marketing, developing stronger marketing. For the price we want people to pay for our oil, there needs to be a strong push. There is so much money in the palm oil industry. New strategy needed as there is no regulations on any of these oils. EVOO is most regulated oil in the world. We need to be in the face of people on the television so that they can see how strong the industry is and just how good it is. Especially with all this biosecurity stuff going on in Italy and Spain, finding the terrible bacteria in olive trees there. We need to be careful of our trees here in Australia. Really market that we are unique on this island.
- Similar to the above, lack of understanding of premium EVOO is an issue for the industry. The general public is driven by price as they don't understand the difference between oils landing on supermarket shelves. Education is a big issue, people are not educated. Another issue is there is a lot of growers but very difficult to find cohesion and collaboration between everyone. Maybe it is because the Australian food culture is very young, we don't band

together to promote regionality for our food, would be positive for EVOO. A lot of the smaller growers feel the larger growers have all the power, not working as well as we could together.

- Getting a reasonable price for the product. Growing it is the easy part, selling is the hard part.
- Pest and disease the key one. Marketing the smaller end of producers. People have found it harder than they thought. I think pest and diseases have turned out to be a bigger issue than you thought. In terms of marketing, it's driving Australian producers. A lot of misinformation out there. I think because of the older industry is really broken up into 2 groups. All the hobby people and smaller growers, make the majority of numbers but small proportion of production. Then you have the other end of large end producers. All the smaller producers have this perception that the Cobram and Boundary Bend are taking all their market. I think its difference as we get a spinoff event and do benefit. They think they are taking the market away from them but really we should be thankful. Cobram do lots of R&D. Boundary Bend. Generally very free with their R&D information and the work they have done. The industry is very fragmented and very segmented, people think of themselves as individual growers not as an industry
- If you asked me 3 years ago - imported adulterated olive oil but now that's pretty well sorted and the gov and state bodies have done a good job in raising the consumer awareness around that. It would be good to see the Australian standards adopted but doesn't look like the government will adopt it.
- I think that cost of production would be the main one, and also having a market for the product that covers the price of production.
- Crop diseases, like the one currently in Italy at the moment. Have most of the chemical and pest and disease under control. Marketing is important too. It's easy enough to grow the trees and make the oil. Then you have to move it. Most of us are a price taker, supermarkets decide and we take what we can get. Then consumers can push the price. Aldi tried to increase prices for growers, but the other big players did not reciprocate.
- Well I think that a lot of people have done a lot of work over the years for not a lot of gain. People are wanting local progeny. Need to increase the market share and be more presentable at marketing. Look at what the wine industry has done. Most of the people involved in the oil industry are fairly old, encouraging younger people to be involved in is another issues. Australian consumers are very conscious that Australian EVOO is very good and better than Italian. The standard is good, stops people from offering a poor-quality product, needs government funding. It's hard for people to have a day job and also grow olives. Govt support would help put Australia on the map. Aus is in a good spot to grow oil and doesn't use much water.

6. What information would be most helpful to help your business perform better?

- I think having all the olive permits up to date all the time. Knowing what we can and can't use. Having the national conference pushed for conferences by state so more people can attend. If people can't make national, they can always make the state meeting. Having strong speakers so people have access to the information. Better fraternity of olive growers. Look at the stands they put up in the international food show, never anything for olive oil even though we have some of the most leading producers in the world. Cobram can't be forking out their money all the time

- Still a lot of people making bad table olives, more information on how to market your own brand and product. We know how to grow olives, we understand how to market our business.
- Being able to predict a harvest date more precisely. We can already do it in some capacity, but I'd be keen to get a prediction some months in advance. Determine an optimal time to harvest from months out.
- Not sure at this stage
- I guess we have been so use to digging in and doing our own research, what would be of most benefit nothing comes to mind. We are a small boutique grower. We can't keep up with demand that is very fortunate for us. We have issues in the state at the moment where some groves are very limited and people can't pick all their crop as they can't sell it. So getting the export side of things moving would be good, get into the China route would be positive for the industry as long as small growers can participate with in this with ease also.
- There is enough out there for those that choose to look for it.
- It's more targeted information. I want to be able to sort out the info I want at the time. It varies. The big players are very cooperative. Others are coming to me for information now because I've been in the game a while.
- Probably to be fair, we are pretty new. We are after any information. It seems to be a lot of conflict in theories, on what is the best way of doing things. Making it commercially viable and also in the healthiest way. Articles that are scientific aren't written. When does oil need to be backed off, some of that stuff could be down in writing.

7. What topics do you feel should be prioritised for future R&D projects?

- I think IPM and marketing are neck and neck. Plus minor use permits also
- Education. The project on addressing up and coming chefs who will be dealing with EVOO and table olives as an ingredient is important. The project being undertaken now is very important.
- Pest and diseases is very important, as well as harvest predictor.
- Definitely olive lace bug and treatment of olive waste. As production goes up, we have our own way of treating it and I'm not sure it is the best way of doing it. We compost, and that provides 2/3 of our fertiliser needs for the farm, that means I don't have to buy in as much fertiliser. Cost effective for me, but is there a better outcome possible? I'm happy to participate in the project but too small to carry out the R&D myself
- I think exporting first off the rank and then disease control and also need to Xylella fastidiosa. I have been to a few Hort Innovation seminars about this. Disease control is also a fairly critical one.
- Nothing is coming to mind, again I'm not very familiar with R&D projects so I can't really comment being so new to the industry.
- Soil health, bacterial side of it has not been addressed at all as far as I'm aware. Biological profile of the soil is important. Ph, cation, is okay and there is lots of research done for them already. Bacterial side needs attention. We need R&D to test the chemical product scientifically and make cost effective decisions on how effective these chemicals are. So much of R&D is already done, as far as soil is concerned, but not about soil bacterial health.
- I'm thinking anything that helps to increase the market share of consumers wanting to use olive oils. Have the facts verified to show why people should use EVOO over other oils. It will show the benefit of using that product. That is after all what we need to be successful and keep the industry strong.

Preferred communication methods

8. How do you get most of your news and information?

- We do our own social media. Normally we would have gone straight to Lisa to get our information. Basically, we are very busy, e-newsletters help us get information, talking with Michael. Michael and I are both on the NSW Olives Council. I've been on it for 10 years or more, I have been in touch even though we haven't had meetings for. Very time poor, often running multiple businesses. Staff take instruction from me. They get magazines, if there is ever an issue we discuss it. I just go to talk to someone if I have an issue. I do have issues with labelling.
- For me it is definitely online, I receive newsletters in my inbox all the time, from various bodies and also social media. Facebook is the predominate one. From the AOA and other related publications. Quite a bit from associations that put things up on Facebook. And international people that post stuff. I won't really call anyone if I need an answer, I have had email communication in the past with AOA and it has been reasonably effective.
- Through emails, or attending conferences. Not into social media. I am into hard copy magazines but I'm just as easy on email. Anytime of the day I'll be on emails.
- Directly off various website, AOA is a pretty critical one. There could be quite a bit more done by the association. A lot of that has focused on high level issues, if we could get down into the nitty gritty issues that small growers have in our backyards that would be great assistance. Also other industry leaders such as Amanda Bailey and Eclipse.
- Newsletters, social media and attending conferences would be a major one. We get our information from the internet when we need to know something, usually look on state department websites and other private company website when we need to know information.
- I go to the conference. I read everything that comes in through email, mailing lists etc. Google stuff if I need information and I like to follow leads. Usually do a blanket google search. Follow the BOM site quite closely.
- The internet is the go to. Then failing that we link back through old industry magazines and journals. It's tricky as we can't type in a search works. I haven't actually found too many great websites. Still waiting for our login details for the olive association. At least then you know the info is up to date

9. What quality of internet connection do you have?

- Shocking internet connection, so slow and terrible
- The internet quality and connection is very poor, very slow. They lose connection there sometimes
- Good solid internet access, but I am based in Sydney
- Depends on where I am. Generally pretty good. NBN in theory.
- Not too bad here at all. Satellite is okay.
- Very poor. Can't videos and need to stand on a hill for phone reception.
- Average, I use my phone as the modem. Could be better.
- Still not on NBN. When we are at the grove we are on telstra 4G and ADSL 2 connection

10. Do you use social media? If so, which platforms?

- We have our own Facebook, Instagram and online store. Mainly for the consumer. I am Facebook friends with olive growers in Europe and they post some things which is interesting.
- Very much so, we have a Facebook page, Instagram and we use to be on twitter but I find twitter is kind of becoming obsolete. I'm after professionals not the consumers.
- Yes, Facebook. I use it in a very limited capacity. I have page for the company, my wife manages that. More consumer than industry
- As little as I can. I'm not an avid reader of Facebook.
- Facebook only
- Me personally, no. My wife does.
- We pay someone to manage our social media, consumers and general public.
- Yes, more to communicate to consumers. Haven't found it very useful for getting information. Instagram and Facebook. Not twitter.

11. What is the best way for us to send you information that will have the best chance of you spending time taking it in?

- To your email. Not Friday afternoons, generally flick throughout the day. Very time poor. Monday or Tuesday morning is good to know what's happening in the industry this week.
- Via email, my computer is my main tool. My father is 50% in the groves and 50% in the office. I'd say monthly is suitable. Weekly can get a little bit too much. If we get something monthly, then it's different. Need key messages, fortnightly may be okay.
- By email, attachments to email. I'll check my emails several times during the day
- Email. Most probably fortnightly. To me weekly is a big effort. Fortnightly to monthly.
- Internet. Content in an e-newsletters. Not fussed on what time I receive them. I generally look in the evening so it's not critical.
- Email would be best. Probably monthly would be the best for us, we are small and don't need a lot of information. We get a lot of spam, not a lot of industry specific e-newsletters. Receiving them any time of day is fine for me as I usually just check my emails after dinner.
- Email when you have something worthwhile and sensible to say. Communications subjects title needs to be clear otherwise I will delete it as spam. Hard copy Olive is good but when it's online you can link to them as well. Makes no difference when we receive them, I'll read them when I have time.
- Probably e-mail. It is helpful to be able to store it and read it when I have time. Probably monthly is pretty good. Weekly is a bit too much. Depending on information, not just for the sake of it. Any time of day is fine, my days can be varied so it doesn't matter too much.

12. What sort of content would be most helpful to you?

- All of that. I would like to get things that came in 3 different emails. Like an email on R&D, IPM, marketing. Focus on one major topic, rather than 20 topics to choose from. That's where I find newsletters a pain sometimes, no junk emails. I get 20 emails everyday, marketing emails from different companies. Really need something that is actually stand out in the subject. I don't mind getting weekly ones if they are relevant. Keep it different and focusing on one topic. Need a big marketing push to buy Australian olive oil. When we did the consumer awareness campaign. Imported guys do have a place, but we just need to push it along. More chefs wanting our oil which is positive.
- I think a good mix is important. If there are different ways of formatting the content, depends on what kind of project works best. As long as there is a mix of different formats there. More ways are usually better.

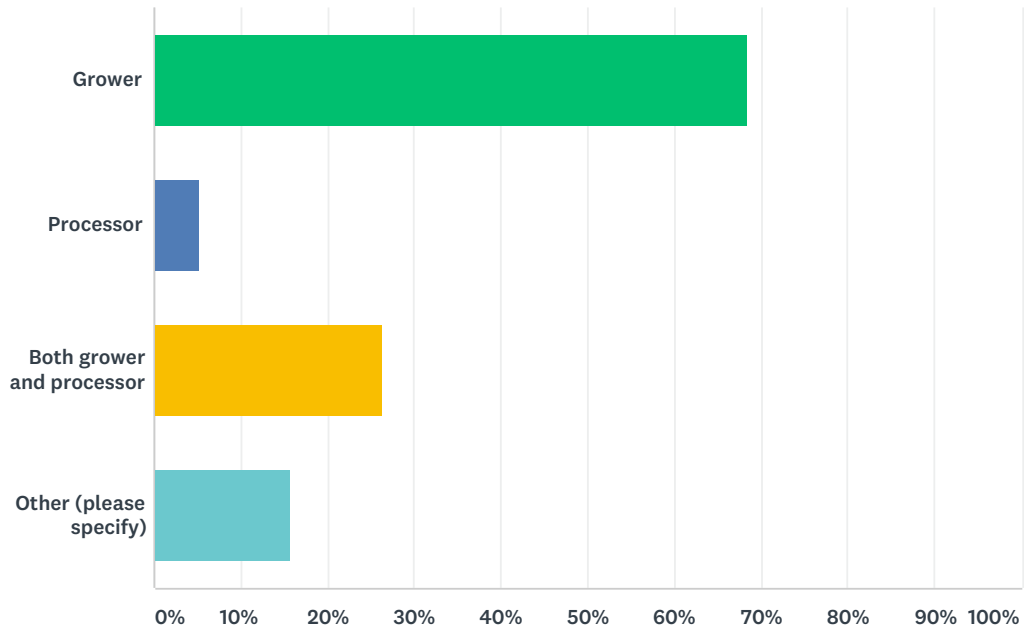
- case studies, results of research, recommendations, that sort of thing. Technical information is good.
- Technical articles and case studies are beneficial. That's my background, I'm detail focused and it's how I like to receive information.
- Probably articles in general and also how to videos. I think about 20 years it would have been much more useful to me but always looking out for new ideas and insights
- Technical articles, like journal articles and case studies are good also. Videos use a lot of data and the internet connection is too poor.
- I'm not sure about videos. I like technical information. General information like how to prune trees is useful for those starting out but wouldn't interest me.
- All of the above really. Not as interested in social networking side of the industry i.e. we held a meeting last week. I like to read a bit about the history of the industry and how they have got to where they are. Technical article.

Additional comments

Nil.

Q1 Role in the industry

Answered: 19 Skipped: 0

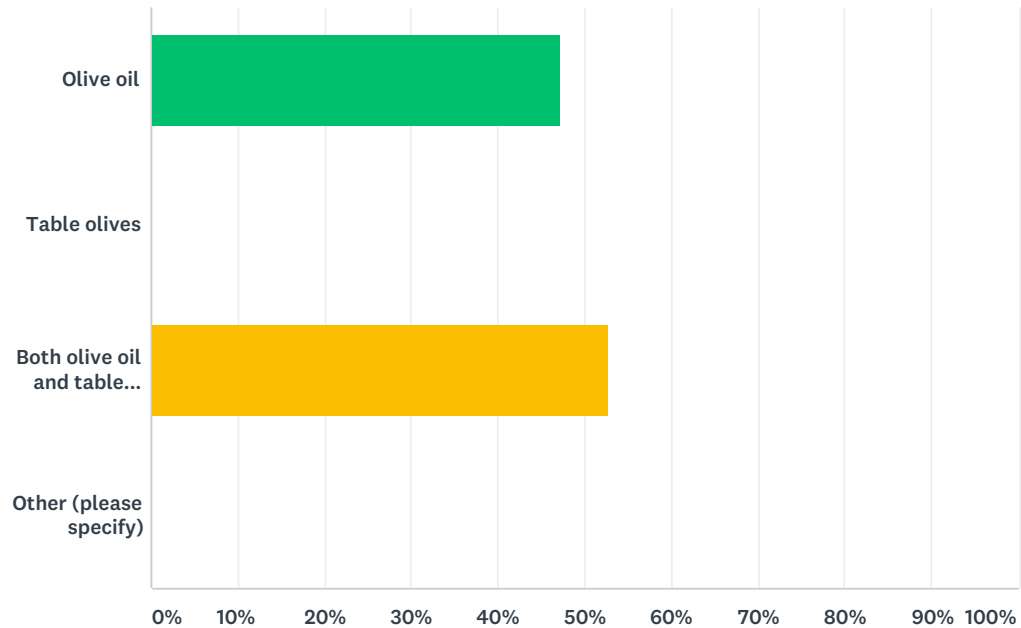


ANSWER CHOICES	RESPONSES	
Grower	68.42%	13
Processor	5.26%	1
Both grower and processor	26.32%	5
Other (please specify)	15.79%	3
Total Respondents: 19		

#	OTHER (PLEASE SPECIFY)	DATE
1	Plant source supplier	10/26/2017 9:28 AM
2	I just sold the grove & processing plant and am planning on continuing with sales inc exports	10/18/2017 8:55 AM
3	Contract harvester	10/17/2017 5:52 PM

Q2 Production type

Answered: 19 Skipped: 0

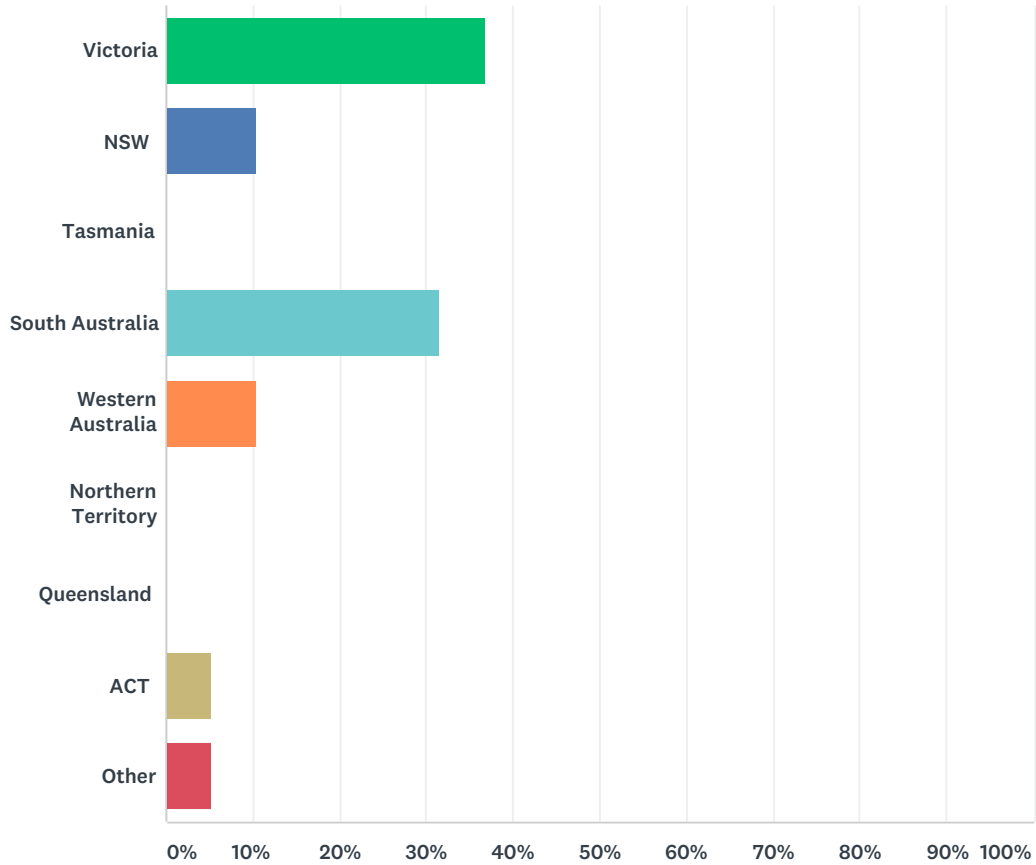


ANSWER CHOICES		RESPONSES	
Olive oil		47.37%	9
Table olives		0.00%	0
Both olive oil and table olives		52.63%	10
Other (please specify)		0.00%	0
TOTAL			19

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

Q3 Business location

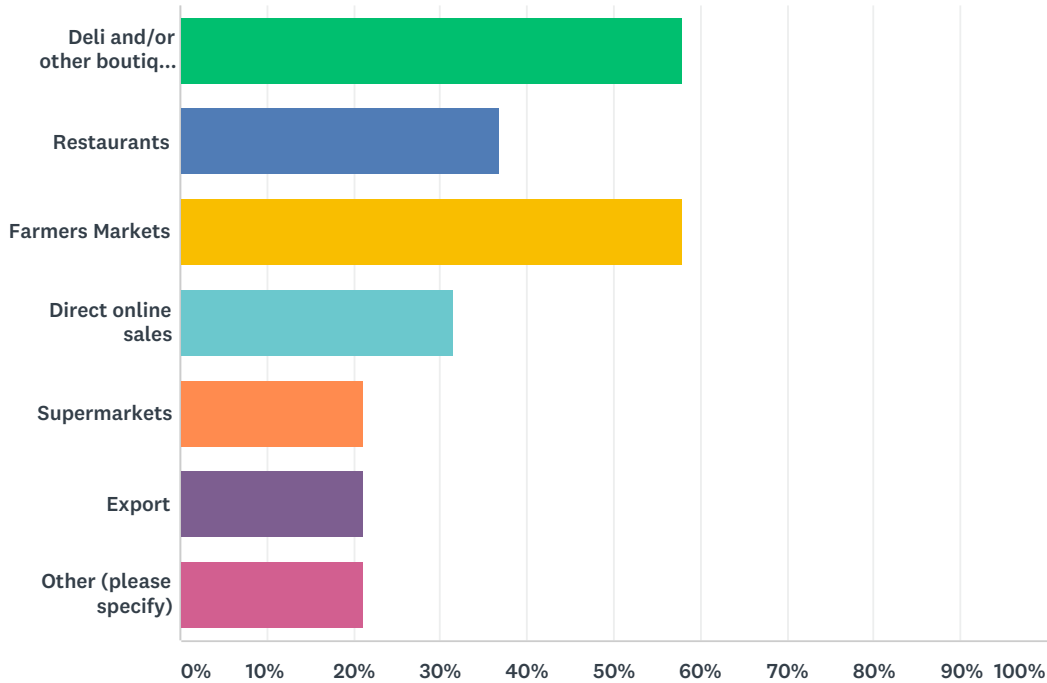
Answered: 19 Skipped: 0



ANSWER CHOICES	RESPONSES	
Victoria	36.84%	7
NSW	10.53%	2
Tasmania	0.00%	0
South Australia	31.58%	6
Western Australia	10.53%	2
Northern Territory	0.00%	0
Queensland	0.00%	0
ACT	5.26%	1
Other	5.26%	1
TOTAL		19

Q4 Key supply markets

Answered: 19 Skipped: 0



ANSWER CHOICES	RESPONSES	
Deli and/or other boutique food services	57.89%	11
Restaurants	36.84%	7
Farmers Markets	57.89%	11
Direct online sales	31.58%	6
Supermarkets	21.05%	4
Export	21.05%	4
Other (please specify)	21.05%	4
Total Respondents: 19		

#	OTHER (PLEASE SPECIFY)	DATE
1	other growers and wholesale oil suppliers	10/26/2017 9:28 AM
2	farmshop	10/21/2017 10:47 AM
3	Bulk sale to processors and packaged direct sales to clubs and individuals	10/18/2017 8:58 AM
4	None yet	10/17/2017 7:59 PM

Q5 Grove size - number of trees (if applicable)

Answered: 19 Skipped: 0

#	RESPONSES	DATE
1	700	10/26/2017 9:44 AM
2	2500	10/26/2017 9:41 AM
3	3000	10/26/2017 9:35 AM
4	26 ha	10/26/2017 9:33 AM
5	14 ha	10/26/2017 9:28 AM
6	2500	10/22/2017 9:58 PM
7	330	10/22/2017 6:12 PM
8	450 trees	10/22/2017 5:04 PM
9	500	10/21/2017 5:09 PM
10	5000	10/21/2017 10:47 AM
11	2000	10/20/2017 5:57 PM
12	3000	10/20/2017 12:47 PM
13	1100	10/18/2017 10:16 PM
14	2600 trees - 10.4ha	10/18/2017 8:58 AM
15	-	10/18/2017 8:55 AM
16	933	10/17/2017 9:07 PM
17	4000+	10/17/2017 7:59 PM
18	750	10/17/2017 6:30 PM
19	Harvest a number of groves nationally	10/17/2017 5:52 PM

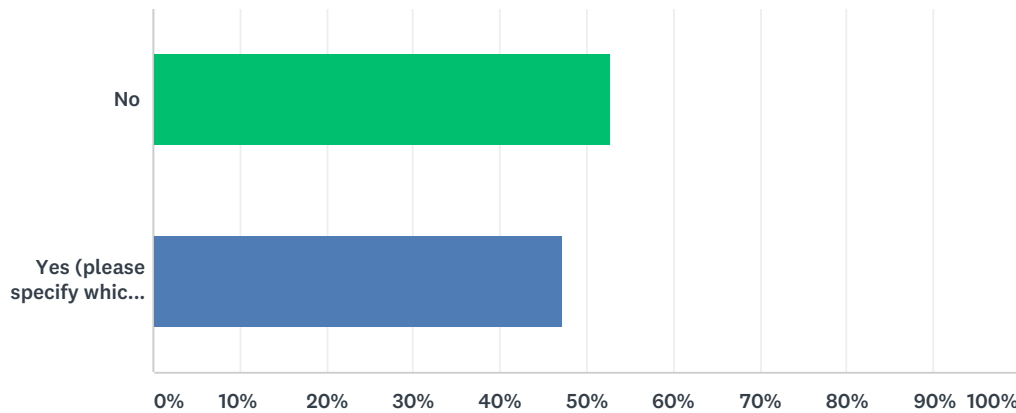
Q6 Volume processed p.a (if applicable)

Answered: 16 Skipped: 3

#	RESPONSES	DATE
1	1,000L	10/26/2017 9:44 AM
2	variable	10/26/2017 9:41 AM
3	8000L	10/26/2017 9:35 AM
4	30,000+ litres	10/26/2017 9:28 AM
5	140 tonnes olives	10/22/2017 9:58 PM
6	4tonne	10/22/2017 6:12 PM
7	small	10/22/2017 5:04 PM
8	5-6 tonnes	10/21/2017 5:09 PM
9	200 litres	10/21/2017 10:47 AM
10	3t	10/20/2017 12:47 PM
11	12 tonnes	10/18/2017 10:16 PM
12	60T, then 30T biennial output	10/18/2017 8:58 AM
13	-	10/18/2017 8:55 AM
14	6000L	10/17/2017 9:07 PM
15	Tba	10/17/2017 7:59 PM
16	1000's	10/17/2017 5:52 PM

Q7 Are you aware of any current R&D projects underway? Or past projects?

Answered: 19 Skipped: 0

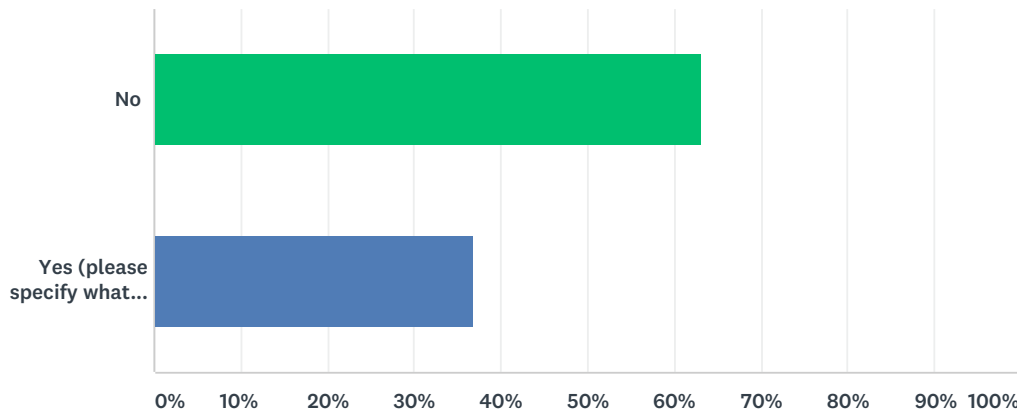


ANSWER CHOICES	RESPONSES	
No	52.63%	10
Yes (please specify which ones and how you found out about them)	47.37%	9
TOTAL		19

#	YES (PLEASE SPECIFY WHICH ONES AND HOW YOU FOUND OUT ABOUT THEM)	DATE
1	Olive grower magazine and conference	10/26/2017 9:44 AM
2	AOA conference information - various projects	10/26/2017 9:33 AM
3	Benchmarking	10/26/2017 9:28 AM
4	consumer awareness	10/22/2017 6:12 PM
5	benchmarking - HIA/AOA; Chef education - AOA/HIA; phthalates - HIA	10/21/2017 5:09 PM
6	benchmarking	10/21/2017 10:47 AM
7	Phalates and others from AOA	10/20/2017 5:57 PM
8	Olive pest management - know the researchers	10/20/2017 12:47 PM
9	Yes. Our grove participated in a black-scale-eating wasp survey many years ago. I am aware of the China marketing project led by Chris Mercer. I always read the OPG magazine and emailed info but recently the R&D projects have been less relevant to my business.	10/18/2017 8:58 AM

Q8 Have there been projects/research topics that have been adopted within your business?

Answered: 19 Skipped: 0



ANSWER CHOICES	RESPONSES	
No	63.16%	12
Yes (please specify what made you decide to adopt these practices)	36.84%	7
TOTAL		19

#	YES (PLEASE SPECIFY WHAT MADE YOU DECIDE TO ADOPT THESE PRACTICES)	DATE
1	Packaging	10/26/2017 9:44 AM
2	Marketing and selling. Weather factors	10/26/2017 9:33 AM
3	code of practice - in progress; chemical usage and permits - compliance/envirnomenal concerns	10/21/2017 5:09 PM
4	pest management	10/21/2017 10:47 AM
5	in relation to pest control	10/20/2017 5:57 PM
6	Pest management	10/20/2017 12:47 PM
7	Yes in the sense that I monitor more closely for disease. We also use Ethrel fruit-loosening chemicals based on Leandro Ravetti's research but its effectiveness is questionable.	10/18/2017 8:58 AM

Q9 What are the main issues that matter most to your business?

Answered: 19 Skipped: 0

#	RESPONSES	DATE
1	Integrity of oil excellence in packaging	10/26/2017 9:44 AM
2	Market exposure	10/26/2017 9:41 AM
3	distribution	10/26/2017 9:35 AM
4	As above, always marketing. Unusual weather patterns @ key times of the year	10/26/2017 9:33 AM
5	Modern operations	10/26/2017 9:28 AM
6	input costs, pests	10/22/2017 9:58 PM
7	quality and grove management, through integrated information and consumer exposure.	10/22/2017 6:12 PM
8	marketing	10/22/2017 5:04 PM
9	grove productivity; building sales	10/21/2017 5:09 PM
10	profitability	10/21/2017 10:47 AM
11	Tree yield and pricing	10/20/2017 5:57 PM
12	managing good fruit set predicting best time to harvest understanding relation between agronomy and oil quality mechanical pruning encouraging root growth (trees often have one main root and blow over in strong winds) improving outlets for sale	10/20/2017 12:47 PM
13	Cersosprosis control	10/18/2017 10:16 PM
14	Maintaining the health of the trees. Maintaining/Improving production levels. Reducing the cost of harvest (esp processing charges) to enable a modicum of profitability. Increasing awareness and use of EVOO within Australia. Getting a business-sustainable bulk oil price.	10/18/2017 8:58 AM
15	sales	10/18/2017 8:55 AM
16	Cost and availability of part time labour through collapse of backpacker supply since 'backpacker tax'.	10/17/2017 9:07 PM
17	Yet known	10/17/2017 7:59 PM
18	Developing a market	10/17/2017 6:30 PM
19	Grove management and hygiene inc. Pruning, tree health grove layout.	10/17/2017 5:52 PM

Q10 What do you think are the biggest issues for the olive industry?

Answered: 19 Skipped: 0

#	RESPONSES	DATE
1	Education of users	10/26/2017 9:44 AM
2	Fragmented - at today's conference. showing teamwork - collaborative effort for 'all' growers	10/26/2017 9:41 AM
3	biosecurity	10/26/2017 9:35 AM
4	as above	10/26/2017 9:33 AM
5	Transitioning from old to new technologies	10/26/2017 9:28 AM
6	marketing	10/22/2017 9:58 PM
7	Labelling and traceability	10/22/2017 6:12 PM
8	As I'm a small producer I cannot answer for the industry but for me an online wholesale marketplace would be good, state based preferably	10/22/2017 5:04 PM
9	productivity/yields/costs; import competition/level playing field / truth in labelling; ongoing consumer awareness	10/21/2017 5:09 PM
10	clean proactive image	10/21/2017 10:47 AM
11	lack of sufficient profitability. Too many growers are marginal at best	10/20/2017 5:57 PM
12	educating consumers on what is good and bad oil better monitoring and labelling of oil imports to check their quality - Governments haven't done a good job better linking between what is judged as good oil and what the more knowledgeable consumer considers good - what oil types are favoured by consumers and how can we produce them	10/20/2017 12:47 PM
13	Disease management Marketing	10/18/2017 10:16 PM
14	Losing touch with the average grower. We crave practical info re tree nutrition, pruning, disease prevention etc -- solution-based research. International marketing is necessary and good overall but not the focus of the typical sized grove.	10/18/2017 8:58 AM
15	sales. Take this year (in SA) how will growers sell their oil with the crop being double the best year we ever had? And get a price above production costs.	10/18/2017 8:55 AM
16	Financial return on investment of time effort and money.	10/17/2017 9:07 PM
17	Purchaser loyalty	10/17/2017 7:59 PM
18	Marketing	10/17/2017 6:30 PM
19	Continued market strategies and grower education. Establishment of more larger processors or the amalgamation of the smaller ones. The bottleneck at processing is causing delays and affecting oil quality.	10/17/2017 5:52 PM

Q11 What information would be most helpful to help your business perform better?

Answered: 19 Skipped: 0

#	RESPONSES	DATE
1	Cheaper/ easier access to testing	10/26/2017 9:44 AM
2	Marketing products with minimum costs	10/26/2017 9:41 AM
3	fertilisation	10/26/2017 9:35 AM
4	Hard to say - it's important to keep very up-to-date with marketing and growing, harvesting and etc best and latest practices.	10/26/2017 9:33 AM
5	How Australian production/quality/methods ensure we lead the world.	10/26/2017 9:28 AM
6	consolidated marketing effort	10/22/2017 9:58 PM
7	access to rapid fruit/oil testing	10/22/2017 6:12 PM
8	outlets that purchase small quantities	10/22/2017 5:04 PM
9	extension advice to help improve yields and manage pests and diseases	10/21/2017 5:09 PM
10	benchmarking to strive for better production	10/21/2017 10:47 AM
11	Factors relating to yield having regard to different regional areas	10/20/2017 5:57 PM
12	better understanding of olive physiology and agronomy as outlined earlier better public education about olive oil more detail of what is happening in the olive oil market - nationally and internationally regular supply of updated brochures etc. for our customers on the quality of olive oil and ways of using it - most people have limited uses - olive oil should be part of the culture where it goes on the table every time there is salt, pepper and soy sauce	10/20/2017 12:47 PM
13	Disease management for cool climate olive groves. We are not all irrigated dry land growers	10/18/2017 10:16 PM
14	See answer to Question 10.	10/18/2017 8:58 AM
15	I dont know.	10/18/2017 8:55 AM
16	Any developments related to olive growing - pruning, pests, plant nutrition.	10/17/2017 9:07 PM
17	All. New to industry	10/17/2017 7:59 PM
18	Grove management and marketing	10/17/2017 6:30 PM
19	General information on harvesting needs of growers. Supply and demand internationally. Keep in touch with world supply and market trends.	10/17/2017 5:52 PM

Q12 What topics do you feel should be prioritised for future R&D projects?

Answered: 19 Skipped: 0

#	RESPONSES	DATE
1	An effective, affordable test for adulteration of oil.	10/26/2017 9:44 AM
2	Long term would be to increase market share for EVOO	10/26/2017 9:41 AM
3	fertilisation	10/26/2017 9:35 AM
4	not sure	10/26/2017 9:33 AM
5	efficiency and modernisation	10/26/2017 9:28 AM
6	economic control of olive lace bug	10/22/2017 9:58 PM
7	chemistry, storage.	10/22/2017 6:12 PM
8	running a small orchard: cropping, pests, sprays etc for newcomers and how to connect to markets. More farmers = more connectedness for sales potential	10/22/2017 5:04 PM
9	development of comprehensive/ localised extension materials and training programs	10/21/2017 5:09 PM
10	ensuring current information is distributed to all olive farmers	10/21/2017 10:47 AM
11	YIELD	10/20/2017 5:57 PM
12	physiology and agronomy of improving fruit set, and better ability to predict optimal harvest times for oil quality how best to improve oil extraction rates	10/20/2017 12:47 PM
13	Cool climate disease management - especially cercosporiosis. I see this endemic in all the olive groves around us but people don't know much about it and how to control it with minimum fuss. Preventive and corrective.	10/18/2017 10:16 PM
14	Efficient and economic means of harvesting -- the harvesters that maximise fruit collection are slow. Tree shakers are efficient but leave a large percentage of fruit (and business profit) on the tree. Not many growers can afford Colossus-type machines so chemical reduction of FRF seems the best research priority. Also, the typical small grower cannot afford processing equipment -- what market mechanisms can drive down processing costs and/or provide non-profit extraction?	10/18/2017 8:58 AM
15	Surely the "wheel" has been invented. Perhaps a decent website where you can find all the good info.	10/18/2017 8:55 AM
16	Anything practical and useful for a small grower.	10/17/2017 9:07 PM
17	Tbw	10/17/2017 7:59 PM
18	Efficient grove management techniques especially with water Requirements	10/17/2017 6:30 PM
19	Pollination issues, water management. Many growers do not understand the needs of their trees	10/17/2017 5:52 PM

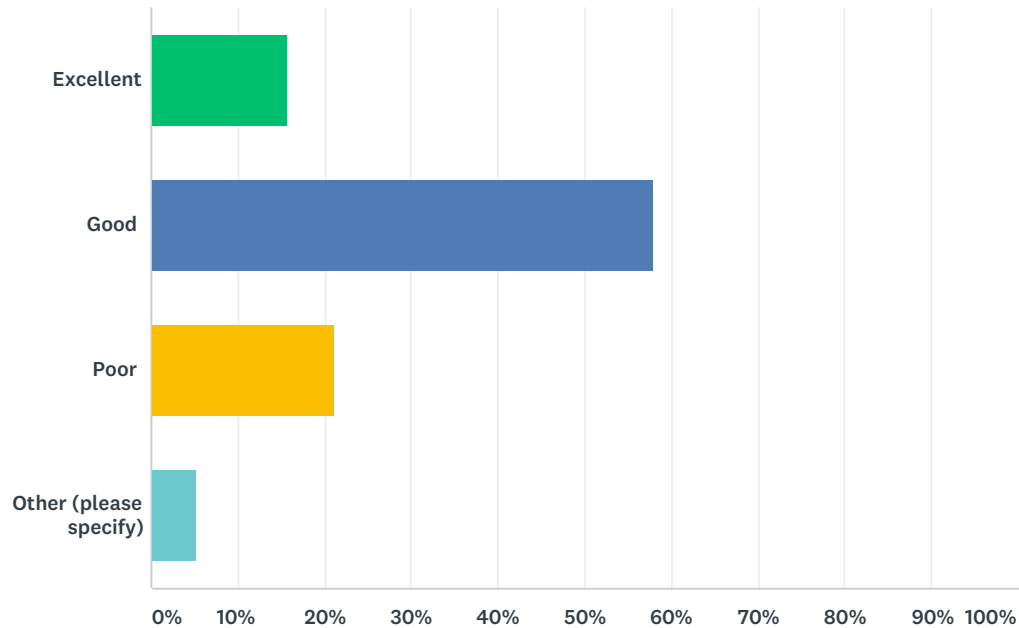
Q13 How do you get most of your news and information? I.e. social media, direct mail, newspaper, websites, e-newsletter or face-to-face meetings.

Answered: 19 Skipped: 0

#	RESPONSES	DATE
1	olive magazine, newspaper, conference	10/26/2017 9:44 AM
2	Email and growers magazine	10/26/2017 9:41 AM
3	face to face	10/26/2017 9:35 AM
4	newspapers, websites and newsletters	10/26/2017 9:33 AM
5	electronic	10/26/2017 9:28 AM
6	websites, email and face to face	10/22/2017 9:58 PM
7	face to face	10/22/2017 6:12 PM
8	newspaper and websites	10/22/2017 5:04 PM
9	web sites; e-newsletter; face to face/interaction with other growers and producers	10/21/2017 5:09 PM
10	social media, olive conference	10/21/2017 10:47 AM
11	email and AOA communications	10/20/2017 5:57 PM
12	news media (ABC), e-newsletters, journals and talking with other growers	10/20/2017 12:47 PM
13	All of the above	10/18/2017 10:16 PM
14	In relation to olive culture, OGP magazine and e-newsletters (with links to relevant website articles). We also trade experiences and information with other olive growers and use leaf analysis to guide our nutrition program.	10/18/2017 8:58 AM
15	website & face to face with growers	10/18/2017 8:55 AM
16	Olive Grower and Processor magazine; e-newsletters	10/17/2017 9:07 PM
17	Social media. Websites	10/17/2017 7:59 PM
18	Websites and E - newsletters	10/17/2017 6:30 PM
19	Websites, e-newsletter, social media	10/17/2017 5:52 PM

Q14 What quality of internet connection do you have?

Answered: 19 Skipped: 0

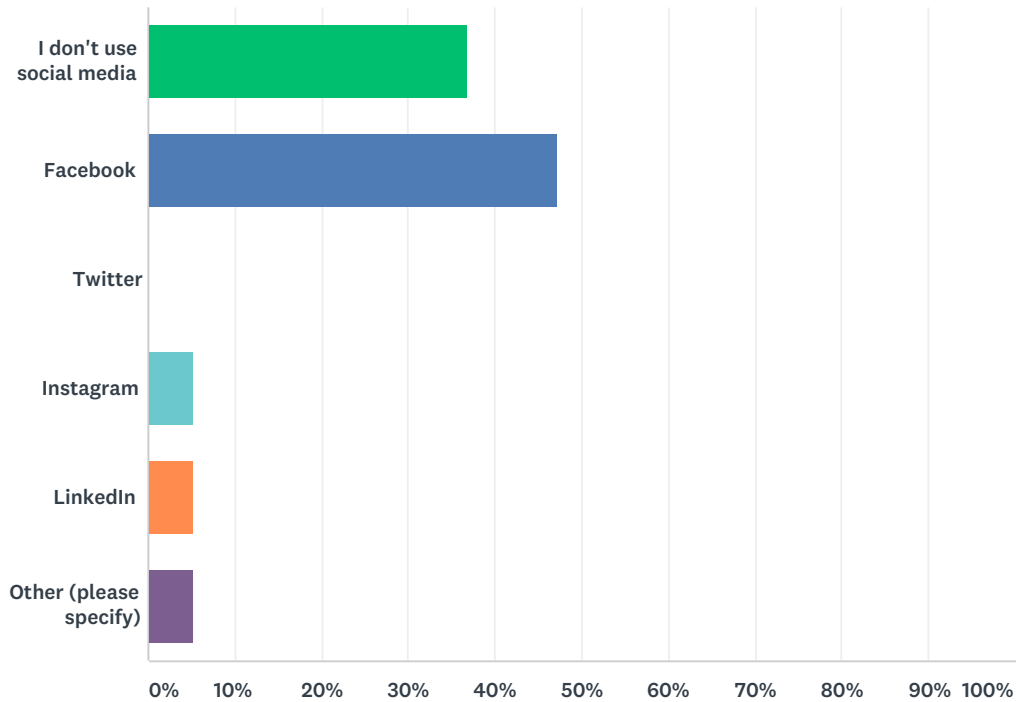


ANSWER CHOICES		RESPONSES	
Excellent		15.79%	3
Good		57.89%	11
Poor		21.05%	4
Other (please specify)		5.26%	1
TOTAL			19

#	OTHER (PLEASE SPECIFY)	DATE
1	Good at the moment and hopefully excellent with NBN connection next week.	10/18/2017 8:58 AM

Q15 Do you use social media? If so, which platforms?

Answered: 19 Skipped: 0

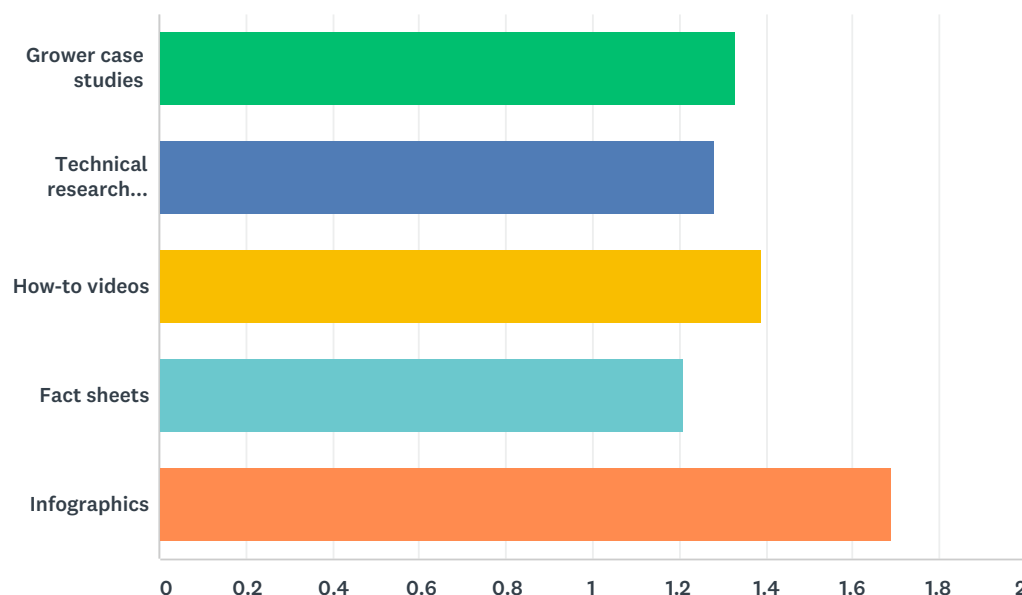


ANSWER CHOICES	RESPONSES	
I don't use social media	36.84%	7
Facebook	47.37%	9
Twitter	0.00%	0
Instagram	5.26%	1
LinkedIn	5.26%	1
Other (please specify)	5.26%	1
TOTAL		19

#	OTHER (PLEASE SPECIFY)	DATE
1	Learning all of the above	10/26/2017 9:35 AM

Q16 What sort of content would be most helpful to you?

Answered: 19 Skipped: 0

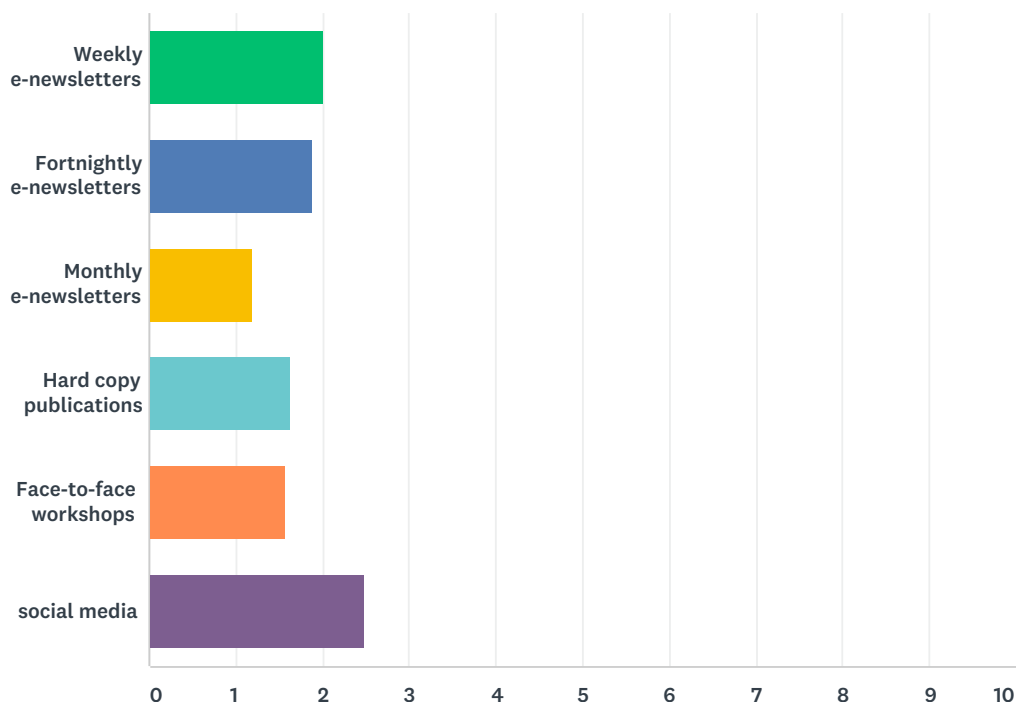


	VERY HELPFUL	HELPFUL	NOT HELPFUL	TOTAL	WEIGHTED AVERAGE
Grower case studies	66.67% 12	33.33% 6	0.00% 0	18	1.33
Technical research articles	72.22% 13	27.78% 5	0.00% 0	18	1.28
How-to videos	66.67% 12	27.78% 5	5.56% 1	18	1.39
Fact sheets	78.95% 15	21.05% 4	0.00% 0	19	1.21
Infographics	37.50% 6	56.25% 9	6.25% 1	16	1.69

#	ADDITIONAL COMMENTS	DATE
1	the more scientific the more credible - need information that improves understanding and is based on logic, not myths or legends like organic	10/20/2017 12:47 PM
2	I don't need to "wallow" in how wonderful Aust EVOO is and other industry self-congratulation. Grower case studies should focus not just on glowing successes but also what didn't work and why.	10/18/2017 8:58 AM
3	Grove productivity and oil quality could easily continue to increase with the stabilisation of prices and increased info to growers. The establishment of more trial sites and shared results	10/17/2017 5:52 PM

Q17 What content delivery formats do you prefer to receive industry information?

Answered: 19 Skipped: 0



	VERY HELPFUL	HELPFUL	NOT HELPFUL	TOTAL	WEIGHTED AVERAGE
Weekly e-newsletters	22.22% 2	55.56% 5	22.22% 2	9	2.00
Fortnightly e-newsletters	25.00% 2	62.50% 5	12.50% 1	8	1.88
Monthly e-newsletters	81.25% 13	18.75% 3	0.00% 0	16	1.19
Hard copy publications	36.36% 4	63.64% 7	0.00% 0	11	1.64
Face-to-face workshops	44.44% 4	55.56% 5	0.00% 0	9	1.56
social media	16.67% 1	16.67% 1	66.67% 4	6	2.50

#	ADDITIONAL COMMENTS	DATE
1	Weekly but SHORT. Long emails get leftindefinitely!	10/20/2017 5:57 PM
2	need to hold field days a few times a year to discuss with other growers and processors what is important - NSW is poorly served	10/20/2017 12:47 PM
3	While I would browse through any e-newsletter received, it's hard to gather enough important content for frequent publication. I skip most of the articles currently included.	10/18/2017 8:58 AM
4	Bi-monthly newsletters, monthly is too often	10/18/2017 8:55 AM

Q18 What is the best way for us to send you information that will have the best chance of you spending time taking it in?

Answered: 19 Skipped: 0

#	RESPONSES	DATE
1	Hard copy	10/26/2017 9:44 AM
2	email - girdy@iinet.net.au	10/26/2017 9:41 AM
3	Online	10/26/2017 9:35 AM
4	email or hard copy	10/26/2017 9:33 AM
5	Email	10/26/2017 9:28 AM
6	email	10/22/2017 9:58 PM
7	Short and concise articles, that can be printed off for future reference	10/22/2017 6:12 PM
8	email	10/22/2017 5:04 PM
9	email	10/21/2017 5:09 PM
10	hard copy	10/21/2017 10:47 AM
11	short emails with links where appropriate	10/20/2017 5:57 PM
12	email	10/20/2017 12:47 PM
13	Email	10/18/2017 10:16 PM
14	Hard copy for me but I know I'm not typical. I often refer to past OGP magazine articles or olive-growing books when the need arises but will already have deleted e-newsletters (which tend to be shallow in content in any event).	10/18/2017 8:58 AM
15	A magazine	10/18/2017 8:55 AM
16	E mail	10/17/2017 9:07 PM
17	Fortnightly email	10/17/2017 7:59 PM
18	E mail	10/17/2017 6:30 PM
19	Email	10/17/2017 5:52 PM

Q19 Thank you for taking the time to complete the survey. Please leave any additional comments below.

Answered: 3 Skipped: 16

#	RESPONSES	DATE
1	Thanks	10/26/2017 9:33 AM
2	An additional problem is the need to provide sufficient funding so that Universities & Institutes can establish longer-term programs on olives, training students and helping to move the industry along - Wagga has the best independent lab, but few people (none?) doing field work - need a few more Damian Conlan's	10/20/2017 12:47 PM
3	When having our olive grove assessed by realtors, they commented that it would be easier to sell the land if it were bare of olive trees -- an interesting indictment of the (true) perception of profitability within the industry, at least for the small to medium grower.	10/18/2017 8:58 AM

GROVE INNOVATION

APRIL 2018

Grove Innovation is your monthly update on the latest R&D projects, resources and upcoming events related to the Hort Innovation Olive Fund.

This month, we speak with Claudia Guillaume from Modern Olives Laboratory Services, who has represented Australia at the International Olive Council's chemists' meetings for the past two years and has international insight to share with Australian growers.

Scholarship grants are available for women to strengthen their leadership and management skills. Several professional development courses are on offer through Women & Leadership Australia, and expressions of interest are open now.

Three EVOO videos will shortly be added to the TAFE curriculum in Victoria and New South Wales, to educate trainee chefs on the benefits of cooking with Australian EVOO. You may recognise some of the spokespeople that will be in front of the camera sharing their insight on how to maximise EVOO flavour and freshness.

The latest edition of HortLink is out now. It's a snapshot of all the current levy investments so you can get up-to-date with the latest project developments in under five minutes.



Olive chemist's 'diplomacy' important for Australian growers

International Olive Council's chemists' meetings are held twice a year and cover the technical analysis, grading and regulation of olive oil globally.

Victorian chemist Claudia Guillaume attended a meeting in Madrid late last year, and says taking part in global discussions is extremely beneficial to the local industry.

[Read more](#)

Funding available for women in leadership roles

Subsidised professional development opportunities are currently available for women within the olive industry to support emerging leaders through to those in established executive management positions.

The scholarship grants are being provided on a rolling basis, and cover almost 60 per cent of the total program fee.

[Read more](#)

Prominent chefs champion Australian EVOO

Three EVOO chef videos are being made to educate trainee chefs about the benefits and uses of Australian EVOO to counter some of the misconceptions and expand knowledge in the food industry.

It's just one part of a two-year project being delivered by Nutrition Australia and Hort Innovation to increase awareness of Australian EVOO and produce educational tools for the food service industry.

[Read more](#)



See your levy at work with the latest HortLink!

Get an update on all new, current and recently completed levy-funded activity with the new edition of Hort Innovation's Hortlink.

As well as easy-to-read project updates, results and resources you can use in your business, Hortlink includes case studies, industry contacts and more.

[Read more](#)

[Find out more](#) about the Hort Innovation Olive Fund.

If you think there is a gap in the industry, [submit a project idea](#).

If you have a story idea or feedback, [let us know](#).

STAY CONNECTED



This communication has been funded by Hort Innovation, using the olive research and development levy and contributions from the Australian Government. Hort Innovation is the grower owned, not-for-profit research and development corporation for Australian horticulture.

GROVE INNOVATION

MAY 2018

Grove Innovation is your monthly update on the latest R&D projects, resources and upcoming events related to the Hort Innovation Olive Fund.

Did you know that in the 2016/17 financial year, 123,257t of olives were processed for olive oil, with a wholesale value of \$291m? This is just one of the statistics in the recently released *Australian Horticulture Statistics Handbook* that is available to growers.

Olive levy payers are invited to submit an expression of interest (EOI) to be appointed to Hort Innovation's Director Nomination Committee. The process is being managed by Voice of Horticulture (VoH).

Finally, Hort Innovation, in collaboration with industry bodies and chemical companies, has successfully secured more than \$1 million in Agvet grants for the horticulture industry, and the olive industry will benefit.



Handbook reveals production, consumption and trade data

Olive oil consumption per capita was 1.8kg in the 2016/17 financial year, a 19 per cent increase on 2015/16 consumption based on the volume supplied, according to recently released industry data from Hort Innovation.

The *Australian Horticulture Statistics Handbook* combines data on the olive industry and 75 other horticultural categories for the 2016/17 financial year.

[Read more](#)

EOI: Hort Innovation's Director Nomination Committee

Following a change of constitution at the Hort Innovation AGM in November 2017, one levy payer is to be appointed by the Department of Agriculture and Water Resources to the Director Nomination Committee each year.

To be eligible, the individual must be the primary levy payer from one of the levy-paying horticultural commodities managed by Hort Innovation.

[Read more](#)

New Agvet funding for the olive chemical program

Hort Innovation, in collaboration with industry bodies and chemical companies, has successfully secured more than \$1 million in assistance grants for the horticulture industry.

For the olive industry, the funding will support trials to determine efficacy, residue and crop safety for a chemical to tackle apple weevil.

[Read more](#)

[Find out more](#) about the Hort Innovation Olive Fund.

If you think there is a gap in the industry, [submit a project idea](#).

If you have a story idea or feedback, [let us know](#).

STAY CONNECTED



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JUNE 2018

Grove Innovation is your monthly update on the latest R&D projects, resources and upcoming events related to the Hort Innovation Olive Fund.

In this edition, we announce the dates and locations of the first three olive pest and disease workshops being held now that a new three-year IPDM project has commenced under the Hort Innovation Olive Fund.

Producers can now access a new benchmarking project that provides an independent and confidential assessment of their business, including identifying strengths and weaknesses that will assist with business management decisions.

Finally, Wagga is the place to be this October as the olive industry gathers for the National Olive Industry Conference and Trade Exhibition with keynote speakers just announced!

Olive pest and disease workshops announced

Olive growers and the wider supply chain will have access to appropriate IPDM extension services focused particularly on black scale, olive lace bug and anthracnose following the commencement of a three-year project, *An integrated pest and disease management (IPDM) extension program for the olive industry* (OL17001).

The project, a strategic investment under the Hort Innovation Olive Fund, will host nine IPDM workshops across olive-growing regions of Australia in the second half of 2018, to address the difficulties many small to medium growers face in managing their pest and disease problems.

[Read more](#)

Interested in benchmarking your business?

The Australian olive industry benchmarking project is working to ensure olive growers have easy access to clear, relevant industry information around productivity, quality and profitability.

Producers are invited to benefit from an independent and confidential assessment of their business through the project, *Australian olive industry benchmarking* (OL16001).

[Read more](#)

Keynote speakers announced for 2018 Conference

An impressive list of keynote speakers due to present at the 2018 National Olive Industry Conference and Trade Exhibition has been announced.

The conference will be held in Wagga Wagga, NSW and runs from Thursday 18 October until Saturday 20 October 2018.

[Read more](#)



[Find out more](#) about the Hort Innovation Olive Fund.

If you think there is a gap in the industry, [submit a project idea](#).

If you have a story idea or feedback, [let us know](#).

STAY CONNECTED



This resource has been funded through the Hort Innovation Olive Fund using the olive R&D levy and contributions from the Australian Government.





R&D Insights contains the latest levy-funded R&D project updates, research findings and related industry resources, which all happen under the Hort Innovation Olive Fund.

Hort Innovation partners with leading service providers to complete a range of R&D projects to ensure the long-term sustainability and profitability of the olive industry.



David Margetson and Rita Bikins take a stroll with their dog, Frank, in their 18ha grove in Pomonal, Victoria.

“We’re half-way through the course now, and the content has been refreshingly relevant to my business – it’s good to be able to reaffirm we are on the right track,” Ms Bikins said.

“The topic we’re currently working on is supply chains and value adding for consumers, so it’s very applicable to our product lines and farm gate café.

“We also had a really good assignment on people and culture – exploring award rates, human resources process and improving workplace culture.”

The 10-month program covers a range of topics, from financial management and law to marketing and communications, through flexible online study offered through University of Tasmania (UTAS) and face-to-face intensives.

The Hort Masterclass is part of the Hort Frontiers Leadership Fund, a Hort Innovation strategic partnership initiative that uses a combination of government and partner funding to address major issues facing the future of Australian horticulture for the benefit of the entire industry.

Hort Masterclass is proving refreshingly relevant

The latest cohort of students are hitting the books for the 2018 *Masterclass in Horticultural Business* program, developed to equip growers and business owners with leadership and business management skills specific to the horticultural industry.

Victorian grower Rita Bikins is representing the olive industry, and is building her financial management skills to improve her understanding of what it means to run a profitable boutique olive business.

Situated in Pomonal, near the Grampians National Park in Victoria, Ms Bikins and partner David Margetson have 5000 olive trees in their 18 hectare grove and also run Merino sheep.

Their business, Red Rock Olives, produces Extra Virgin Olive Oil, table olives and olive salt which they use and sell at their farm gate cafe, local wineries and a few cafés in Melbourne.



PROGRAM INFORMATION

The program will be held for the next three years, accepting around 30 recipients annually. For more information on the program or to register your interest for the 2019 program, visit the UTAS website. <http://www.utas.edu.au/sciences-engineering/masterclass-in-horticultural-business>



Risk and crisis management plan completed for industry

The olive industry now has a comprehensive risk and crisis management plan to deal with potential hazards, following the completion of the research project *Risk and crisis management planning for the olive industry (OL16011)*.

The project, a strategic investment under the Hort Innovation Olive Fund, provides a formal framework, process and understanding for who is to do what, when and how in the event of a crisis such as environmental contamination, food safety concerns or supply chain issues.

Project leader, Dr Duncan Hall from Biologic Pty Ltd, says growers have had input to the plan through the Australian Olive Association (AOA) in face-to-face meetings, online surveys and industry workshops.

Feedback was also sought from key stakeholders such as Hort Innovation, Plant Health Australia and Food Standards Australia and New Zealand.

Dr Hall, who has extensive experience in corporate risk and crisis management in the food and primary industries sector, says growers and processors may well perceive risk differently according to factors such as location, size of their enterprise, previous experience with unforeseen events and the extent of biological risk, and there's no single answer for how to rate the likelihood and severity of the risk.

"These risks could include exotic pests and disease, chemical use, severe climate events like bushfire, social risks such as workplace safety and events on farms or in processing operations, as well as quality issues that may result in a recall of some brands of Australian Extra Virgin Olive Oil (EVOO) from retail shelves," Dr Hall said.

"Throughout the project we've worked with the industry to seek out the perceptions and experiences of olive growers and processors and use them to develop a risk register.

"The risk register ranks issues in terms of the likelihood and potential impact of risks and was informed through our surveys, personal visits to olive groves and production facilities and phone calls, concluding with a national workshop where industry leaders experienced some interactive and scenario-based crisis response training, including media training," he said.

The project used the PESTEL analysis to group the risks under specific criteria – political, economic, social, technology, environment and legal – but Dr Hall said some issues fell across a number of the categories.

They included the risk of losing access to agricultural chemicals, or the consumer perception risks posed by marketing strategies of alternate oils, to erode both the health positioning and consumer demand for EVOO.

"The PESTEL analysis formed the basis of the risk assessment and provided a framework for growers to

develop an industry risk matrix, that analysed the likelihood of the risk or crisis and the potential impact it would have on business, finances and moral responsibilities in the case of workplace safety,” he explained.

“That gave us recognition of the broad groups of risk and a cross section of how the industry perceives these, which can be used as a framework to develop a Critical Incidence Response Plan that will dovetail into the wider Hort Innovation crisis response plans.”

Another facet of the project was to identify key industry leaders within and outside AOA who could be part of a crisis ‘team’ that assessed the risk and had ownership of the issue.

“For example, if you have a highly technical issue you want someone who is well versed in these aspects to be involved, but that’s not necessarily the same person who responds to media and public inquiries,” Dr Hall said.

“You have the option to structure a team to suit a particular risk, then document an ‘all hazards’ approach. You may not be able to foresee every critical incident, due to issues like complex supply or distribution chains, but you can formulate a plan that can be adapted to whatever you’re facing.”

The next challenge facing the olive industry, he said, is to turn risk and crisis management into a ‘top of mind’ issue, so that there is an immediate response in the field.

“There are 900 olive growers and any one of them could have an issue that they have to confront that may be of importance to a wider industry group, such as a packaging defect or a new pest, and we want them to be able to identify

the risk and know what steps to take,” said Dr Hall.

“There are now templates to help assess industry issues and risks and we have tools to help guide how we respond – whether we act now or wait and monitor. Many of these issues such as recall management are well documented but part of this project is ensuring everyone is aware of the steps to take.”

The project culminated in a real life scenario being presented to an industry working group, with participants required to respond to media and have their performance peer reviewed.

“The industry participants took it very seriously but I think a number of them found it quite challenging to be in a position where you’re required to come out with key messages and up to date information in a rapidly changing situation,” Dr Hall said.

“In a crisis you’re not always across the facts but you must take ownership of the issue and try to lead, rather than letting someone else fill the void. There’s also the challenge of responding on behalf of diverse stakeholder groups too, such as regulators, growers, suppliers, distributors and staff.

“This risk and crisis management plan will stand the industry in good stead for the future and can and should be developed and communicated further by AOA.”

.....
This project has been funded by Hort Innovation, using the olive research and development levy and contributions from the Australian Government. Hort Innovation is the grower owned, not-for-profit research and development corporation for Australian horticulture.

Further information:

Duncan Hall
 Biologic Pty Ltd
 0402 696 805
 admin@biol.net.au



Research Recap

PROJECT NAME: *Risk and crisis management planning for the olive industry (OL16011)*

PROJECT AIM: To develop and maintain the Australian olive industry’s risk management and crisis preparedness and response plan

PROJECT PARTNER: Biologic Pty Ltd

FUNDING: Hort Innovation Olive Fund

PROJECT DURATION: One year

KEY LEARNINGS SO FAR:

- The project has developed a detailed risk and crisis management plan that will stand the industry in good stead for the future
- The next challenge facing the olive industry is to turn risk and crisis management into a ‘top of mind’ issue.



The Tornado shaker ensures there is no handling or contamination of the fruit and it can be processed the next day.

Saluté Oliva is keeping it fresh

Understanding the key factors that accelerate the breakdown of Extra Virgin Olive Oil (EVOO) is vital for delivering a consistently high quality product.

Nestled in Boort, Central Victoria, Peter and Marlies Eicher produce certified organic EVOO and table olives through their boutique business, Saluté Oliva.

The Eichers have perfected their management practices over more than 10 years to ensure that their harvesting, processing and storage methods minimise the breakdown of EVOO.

Originally both engineers, Peter credits their management practices to the development of a methodical business plan before the grove was planted and strategic investment in harvesting and processing machinery.

“Our business plan helped us keep quality product top-of-mind right from the start – beginning with variety selection and tree spacing,” Peter said.

“The grove was established in 2000, and contains 2150 trees spanning eight hectares with 250 trees per ha. We have 1250 Frantoio trees for oil, 350 Manzanillo trees for table olives and oil, plus 500 Kalamata trees that are mainly used for table olives.”

For small businesses to be viable, Peter believes it is important to be a reliable supplier and produce consistently high-quality product, which is related to efficient harvesting, processing and storage methods.

“When it comes to harvesting, it is important to have a healthy grove and an effective harvesting method, as the timing between harvest and processing is critical for reducing fermentation,” Peter said.

“Factors that affect oil quality include the delayed processing of harvested fruit, and the processing of damaged, diseased or frost affected olives, resulting in an oil of high free fatty acid (FFA) and peroxide.

“To address these factors, we use a Tornado shaker so the fruit is collected in an inverted umbrella and goes straight into a bin for us to process the next day. There is no handling or contamination of the fruit and it is processed before fermentation has occurred.”

The Eichers process their olives, and other growers’ olives, on their property using PIERALISI processing equipment with an Alfa Laval decanter. The three-phase extraction method allows them to process 1 tonne per hour.

“For our first year we used a two-phase process, though the efficiency was not great and we had issues with dirty oil. For our second year we moved to three-phase and everything got much easier,” Peter said.

“By our third year we were using different grids in the hammer mill (5 mm for Frantoio, 6 mm for Manzanillo), using enzymes as a processing aid for improved

extraction efficiency and doing laboratory testing to check the peroxide and FFA in the oil.”

Equipment cleanliness is taken very seriously by the Eichers, with one and a half hours set aside to clean the machine properly between processing jobs.

“We process more than 40 tonnes of olives for local growers each year so it’s vital that the equipment is cleaned properly to avoid having old product in there that will downgrade the quality of the oil,” Peter said.

“Before processing our own olives and after we processed other growers’ olives, we do a 150kg purge cycle to flush out any remaining olive residue. This oil will be stored separately and is not considered organic certified.

“I’d encourage growers to ask their processors how their equipment is cleaned as it affects EVOO quality.”

Oil storage is also an essential factor of EVOO quality, and Peter believes it’s important to keep the product you have worked hard for as fresh as possible.

“We use a vertical separator at the end of the decanter to remove water droplets and larger sediment before it goes into decanting tanks,” Peter said.

“These tanks have variable lids, flush valves at the bottom and are kept at roughly 20 degrees for better settling of the oil.

“For the growers I press for, I encourage them to bring a 70-litre stainless steel drum with them and store it in their rumpus room, then one month after processing, start decanting it into a freshly cleaned drum until the sediments come.”

Saluté Oliva produces approximately 70 tonnes of olives per year. In 2017, they made 10,500 litres of EVOO and 4,500 kilograms of table olives. This year will be a similar sized harvest but an increased oil production due to the Frantoio yielding heavy.

Saluté Oliva supplies a variety of Bendigo and Melbourne restaurants, gourmet businesses and sells directly through their website and farm shop.



Peter and Marlies Eicher produce approximately 10,500 litres of EVOO per year using Peralisi processing equipment.

Peter Eicher believes it is important to be a reliable supplier and produce consistently high-quality product.



As an OliveCare® signatory, Saluté Oliva undergoes an independent audit and evaluation on an annual basis, to confirm the business encompasses the industry’s best management practices.

“It’s important that the product you’re producing is scrutinised in a laboratory. It is just not enough to think that your product is of a high quality, it must be verified in a laboratory environment to be sure you’re meeting the standards,” Peter said.

Market survey findings released in 2017 through the project *Australian Olive Industry Code of Practice* (OL13007), a strategic investment under the Hort Innovation Olive Fund, indicated that 70 per cent of Australian EVOO is meeting the freshness test parameters when assessed against three standards, including the Australian Standard for Olive Oil and Olive-Pomace Oil AS5265-2011.

With the aim of achieving 100 per cent, growers are encouraged to review their copy of the *Australian Olive Industry Code Of Practice HACCP-style Food Safety/Food Quality Plan for the production of EVOO* to identify areas they are doing well in and areas that could be improved. A variety of resources and information is available for growers – contact the Code of Practice facilitator Peter McFarlane on peter@mc.com.au

This project has been funded by Hort Innovation, using the olive research and development levy and contributions from the Australian Government. Hort Innovation is the grower owned, not-for-profit research and development corporation for Australian horticulture.



Keep an eye out for a video case study with Peter Eicher from Saluté Oliva, to be circulated through the Grove Innovation e-newsletter.

Integrated pest & disease management – a boutique perspective

Business: Leaping Goat Olive Oil

Location: Arthurs Seat, Victoria

Size: 900 trees (2.5 ha) on 10 ha property

Grove established: 1999

Production: 8-12 t

Buying an established grove comes with its own set of challenges and opportunities, as first-time growers David and Lisa Lindholm discovered when they purchased their Mornington Peninsula grove in 2004.

Overcoming peacock spot in the previously-organic grove was the start of their integrated pest and disease management (IPDM) journey, which has led to some sizeable investments and an improved understanding of what it takes to effectively manage a productive grove around other work commitments.

Today, the Lindholm family produce and supply Extra Virgin Olive Oil (EVOO) to a variety of local businesses and online through their business, Leaping Goat Olive Oil.

The early days

Chasing a tree change, David and Lisa Lindholm relocated from Melbourne to Arthurs Seat on the Mornington Peninsula, and started Leaping Goat Olive Oil one year later, using the established 2.5 ha grove on the property.

Like many boutique growers, the Lindholm family juggle the grove around full-time work. For the first six years grove management was done by hand, though once the trees reached 12 to 15 years of age, David found that their grove became increasingly harder to handle and there was an urgent need to update resources.

Investments and learnings

In 2010 the decision was made to invest in a larger spray unit, a Hardie industries 2000I airblast and



David and Lisa Lindholm operate their business, Leaping Goat Olive Oil, from their Mornington Peninsula property.

tractor New Holland 4050F with Supersteer, marking the first step towards a better antifungal and scale management program.

“The sprayer was a significant but necessary investment, given the age and size of our trees there was a need to mechanise the pruning and spraying to ensure the trees are kept at a manageable size so the chemical application was effective,” David said.

“We have one of the older groves in the area, and while black scale was not a problem initially when we bought the property, it’s now one of the main pests we find in the grove, along with peacock spot.”

Alongside the machinery expansion, David has also adopted a more targeted approach to chemical usage, ensuring that the quantity and timing of application are effective and economical.

“If there are small areas within the grove that have black scale or peacock spot, I try and be a bit more focused in my application,” David said.

“A big part of chemical effectiveness comes down to implementing a regular monitoring program, to ensure you’re not treating pests and diseases too late.

“Although we juggle full-time work and our olive business, we are fortunate in that we live on the property with our grove so we can monitor the grove frequently.”

David encourages other growers to listen to the science and utilise the resources that are available.

“A lot of IPDM comes down to having the right weather, time and equipment to do the job correctly, though having a sound knowledge of aspects like pest and disease life cycles and symptoms is important in the decision-making process,” David said.

“It’s important that as an industry we apply the science that is available, and use the resources that have been developed, to ensure we are doing the job properly.”

IPDM key messages:

- Monitor the grove regularly
- Healthy trees are an important component of IPDM
- Know your pests and diseases, as well as beneficial species
- Understand the range of management options, including non-chemical options
- If you're using chemicals then good timing, effective coverage and minimal disruption of beneficial species is essential.

Upcoming workshops

A three-year project, *An integrated pest and disease management (IPDM) extension program for the olive industry* (OL17001), is underway to provide growers and the supply chain with appropriate IPDM extension services focused particularly on black scale, olive lace bug and anthracnose.

The project, a strategic investment under the Hort Innovation Olive Fund, will host nine IPDM workshops across olive-growing regions of Australia in the second half of 2018, to address the difficulties many small

to medium growers face in managing their pest and disease problems.

Here are the dates of the first three workshops:

- Saturday 21 July at Rylstone Press Grove, Rylstone NSW
- Friday 10 August at Daisy Bank Grove, Big Hill NSW
- Sunday 12 August at Adina Vineyard and Olive Grove, Lovedale NSW.

The all-day workshops will involve technical presentations from the project lead, Associate Professor Robert Spooner-Hart from Western Sydney University and other industry experts, followed by practical sessions in the grove.

Keep an eye out for more details through the Australian Olive Association's (AOA) communication channels, or contact the AOA directly for more information.

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This project has been funded by Hort Innovation, using the olive research and development levy and contributions from the Australian Government. Hort Innovation is the grower owned, not-for-profit research and development corporation for Australian horticulture.



Research Recap

PROJECT NAME: *An integrated pest and disease management extension program for the olive industry* (OL17001)

PROJECT AIM: Develop, coordinate and provide industry with appropriate IPDM extension services focused on sustainable management of black scale, olive lace bug and anthracnose

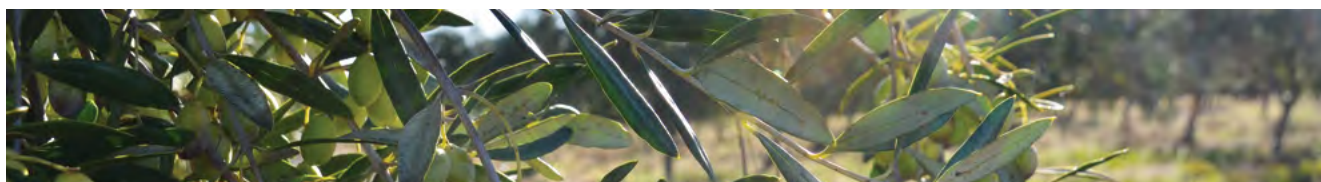
PROJECT PARTNER: Western Sydney University

FUNDING: Hort Innovation Olive Fund

PROJECT DURATION: Three years

KEY INFORMATION:

- Nine IPDM workshops will be held across olive-growing regions of Australia in the second half of 2018
- The project will also deliver a best practice IPDM manual and fact sheets, plus other hard copy and digital information, including a revised Pest and Disease Field Guide for the industry
- The project is an industry collaboration to ensure IPDM extension and communication continues beyond the formal life of the project.



Get closer to previous olive research

In addition to industry communications, official final reports from industry-funded research provide a platform for service providers, like universities and private industry consultants, to communicate outcomes and outputs of completed R&D projects.

For the olive industry, historical and recent final report topics include:

- *Use of ultrasound technology for olive oil processing* (OL08003)
- *Development of a biosecurity plan for the olive industry* (OL14008)
- *Essential work to facilitate increased exports to China, removing roadblocks and enhancing competitive advantage* (OL14003)

Requesting a final report from Hort Innovation is easy, and reports are free for olive levy payers.

1. Visit the final report order form under the 'resources' tab on the Hort Innovation website www.horticulture.com.au
2. Note the name and code of the project/s you are interested in (for example those listed above), or if there's something else you're looking for, download and browse the current final reports list from the web page (you can also search for the project code or keyword using control F within the list)
3. Complete the online form on the website.

Final reports will be sent from Hort Innovation via email.

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More information: Contact Will Gordon, Relationship Manager for the olive industry at Hort Innovation, on 0427 920 924 or will.gordon@horticulture.com.au

Head chef enjoys educating cooks about 'classic' ingredient like EVOO



Head chef Nicky Reimer from Bellota Wine Bar in South Melbourne.

Filming of four prominent Melbourne chefs has been completed and videos on the value of using Australian Extra Virgin Olive Oil are in production, as part of a two-year education program to show young chefs the benefits of the product.

The project *Olive Oil Food Service Project* (OL16004), a strategic investment under the Hort Innovation Olive Fund, aims to boost usage and consumption of EVOO through educating people in the food service industry, and is being implemented by Nutrition Australia.

Featured head chef Nicky Reimer from Bellota Wine Bar in South Melbourne says having the chance to pass on her knowledge of locally produced EVOO has been a valuable experience.

"When I was approached to take part in the video I said yes, sure, because I think it's important to share knowledge and keep our new young generation of cooks interested in a classic ingredient like EVOO," Nicky said.

After growing up in North Queensland when olive oil was imported from Italy and considered 'a bit fancy', Nicky trained as a chef and began to learn more about the benefits and uses of EVOO.

"When I started cooking professionally in my early 20s the olive oil was very expensive imported Italian product that nobody really knew what to do with," she recalls.

"Then when I was working with Stephanie Alexander we were using Australian oil and seeing that the flavour was just as good if not better than overseas oils, and I developed a close affinity with a local producer in Victoria.

"Fast forward to today and every supermarket has shelves of Australian olive oil and the EVOO flavour profile is wide – there are gutsy and robust oils or almost gentle, floral-like flavours."

In the kitchen at Bellota Wine Bar, Nicky uses EVOO for dipping with breads, as a dressing or to lightly drizzle over fresh cooked fish, and she teaches her apprentices to cook with it in a variety of ways.

"With the apprentices you have to catch their attention with dishes that look fun and exciting. In the video I used EVOO on a classic beef carpaccio as well as roasted beetroot, where the pepperiness and robustness of the oil added to the earthiness," she said.

She's learned a lot through visiting the Victorian producer, and believes it is very important for staff to learn about the provenance of ingredients.

"Every year and every new press of olives there's a slight variation according to the seasonal conditions while the fruit has been growing and you can really taste the difference," Nicky said.

"The new chefs are a bit more food-savvy than we were, maybe due to social media or TV, but they don't always understand why EVOO is a specific flavour."

And she's happy to take part in the campaign to educate fellow foodies.

"It was good fun to do the videos and talking about EVOO is a buzz. If it convinces someone to try the cooking techniques just once, I'm happy with that because that person may tell 10 of their friends," she said.

Educational material including the videos, fact sheets and a new web page will be rolled out to the food industry over the next 12 months to May 2019, and included in the curriculum for trainee chefs and culinary school students in Melbourne and Sydney.

This project has been funded by Hort Innovation, using the olive research and development levy and contributions from the Australian Government. Hort Innovation is the grower owned, not-for-profit research and development corporation for Australian horticulture



Research Recap

PROJECT NAME: *Olive Oil Food Service Project* (OL16004)

AIM: To boost usage and consumption of EVOO through educating people in the food service industry

RESEARCH PARTNER: Nutrition Australia

FUNDING: Hort Innovation Olive Fund

PROJECT DURATION: Two years

KEY INFORMATION:

- The project is developing three videos for TAFE curriculum to educate trainee chefs about the benefits and uses of Australian EVOO
- The final phase of the project is developing a webinar for olive growers to provide insights into the use of EVOO in the food industry and options for aligning their production to food trends.



JULY 2018

Grove Innovation is your monthly update on the latest R&D projects, resources and upcoming events related to the Hort Innovation Olive Fund.

In this edition, we preview three exciting presentations set to be delivered at the National Olive Industry Conference and Trade Exhibition being held in Wagga, NSW in October.

- Founder of South African olive enterprise 'OlivesInFact' Linda Costa will present on the health benefits of table olives.
- Lead CSIRO researcher Dr Pablo Juliano will present research into megasonics – or high-frequency ultrasound standing waves- outlining the success of trials done to date that use ultrasound to separate oil droplets.
- Dane Thomas from the South Australian Research and Development Institute's (SARDI) Climate Applications unit will share insights around climate change on perennial horticulture in Australia, and how that impact could be felt in the olive industry.

That's just the start of what's on offer at the conference- stay tuned for more presentation and workshop previews next month. From 16 July you can register for the conference online by visiting <https://nationaloliveconference.com.au>

Linda Costa: Health Benefits of Table Olives

Founder of South African olive enterprise 'OlivesInFact' Linda Costa will present on the health benefits of table olives.

It's a topic Ms Costa has a deep passion for and understanding of, with the combination of family knowledge and formal learning.

Ms Costa spent a decade managing a table olive plant with her father, producing 700 tonnes per acre on the farm she also grew up on.

[Read more](#)

Dr Pablo Juliano, CSIRO: Megasonics and oil extraction

Using megasonics – or high-frequency ultrasound standing waves – in the olive industry might sound futuristic, but thanks to research undertaken by a team of scientists at the CSIRO, it could soon be a reality that has the potential to deliver big results to producers.

Lead CSIRO researcher Dr Pablo Juliano will present the research at the 2018 AOA Conference, outlining the success of trials done to date that use ultrasound to separate oil droplets.

“Our early lab trials with just a few kilos of olives returned great results where we were getting up to two per cent extra oil extraction,” Dr Juliano said.

[Read more](#)



Dane Thomas, SARDI: Impact of Climate Change on the Australian Olive Industry

Dane Thomas from the South Australian Research and Development Institute's (SARDI) Climate Applications unit will share high level insights around climate change on perennial horticulture in Australia, and how that impact could be felt in the olive industry.

“Each region has strengths and challenges from climate and weather that affect their industry,” Dr Thomas said.

“Assessing risks and impacts from weather and climate requires an understanding of thresholds and damage functions from weather and climate on your crop – some of these may be known, some need to be inferred.

[Read more](#)



[Find out more](#) about the Hort Innovation Olive Fund.

If you think there is a gap in the industry, [submit a project idea](#).

If you have a story idea or feedback, [let us know](#).


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Strategic levy investment

**OLIVE
FUND**

This resource has been funded through the Hort Innovation Olive Fund using the olive R&D levy and contributions from the Australian Government.





AUGUST 2018

Grove Innovation is your monthly update on the latest R&D projects, resources and upcoming events related to the Hort Innovation Olive Fund.

Following on from last month's preview of three presentations set to be delivered at the National Olive Industry Conference and Trade Exhibition being held in Wagga, NSW in October, in this edition we preview two workshops and a field day that will be held in addition to the Conference:

- Founder of South African olive enterprise 'OlivesInFact' Linda Costa will run a workshop on table olives
- Dr Soumi Paul Mukhopadhyay will run a TasteBook Live Sensory Workshop
- Juneë Liquorice and Coolamon Cheese will host field tours, which end with a grove walk and pizza night!

A reminder that 18 and 19 October are conference plenary and field excursion days. Saturday 20 October is a day of optional workshops requiring further registration. You can now register for the conference and additional activities online by visiting <https://nationaloliveconference.com.au>

SALUTÉ OLIVA: Watch the video!

[Watch the video](#)

TasteBook Live – Sensory Workshop with Dr Soumi Paul Mukhopadhyay

The Tastebook™ sensory training initiative will be elevated to a new level with a live sensory workshop on Saturday 20 October, led by sensory scientist Dr Soumi Paul Mukhopadhyay with other key olive oil tasting experts.

The workshop will be based on the same aspects of the training program in appreciating, describing and understanding how to improve the quality of EVOO and table olives but also have a major focus on discussion.

Dr Paul Mukhopadhyay said the main aim of the event is to encourage questions from all participants – from industry experts to those new to olives.

[Read more](#)

Olive Oil Food Service project: new collateral to be available at Conference

Fact sheets and videos featuring some of Australia's best chefs will be launched to industry stakeholders at the 2018 AOA National Olive Industry Conference.

Led by Nutrition Australia (Vic Division), 'Olive oil food service project' (OL16004) – a strategic levy investment in the Hort Innovation Olive Fund – aims to educate students and new starters in the food service industry about Australian extra virgin olive oil (EVOO).

Recent activities of the project include filming with chefs Ian Curley, Matt Dawson and Nicky Reimer.

[Read more](#)



Table Olives Workshop with Linda Costa

Further to her keynote presentation, Linda Costa of South African business 'OlivesInFact' will run a workshop on Saturday 20 October.

Ms Costa's workshop will "get back to basics" and revisit the principles involved in table olive fermentation.

"I believe that once these principles are fully understood, any ensuing problems are far more easily solved," she said.

[Read more](#)

Field Tour Saturday 20 October 2018: visit Junee Licorice & Chocolate Factory and Coolamon Cheese!

Visit two of the Riverina's most famous tourist icons on a guided bus tour specially designed for olive conference delegates. Enjoy a delicious lunch at The Millroom restaurant before going on a guided tour of the licorice and chocolate production facilities.

Delegates will then travel to Coolamon Cheese for a tour of the facility and a cheese tasting. The day will finish with a Grove Walk at Wollundry Grove and pizza night hosted by Joo-Yee and Bruce Spinks. The bus will then depart for the Rules Club at 8pm.

[Read more](#)

[Find out more](#) about the Hort Innovation Olive Fund.

If you think there is a gap in the industry, [submit a project idea](#).

If you have a story idea or feedback, [let us know](#).

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Strategic levy investment

**OLIVE
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This resource has been funded through the Hort Innovation Olive Fund using the olive R&D levy and contributions from the Australian Government.



SEPTEMBER 2018

Grove Innovation is your monthly update on the latest R&D projects, resources and upcoming events related to the Hort Innovation Olive Fund.

This bumper edition outlines more of the exciting presentations you'll see at the upcoming National Olive Industry Conference and Trade Exhibition being held in Wagga next month, including:

- Succession and 'what if' planning with Oliver Portway
- Drones in Groves with Michael Thomsett
- Taking Australian olive products to the world with Austrade and Tradestart
- Review of the Everyday campaign with Will Fuller

There's lots happening from Hort Innovation as well as an important article on the olive levy and how it all works.

For more on the conference, a reminder that 18 and 19 October are conference plenary and field excursion days and Saturday 20 October is a day of optional workshops requiring further registration. You can now register for the conference and additional activities online by visiting <https://nationaloliveconference.com.au>

Make sure you register by 11 October!

Succession planning - don't think it doesn't apply to you!

At the National Olive Industry Conference and Trade Exhibition being held in Wagga next month, an important session on succession – and “what if?” – planning will be presented on day one by Oliver Portway, Principal of Heuzenroeders Lawyers in the Barossa.

If you think that this doesn't apply to you then think again. Succession planning for agribusinesses, and particularly family owned and operated enterprises, can be a complex issue. And it's not just about who gets the grove when you go: life in agriculture is full of unforeseen circumstances and it's important there's a plan in place to ensure your business can continue if you're out of action.

[Read more](#)

Understanding the olive levy

Olives that are produced in Australia and sold by a producer or used by the producer in the production of other goods attract a levy.

A producer of olives (the grower) is liable to pay the levy of \$3.10 per tonne if it is sold by retail sale or through an intermediary. If you produce more than 32.26 tonnes of olives for sale you are liable to pay the levy.

The levy for Australian olive producers has been in place since 1 May 2013 and Hort Innovation and Plant Health Australia are responsible for the expenditure of the levy funds on behalf of industry.

[Read more](#)

Reminder: secure your voting entitlements for Hort Innovation's 2018 AGM!

Hort Innovation's Annual General Meeting will be held in Brisbane on Friday November 23, 2018.

In mid-August, all levy-paying members of Hort Innovation received a hard copy letter as well as an email notification inviting them to complete an Annual Levy Return form, should they wish to obtain voting entitlements at the AGM.

[Read more](#)

'Drone in Groves' - Michael Thomsett

After generating some serious buzz with his 'Drones in Groves' presentations at local field days, Michael Thomsett is booked in to appear at The National Olive Industry Conference & Trade Exhibition in Wagga Wagga next month.

Mr Thomsett says drones are a highly valuable monitoring tool; providing basic observations and visual aids that are a huge time saver. Growers can better identify and track the health, nutrition and flow patterns of their groves, while locating any drainage or pest and disease issues far more effectively than they can from the ground.

[Read more](#)



'Everyday' campaign update

Will Fuller, Agency Director from FULLER will again be providing the conference with an update on the Australian Olive Association's 'Everyday' consumer marketing campaign.

In its second year, the 'Everyday' campaign aims to educate and create awareness of the value proposition for AEVOO; Healthy, Fresh and Tasty.

The presentation will provide a snapshot of the content produced with data and analysis from the Facebook, Instagram and Google activation.

[Read more](#)

Hort Innovation Independent Review of Performance

An independent Review of Performance was recently conducted into Hort Innovation and the results have been released. Hort Innovation has responded to, and accepted, all 14 recommendations delivered by the review.

In December 2017, following a competitive tender process, GHD was contracted to carry out the four-yearly independent Review of Performance on the organisation.

The review is a requirement under the company's Statutory Funding Agreement (SFA) with the Australian Government, and also an opportunity to gain important feedback on progress and delivery over the four years since the incorporation of Hort

[Read more](#)

Taking Australian olive products to the world

Two experts in the business of export and trade, and with an in-depth understanding of what's on offer for the Australian olive industry in a global marketplace, will be presenting to delegates on day one of the conference in Wagga.

Under the topic of 'olive product opportunity insights, global food trends and Austrade assistance', Senior Adviser with Austrade Mr Phillip Georgios, and Wayne Murphy-Tradestart Adviser with the NSW Department of Industry, will outline where there are key opportunities on the international stage for Australian olive producers.

[Read more](#)

[Find out more](#) about the Hort Innovation Olive Fund.

If you think there is a gap in the industry, [submit a project idea](#).

If you have a story idea or feedback, [let us know](#).

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Strategic levy investment

**OLIVE
FUND**

This resource has been funded through the Hort Innovation Olive Fund using the olive R&D levy and contributions from the Australian Government.





R&D Insights contains the latest levy-funded R&D project updates, research findings and related industry resources, which all happen under the Hort Innovation Olive Fund.

Hort Innovation partners with leading service providers to complete a range of R&D projects to ensure the long-term sustainability and profitability of the olive industry.



Wagga Wagga, NSW. Photo credit: Destination NSW

Welcome to Wagga Wagga!

2018 National Olive Industry Conference and Trade Exhibition

A three day program highlighting everything from international best practice to the impact of climate change promises to deliver a brilliant National Olive Industry Conference and Trade Exhibition in 2018.

The conference will be held in Wagga Wagga, NSW and runs from Thursday 18 October until Saturday 20 October 2018.

The Australian Olive Association will also hold its 2018 Annual General Meeting on Wednesday 17 October from 4-6pm, prior to the beginning of the main conference.

Australian Olive Association (AOA) CEO Greg Seymour said the 2018 conference will also trial splitting the technical program into two concurrent sessions on the Friday morning with one dedicated to EVOO and the other session to table olives.

"We hope this offers attendees the opportunity to get the most out of

their specialty interests, as well as get access to the broader variety of industry updates and views over the three days," he said.

Program Highlights:

- International table olive expert Linda Costa from South Africa
- Olives New Zealand Focus Grove update from Andrew Taylor
- CSIRO's Dr Dane Thomas will describe the impact of climate change on the Australian olive industry
- Dr Amy Logan will deliver a glimpse into the future of how food may become personalised to individual health and well-being requirements.

Social Activities:

- Conference Dinner, 18 October
- Australian International Olive Awards Gala Dinner, 19 October

Workshop/Field Tour Options (20 October):

- TasteBook Live Workshop – sensory development workshop
- Table Olive Workshop – commercial table olives from "paddock to pail"
- Licorice, chocolate, and cheese production field tour, including:
 - Coolamon Cheese Factory. Also home to some fabulous boutique stores!
 - Juneec Licorice and Chocolate Factory, located in the restored local flour mill.

The full program and registration options are available now via the conference website: <https://nationaloliveconference.com.au>

.....
The conference is facilitated through the project *National olive industry conference and trade exhibition (OL16010)*, funded by Hort Innovation using the olive research and development levy and contributions from the Australian Government, with in-kind support from AOA.

Continued on page 3 >>



Chef Nicky Reimar at the project video shoot

Education and training sector hungry for Australian EVOO

The next wave of young chefs coming out of New South Wales and Victoria are set to be the most knowledgeable cohort when it comes to Australian extra virgin olive oil thanks to the success of a current research project.

Led by Nutrition Australia (Vic Division), *Olive oil in food service project* (OL16004) – a strategic levy investment in the Hort Innovation Olive Fund – aims to educate students and new starters in the food service industry about Australian extra virgin olive oil (AEVOO).

Resources have been created specifically for trainee chefs to enforce why AEVOO is the premium product.

Project Coordinator Aranya Changkaoprom said initial efforts to have the learning material embedded into the TAFE curriculum proved challenging but hugely rewarding.

“We found that TAFE teachers were incredibly keen to have the material available and included as part of their lesson plans, however like all teachers, they were quite

time poor and up against their own challenges in meeting the current curriculum requirements,” Ms Changkaoprom said.

“We obviously have our own research project timeline to work to as well, so we’re very happy to be starting the new financial year with a number of TAFE colleges in Victoria and New South Wales who are actively showcasing the resources we’ve developed to their trainee chefs,” she said.

“Regardless of time pressures, we’ve found that every TAFE we have approached has been very eager to hear from the olive industry and wanted to be able to provide beneficial and up to date information that will enrich student knowledge.

“It’s very much considered a ‘value-add’ resource to the current

curriculum and we’ll be focusing on continuing our engagement with other institutions over the next 6 months.”

As part of the project, new fact sheets and videos featuring some of Australia’s best chefs will be launched to industry stakeholders at the 2018 AOA National Olive Industry Conference.

More recent project activities include filming with chefs Ian Curley, Matt Dawson and Nicky Reimer.

Each chef was interviewed about their relationship with EVOO and how they came to know about it and work with it.

Each of the videos showcase the chefs creating recipes using Australian EVOO in a variety of different dishes.

A corresponding fact sheet has also been developed to complement each video. The resources will be



An example of a fact sheet designed as part of the project

housed on the 'Australian Everyday' website (<https://australianextravirgin.com.au/>) and is due to go live on a specific chef and hospitality page during September.

These resources will be part of a retrospective evaluation survey provided to TAFE students and teachers.

"We're really keen to find out what the TAFE sector got out of the videos, especially if the teachers felt they offered significant value to their lessons," Aranya Changkaoprom said.

"All feedback will be considered and included as recommendations in our end of project report, particularly where there are suggestions on how to make the resources more effective.

"Overall we think the resources we've created to date should be used as a promotional tool for the entire food service industry to help support new relationships with chefs and industry, or even for growers who do grove walks with tourists – there are lots of exciting opportunities to promote AEVOO!"

Research Recap

PROJECT NAME: Olive oil in food service program (OL16004)

PROJECT AIM: To increase awareness of Australian extra virgin olive oil among trainee chefs and culinary school students.

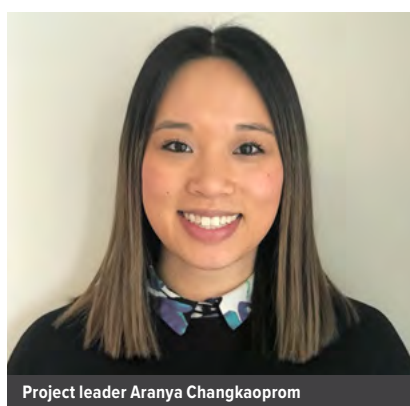
PROJECT PARTNER: Nutrition Australia, Vic Division

FUNDING: Hort Innovation Olive Fund

PROJECT ENDS: May 2019

KEY LEARNINGS SO FAR:

- Canola oil, vegetable oil blends and international EVOO are competitor products to AEVOO
- AEVOO is commonly used in small amounts and for specific culinary purposes, such as in dressings, marinades and sauces
- AEVOO is not typically used in pubs or in large institutional retail food service due to cost
- Chefs perceive AEVOO to be of high quality and value the Australian product
- Chefs typically believe AEVOO is best used cold – many said they believed the oil should not be used in cooking
- Purchase and consumption drivers of AEVOO included cost, taste, quality, access/availability and provenance (related to the increasing trend to promote local produce in food service)



Project leader Aranya Changkaoprom



Welcome to Wagga Wagga!

Continued from page 1

KEEN TO EXPLORE THE REGION? HERE ARE SOME TOP LOCAL ATTRACTIONS:

- 20 minutes' drive from Wagga is Cottontails Winery. Sit out on the deck and enjoy panoramic views of the city whilst drinking local wine and order from an array of local produce
- Set in rural surrounds yet five minutes from the city, the Magpies Nest restaurant is another local winery with some of their buildings dating back to the 1860s
- The National Art Glass Gallery houses world class contemporary art glass exhibits. The gallery also exhibits a number of curated exhibitions featuring national and international artists
- The Wagga Botanic Gardens house an array of attractions including beautifully curated native gardens, a mini zoo and even a miniature railway. The gardens have something to entertain everyone.
- If you're looking for the Wagga local, pop on over to The Thirsty Crow brewery for a craft beer and a delicious dinner – you won't be disappointed. This hot-spot gets busy early so make sure you reserve a table!
- If you're up for some nature sight-seeing, take a stroll along the Murrumbidgee River in the morning or late afternoon. Start at the popular 'Wagga Beach' and head towards Wiradjuri reserve, following the path along the river. If you're quiet enough, you'll spot some local wildlife.

New project spreading the good oil on health benefits of olive products

Australian healthcare professionals are the key target for a new Hort Innovation contracted project that aims to increase the use of health olive products in the daily lives of Aussie consumers.

Educating health professionals about Australian olive products (OL17002) was contracted in April, with delivery led by the Olive Wellness Institute via Boundary Bend Limited.

The first wave of market research was completed soon after in May 2018.

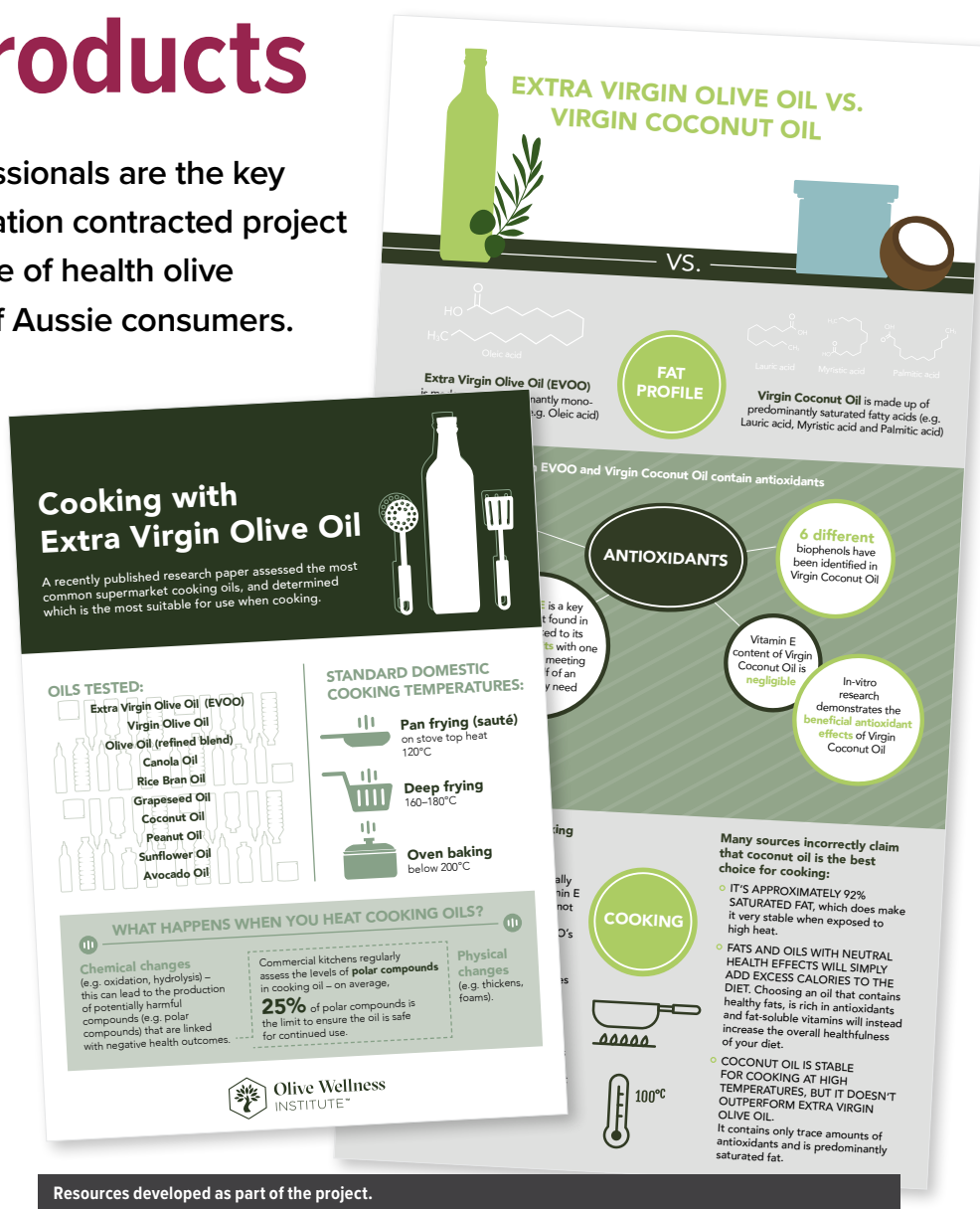
Research leader Sarah Gray said 100 healthcare professionals were canvassed to get an insight into the baseline understanding of olive products amongst the sector.

“Those who took part in the market research identified as GPs, dietitian or nutrition professionals, or naturopaths,” Ms Gray said.

“Not surprisingly, familiarity with EVOO and OO was high, with more than 75% of healthcare professionals canvassed identifying as very familiar,” Ms Gray said.

“There was also a very high percentage – more than 90% – of healthcare professionals who said they believed that EVOO had benefits for heart health, which is great, however there was a less broad understanding of the other benefits of EVOO among particular segments of the industry.

The market research also proffered insights around olive leaf extract (OLE), preferences and understanding of EVOO versus coconut oil, and the advocacy work around OLE, EVOO and other oils.



“The implications of the insights garnered have helped to guide how we work to equip our target audiences with the knowledge needed to be able to advise patients, clients and the wider public on including these products as part of their usual diet,” Ms Gray said.

“We are also really keen to measure the change in attitudes over the life of the project and work to close the knowledge gaps that currently exist

around the benefits of different types of olive products.”

A range of resources developed as part of the project are now available via the Olive Wellness Institute website (<https://olivewellnessinstitute.org/>) including infographics on the difference between EVOO and coconut oil and a leaflet on cooking with EVOO.

“We have attended a number of health and wellbeing trade days and



Project lead, Sarah Gray from Boundary Bend Limited

events, and the cooking with EVOO handout has proved to be really popular," Ms Gray said.

"Further to the resources already available, we'll be working on producing a grower event kit as part of the overall project also.

"This will include things like fact sheets, leaflets, posters and recipes that growers and other industry stakeholders can download via the website and use to promote their product at markets or other events."

Academic resources for lecturers in food science, medical and natural therapy fields will also be produced as part of the project that is due to be completed in April 2019.

The Olive Wellness Institute will present a full update on the project at the National Olive Industry Conference in Wagga Wagga.

Want to find out more? Connect via Facebook, Twitter and LinkedIn through the Olive Wellness Institute handle.



Research Recap

PROJECT NAME: *Educating health professionals about Australian olive products (OL17002)*

PROJECT AIM: To equip Australian healthcare professionals with the knowledge needed to be able to advise patients, clients and the wider public on including healthy olive products in their daily life.

PROJECT PARTNER: Boundary Bend Limited

FUNDING: Hort Innovation Olive Fund

PROJECT ENDS: April 2019

PROFILE

Meet the new olive Relationship Manager, Brad Mills



Olive Industry Relationship Manager, Brad Mills

As Hort Innovation bids farewell to Will Gordon after nearly 12 years, I want to thank you for welcoming me as the new olive Relationship Manager at the organisation.

Horticulture is close to my heart – I grew up on a citrus farm near Mildura and have been working with Hort Innovation for more than 14 years. During this time I've been fortunate enough to work closely with so many different industries within the sector, and as of June this year I've taken on the Relationship Manager role with the berry and temperate fruit industries, including olives.

I've met some of you already at the olive integrated pest and disease management (IPDM) workshop at Marulan in early August, which was a great event with good attendance from growers, both local and some from a bit further afield. At the workshop I was able to get a greater understanding of not only the key IPDM issues growers face, but a broader understanding of other various issues confronting olive growers, while discussing all manner of topics relevant to the industry. It was a fantastic introduction.

I've also been connecting with components of the olive R&D program. In July I was able to attend a meeting of the project reference group for the Olive Wellness Institute project (*Educating health professionals about Australian olive products, OL17002*) to get an overview of the amazing work that the institute is doing on behalf of the industry. To say my

understanding of the benefits of using Australian extra virgin olive oil has improved dramatically would be an understatement.

I look forward to working further with the olive industry over the coming year as well as the opportunity to meet more olive growers – including at the Olive Conference in Wagga Wagga in October.

Please feel free to reach out to me any time at bradley.mills@horticulture.com.au or on 0408 635 465. I also encourage you to...

- **Keep connected with all investments in the Hort Innovation Olive Fund** and the latest things happening in them by checking out our quarterly Hortlink publication – you can always access the latest edition from the olive grower page at www.horticulture.com.au/olive.
- **Submit ideas for the research you want to see in the Olive Fund**, or in Hort Frontiers, which is Hort Innovation's strategic partnership initiative. Learn more about doing this and access the idea submission form at www.horticulture.com.au/innovation-concept-pipeline.
- **Become a Hort Innovation member.** Paying a levy doesn't automatically make you a member, but signing up is free at www.horticulture.com.au/membership. As well as providing voting rights at the organisation's Annual General Meeting, Hort Innovation membership includes exclusive email alerts with industry-specific news and opportunities, direct invitations to explore investment updates and more.

Interest in IPDM proves strong at NSW field days

Olive growers from around the southern states of Australia have cemented their interest in integrated pest and disease management (IPDM) at sessions held last month as part of recent field days in New South Wales.

The first, hosted at 'Daisy Bank Grove' at Big Hill near Marulan, drew an impressive crowd of 41 growers. Another was held at Adina Vineyard and Olive Grove at Lovedale and attracted nearly 28 IPDM enthusiasts.

Attendees travelled from as far as South Australia and Victoria to attend the regional New South Wales events.

The workshops were held as part of Hort Innovation Olive Fund project, *An integrated pest and disease management extension program for the olive industry* (OL17001).

Lead researchers Dr Robert Spooner-Hart from Western Sydney University and Dr Len Tesoriero led the plenary sessions, followed by grove walks and Q&A sessions.

Dr Spooner-Hart said those who attended were a mix of growers who are already actively engaged with IPDM and others who were interested in finding out more about new management practices.

"It was incredibly exciting to have such a large variety of conventional and organic growers in the shed, all interested in the principles and practices of IPDM," Dr Spooner-Hart said.

"Based on that, we covered strategies for conventional and organic management, as well as the different advantages and disadvantages of certain management strategies.

"We also presented on the theory around monitoring for pests, diseases and beneficial species,



Dr Robert Spooner-Hart in the grove at Lovedale

as well as the biology and life cycles of key pests and diseases and the factors influencing pest and disease spread and incidence in groves.

"The importance of timing, application and targeting of interventions was a topic that created great engagement with the attendees also, specifically around how to best time applications. The current status of number one biosecurity pest, *Xylella* (that causes Olive Quick Decline) was also discussed."

Dr Spooner-Hart said the grove walk that followed the plenary session offered a highlight of the field day, including a demonstration showing how drones can be used to monitor diseases and pests in olive groves, and assist with overall grove management.

"All attendees – myself included – found this of tremendous interest," he said.

"The demonstration offered an insight into how drones can obtain

images that can show exactly what is going on in the grove, and we were then able to use the images taken on the day to further discuss IPDM options based on those drone photos.”

As part of the project, a survey was completed in June 2018 to help the research team identify current IPDM knowledge and needs, and the results were shared at the workshop.

“One of the key questions in the survey was asking olive growers what they believed to be the key pests and diseases of note,” Dr Spooner-Hart said.

“We learned via the survey that black scale, olive lace bug and anthracnose were all identified as the top three pest and disease issues for those who responded, and these are the same three major pests and diseases that our project is focusing on.

“It’s great to know that we are directly addressing key concerns of industry and providing the resources to deal with them.

“We will conduct another survey in the final year of the research project to ask growers how much more adept at IPDM techniques they feel they are, and how their management style may have changed.”



Field day attendees at Marulan

The IPDM workshops at Marulan and Lovedale formed part of the broader Australian Olive Association field days, which included sessions on biosecurity, risk management, irrigation, nutrition and soil health, tree management, product quality improvement and market development.

AOA CEO Greg Seymour said the attendee numbers were incredibly pleasing.

“It was a credit to industry and their commitment to ensuring

best practice in the groves,” Mr Seymour said.

“Each session offered growers new and interesting information, and each topic had relevance to each other, allowing them to go home with a new and inspired toolkit of information to try in their own groves, which is what these field days are all about.”

Dr Robert Spooner-Hart agreed.

“As IPDM specialists, it’s one thing for us to talk about the importance of tree health, but to have biosecurity and other grove management experts also presenting on the day made it an excellent exchange of information for growers,” he said.



Dr Robert Spooner-Hart delivers the IPDM workshop at Marulan



Research Recap

PROJECT NAME: *An integrated pest and disease management extension program for the olive industry (OL17001)*

PROJECT AIM: To provide Australian olive growers access to current, practical information and instruction for implementing integrated pest and disease management (IPDM) strategies in the grove.

RESEARCH PARTNER: Western Sydney University

FUNDING: Hort Innovation Olive Fund

PROJECT STATUS: Ongoing

TACKLING NEW FRONTIERS: THE HORTICULTURE INDUSTRY BRINGS FUTURE IN TO FOCUS

A focus on long-term, cross-industry collaboration will underpin the Hort Frontiers Strategic Partnership Initiative as the horticulture industry looks to the year 2025.

The initiative expands Hort Innovation's funding model by facilitating cross-industry investments focusing on complex, traditionally under-funded projects that have been identified as critical for the industry's future.

Alongside commonwealth money, Hort Frontiers invests funds from the wider research community, the value chain and levy funds. Investors may also be from non-horticulture commercial industries, universities, public and private research institutes and state government agencies.

The program works with individual co-investment partners to produce outcomes that meet the needs of the whole horticulture industry.

Your levies at work

There are currently seven strategic investment funds, each addressing an individual theme:

- Advanced Production Systems Fund (stimulating productivity)
- Asian Markets Fund (driving growth)
- Fruit Fly Fund (managing risk)
- Green Cities Fund (ensuring sustainability)
- Health, Nutrition & Food Safety Fund (driving growth)
- Leadership Fund (building capacity)
- Pollination Fund (ensuring sustainability)

Relevance to olive industry

The Health, Nutrition and Food Safety Fund and Leadership Fund offer the most opportunities to the olive industry.

The Health, Nutrition and Food Safety Fund aims to support consumer confidence by developing novel products, technologies and processes for high quality, safe and nutritious produce and value-added food derived from fruit, vegetables and nuts.

Food safety and nutrition have never been bigger priorities for consumers and growers. The Health, Nutrition & Food Safety Fund aims to give growers the tools they need to keep up with technological advancements in these key areas, and work with top researchers to develop new, never-before-seen technology in this space. It focuses on four priority areas: the value chain, consumer behaviour, innovation and adoption.

The Leadership Fund identifies, builds and empowers future industry leaders at all stages of their career, so that the most effective integration of land, labour, capital and entrepreneurship occurs in horticultural production.

A recent study commissioned by Hort Innovation and conducted by the University of Queensland suggested the Australian horticulture industry outperforms the average Australian business in the innovation

field – with almost 80 per cent of horticultural producers reporting some form of innovation, whether it was new to the farm or new to the industry. However, the same study showed 72 per cent of horticulture growers are aged over 50.

The Leadership Fund looks to broaden the leadership pipeline, taking into account the current ageing demographic and the increasingly fast-moving technological landscape that horticulture is. The fund provides opportunities for horticulture professionals at all stages of their careers to advance along the ladder of leadership. Significant resources are directed to attracting a new generation to Australian horticulture by showcasing the dynamic careers paths that exist.



HOW TO GET INVOLVED

Each fund is governed by a Co-Investment Strategic Intent (CSI) that outlines key investment themes and is guided by an Expert Advisory Panel that assesses and provides input into proposed projects and research.

Hort Innovation is constantly seeking new investment and partnership opportunities. For more information or to submit an idea, visit <https://horticulture.com.au/our-work/hort-frontiers/>