

Final Report

Australian olive industry communications and extension program

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Australian Olive Association Ltd.

Project code:

OL18000

Project:

Australian olive industry communications and extension program (OL18000)

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Contents

Public summary	4
Technical summary	Error!
Bookmark not defined.	
Keywords	Error!
Bookmark not defined.	
Introduction	6
Methodology	7
Results and discussion	9
Outputs	15
Outcomes	17
Monitoring and evaluation	18
Recommendations	20
Refereed scientific publications	21
Intellectual property	22
Acknowledgements	23
Appendix 1	24
Appendix 2	44
Appendix 3	46
Appendix 4	77
Appendix 5	85
Appendix 6	87
Appendix 7	102
Appendix 8	103
Appendix 9	104
Appendix 10	105
Appendix 11	106
Appendix 12	109

Public summary

Australian olive producers need to produce high-quality products from highly productive groves if they are to be internationally competitive in the domestic and export markets. The application of existing and new information and technology, in the grove and the processing plant, is an important strategy for achieving this economic imperative. While past olive R&D projects have had extension components built into them, the researchers often lack the extension skills and support to maximise the impact of the project outputs to deliver the desired outcomes for the R&D investment.

This project delivered a range of new and existing information in a co-ordinated way in a variety of settings via a complete portfolio of communication channels to promote world-best practice in grove management (including IPDM) to increase productivity and quality; promote world-best practices in olive oil production, storage, and packaging to maintain quality and increase consumer confidence; and communicate and extend outcomes of industry R&D and other sources of innovation from around the world.

Existing key industry resources from levy investment publications, industry meetings, and personal communications and experiences were supplemented by new information from external sources such as CSIRO, University of California Davis, and the International Olive Council. Information was disseminated in monthly e-newsletters, quarterly R&D updates, videos of case studies and best practice; distributed in electronic and hard copy versions and housed on the Australian Olive Association's websites making the information accessible to all olive levy payers and olive industry participants. Field days, workshops and webinars provided the face to face and visual interaction that was popular and effective with olive producers.

Through promoting world-best practice in grove management, olive oil and table olive production, storage and packaging via workshops, field days and webinars, olive growers and processors have the tools to improve on-farm productivity, sustainability, and product quality, increasing their profitability and increasing consumer confidence. This project builds the skills, capacity, and knowledge in the olive industry through effective communication and extension of industry R&D outcomes.

Keywords

Olive

Olive oil

Communications

Extension

Information

Field Days

Workshops

Webinars

Surveys

Introduction

Australian olive producers need to produce high-quality products from highly productivity groves if they are to be internationally competitive in the domestic and export markets. The application of existing and new information and technology, in the grove and the processing plant, is an important strategy for achieving this economic imperative.

Most olive R&D projects have had extension components built into them but in many cases the researchers lack the extension skills and support to maximise the impact of the project outputs to deliver the desired outcomes for the R&D investment.

Furthermore, there has been little synergy between projects because the researchers are often from different organizations and have no requirement or need to liaise with other projects in the olive portfolio, so a silo effect is driven by the R&D structure.

The creation of the Australian Olive Industry Communications and Extension Program provided an ideal opportunity to ameliorate the silo effect by having a co-ordinated and strategic approach to information selection, formatting and delivery by people who understand how to design and execute extension programs and deliver information that results in positive change for individuals and the industry.

Awareness of information and its transfer using appropriate channels and settings (to accommodate a range of learning styles) leads to an increase of adoption of best practice and ultimately improved outcomes for producers and industry.

This project delivered a range of new and existing information in a co-ordinated way in a variety of settings via a complete portfolio of communication channels to promote world-best practice in grove management (including IPDM) to increase productivity and quality; promote world-best practices in olive oil production, storage, and packaging to maintain quality and increase consumer confidence; and communicate and extend outcomes of industry R&D and other sources of innovation from around the world.

The project supported Hort Innovation and the olive industry to deliver on:

Outcome 1 of the Olive Strategic Investment Plan:

“Improved on-farm productivity, sustainability and product quality” using the key strategies:

- *“Promote world-best practice in grove management to increase productivity and quality”*, and
- *“Promote world-best practice in olive oil production, storage, and packaging to maintain quality and increase consumer confidence”*, as well as

Outcome 3:

“Greater skills, capacity, and knowledge in the industry” and the key strategy to drive it:

- *“Communicate and extend outcomes of industry R&D”*.

This project facilitated the communication of levy funded research and development outcomes to Australian Olive Levy Payers in numerous ways that enhanced their skills, capacity, and knowledge. The outcome of this knowledge dissemination will be increased yields, better recognition and management of pests and diseases, and better orchard management practices that lead to higher profitability and more sustainable orchards.

Methodology

Project Management:

A Project Reference Group (PRG) consisting of olive growers and a Hort Innovation staff member was established to provide direct levy payer input to the content, tactics, and execution of the communications and extension program. This ensured the information was relevant to the needs of, and the delivery channel and style was appropriate for, the target grower audience.

New and emerging information from levy investment publications, industry meetings and publications, and personal communications and experiences were identified in the work plans each year for the PRG's consideration. This information was supplemented by new information from external sources such as CSIRO, University of California Davis, and the International Olive Council.

Communications – Digital and Hard Copy:

i. Monthly Newsletter:

The "Grove Innovation" monthly e-newsletter is produced with 3-4 articles of about 250-300 words was researched and written by AOA. The newsletter contained introductory briefs with a link to more detailed information housed on the AOA OliveBiz website.

Once the articles were written and formatted, the newsletter was distributed to the AOA supply chain database (includes all levy payers) using the AOA's Constant Contact account. Metrics for each distribution such as open rate, click-through rate, click-to-open rate bounces and unsubscribe rate were recorded and reviewed.

ii. R&D Lift-out:

The R&D Lift-out consists of 6-8 articles related to the levy investment program and supplemented by news or R&D reports from other sources, is published in Olive Grower and Processor Australia and New Zealand (the only olive industry publication in the southern hemisphere) each quarter. This approach ensured there was relevant information available to meet the strategic needs of the industry.

iii. Videos:

Video topics were identified by the PRG, and the audio-visual specialist researched the topics and AOA identify the best candidates to participate in the videos. Video production involved writing the script, organising shoot details, organising the talent, going on location, videoing the required content and capturing the audio. The material was edited, and a draft video produced for critique by the AOA team to ensure technical accuracy and correct protocols observed.

iv. Website:

The OliveBiz website is the repository for all project information with activities including uploading outputs to the website, updating/changing content, monitoring performance, uploading and operating online surveys, capturing evaluation statistics, modifying the website appearance to meet the needs of the project, and responding to enquiries related to the website function.

All project material created is housed on the website in the public domain. This means all levy payers have access to the material 24/7/365. This service will continue after the project has ended. OliveBiz is a whole-of industry technical resource owned and operated by AOA.

Extension – Industry Resources, Workshops, Field Days and Webinars:

i. Industry Resources:

The AOA team worked with the PRG to identify seminal industry resources on grove management topics such as pruning, irrigation, fertigation, pest and disease charts etc. for review and updating by the technical team. The updated resources were then digitised and uploaded to the OliveBiz library. The e-newsletters and Lift-outs plus AOA's weekly Friday Olive Extracts e-bulletin were used to create awareness that these "refreshed resources" are available for everyone in the supply chain.

ii. Workshops:

The content and locations for a series of best practice workshops were determined in conjunction with the PRG. Suitable venues were organised and programs tailored for each region, with delivery of the workshops from within the AOA team and other olive/horticulture technical specialists.

Workshop preparation required: presenter liaison and management, preparation of workshop information in communication ready format including promotional material, preparation and administration of ticketing for the event (delegate registration was managed through the Eventbrite website), delegate liaison and enquiries, identification and securing of a suitable venue suitable for high quality filming, provision of all AV equipment, provision of onsite event management including set-up and pack-down, and provision and management of all catering.

iii. Field Days:

A series of regional field days was held over the life of the project for growers to obtain new knowledge and practical skills. The program was prepared with the PRG and fine-tuned in consultation with regional grower groups to ensure the content and delivery matched the needs of the local industry. Field Day preparation requirements were as for the workshops above.

iv. Webinars:

The AOA developed a series of webinars in response to the impact of the Covid-19 Restrictions on the program. The webinars were run on Zoom and registration for each webinar was required. Registration details were emailed to levy payers on the day before the webinar.

The webinars ran for a maximum of one hour with up to 40 minutes allocated to a prepared presentation followed by up to 20 minutes of live Q&A and participant discussion. Each webinar was recorded and made available on the OliveBiz website for reviewing or for people to view who were unable to attend the webinar live. Levy payers wishing to participate in the webinars needed to register for each webinar they wished to attend on a dedicated webinar registration section of the OliveBiz website.

Once registered, participants received a receipt from the system advising the details of the webinar they registered for, and advice that they would receive an invitation to join the webinar on the day before the event is scheduled. Participants needed to click on the link in the invitation before the scheduled start time to be automatically connected to the webinar.

Results and discussion

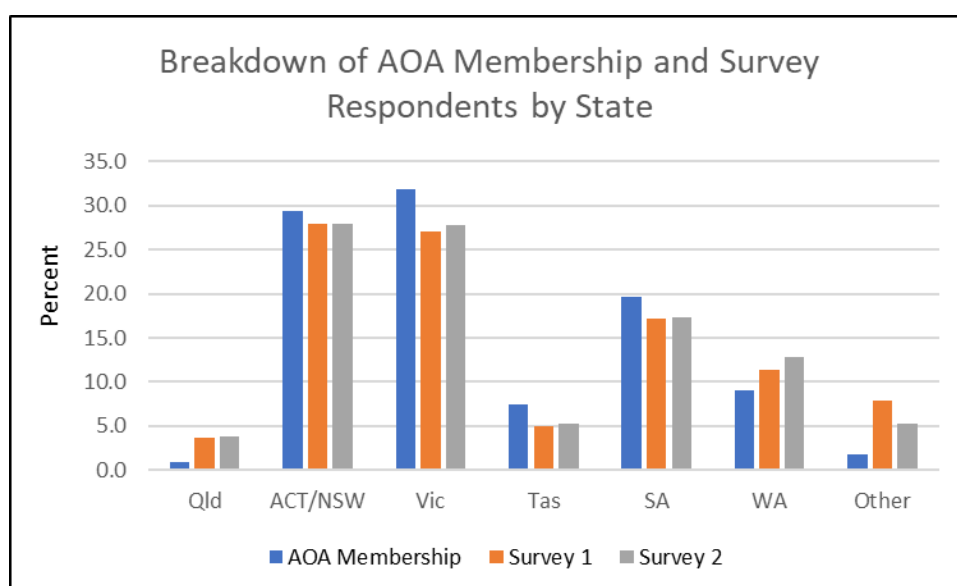
The evaluation surveys provided:

- i. a good baseline of the value of AOA’s communication activities to olive levy payers (2019 survey) and
- ii. how the project activities increased the effectiveness of AOA’s communications as measured by grower responses on awareness of olive technical resources and preparedness to change practices (2021 survey Parts A and B).

Survey Demographics:

For the June 2021 survey there were 133 survey participants with 127 identified as from Australia, compared to the July 2019 survey where there were 140 survey participants with 129 identified as from Australia, with state of origin broadly consistent with AOA membership distribution (see Figure 1), confirming survey data relevance and integrity.

Figure 1. Comparison of AOA Membership and Survey Respondents Business Locations by State.



In the 2021 survey, 73% of participants were olive producers and / or olive processors, compared to 86% in the baseline survey. However, there were more ‘service providers’ recorded in the 2021 survey (22%) compared to only 6% in 2019. In the 2021 survey, 39% of participants identified as levy payers, lower than the 49% reported in the 2019 survey (possibly under reported where growers do not realise a levy is being collected by their processor).

In the 2021 survey 65% of survey participants identify as AOA members and 28% as *OliveCare* members, which is broadly in line with industry structure. 25% of survey participants have no formal industry affiliation (i.e. not AOA members or members of another state/regional olive body/association)– this is not surprising given AOA communications has an extensive industry reach.

The 2021 survey has a slightly more experienced grower profile than the 2019 survey, with 58% of survey participants having been in the olive industry for more than 15 years, and 40% less than 15 years. In the 2019 survey only 48% of participants had been in the industry for more than 15 years, and 50% less than 15 years.

This data confirms the need to continue to provide introductory level information and training in an otherwise mature industry.

Useful modes of communication:

The 2019 survey established that there was little difference between survey participant preference for mode of communication when receiving either general industry information or R&D and technical information, therefore in the 2021 survey we did not make this distinction.

The preferred modes of communication were similar for the 2019 and 2021 surveys, with the most useful modes being:

- Websites (91%)
- E-mails and E-Newsletters (90%)
- One to one face to face discussions (84%)
- Field days / workshops / seminars (83%)
- On-line videos (81%)
- Word of mouth – other growers (81%)
- Word of mouth – service providers (81%)
- Magazines (74%)
- Podcasts / webinars (66%)
- Hard copy reports (64%)

The less useful modes of communication were:

- Brochures / Fliers (50%)
- Social Media (39% - reflecting the older demographic of the olive industry)
- Text messages (35%)
- CDs or USBs with reports (30%)
- Newspapers (30%)

The major changes in preference were podcasts / webinars which increased from 45% in 2019 to 66% in 2021; and with on-line video which increased from 60% in 2019 to 81% in 2021, likely reflecting the increased use of webinars and on-line videos during the COVID-19 pandemic period, validating AOA's decision to provide webinars as an alternative / addition to face-to-face events.

Looking at specific industry communication channels, survey participants rated the following highly:

- Friday Olive Extracts (weekly email) (80%)
- AOA Industry Notices (ad hoc email) (79%)
- Significant pests & diseases of the olive tree (web page) (77%)
- Industry field days and workshops (events) (72%)
- Grove Innovation (monthly email) (67%)
- Biosecurity Risk Management webpage (67%)
- OGP Magazine (quarterly subscription) (66%)
- AOA Product Labelling Guides (65%)
- Chemical Permit Updates (61%)
- *OliveCare*[®] News (monthly) (60%) – available to Code Signatories and technical service providers
- Industry webinars and podcasts (59%)
- Industry virtual conference 2020 (59%)
- R&D Insights (quarterly) (58%)
- Reviewed RIRDC Resources (58%)
- Market Surveys & Product Compliance (58%)
- Industry grove management on-line videos (56%)
- Industry statistical updates (annual) (54%)
- Olive Growing Manual (reference book) (50%)

This data confirms the value of AOA's multi-channel approach to industry communications.

Looking at specific websites, survey participants rated AOA websites the most useful:

- AOA Website (88%) – much content being members access only – up from 69% in 2019
- OliveBiz Website (72%) – open access
- Australian International Olive Awards Website (59%) – open access
- AOA National Conference Website (58%) – open access
- Olive Wellness Institute Website (47%) – aimed at health practitioners
- Hort Innovation Website (46%) – open access multi-industry
- Everyday Australian Extra Virgin Website (34%) – aimed at consumers

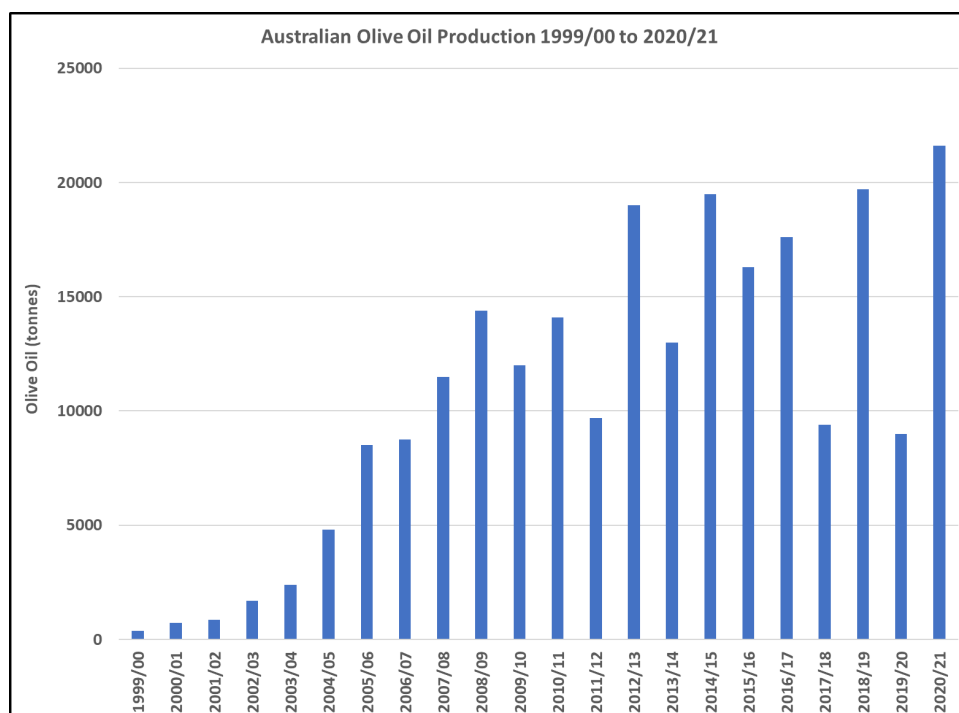
- Plant Health Australia Website (33%) – open access multi-industry
- Australian Tree Crop Mapping Project Website (21%) – a new website

This data confirms that AOA communication channels add significant value to Hort Innovation investment of the Olive Levy.

Metrics:

Readership metrics indicated that circulation of Grove Innovation increased from 2443 in October 2018 to 2541 in August 2022. While this is only a small increase (4%), it is a positive sign that the industry is growing. This is supported by the increase of olive oil production over time as identified in the graph below and taking into account the biennial bearing nature of olives (Figure 2).

Figure 2. Growth of Australian Olive Oil Production over the period 1999/2000 to 2020/2021



More importantly the open rate increased from 31% to 37% over the same period, indicating an increase in levy payers actively seeking information.

Analysis of traffic to the AOA, OliveBiz and Everyday websites indicated that people were mostly searching for (apart from classifieds) information on events (training, field days, workshops, webinars, conference); technical information on olive production and managing pests and diseases; and information on how to process table olives.

The webinar audience increased over the timeline of the project (average number of views over the first 5 webinars was 84 views per webinar; average number of views over the last 5 webinars was 88 views per webinar noting that the earlier webinars had additional views over a longer period of time because the webinars were accessible to growers after that were run) indicating that people became accustomed to this form of communication. The vast majority of attendees (over 90% of attendees at the last 5 webinars) indicated that they learnt something new from the webinars and at least half would change their practices because of what they learnt.

Field days and workshops were highly regarded as an effective way to transfer technology to growers with all face-to-face events being well supported.

Suggested improvements to communication channels:

Participant responses ranged from ‘very happy’ with current communication channels to those who were looking for more condensed information and simpler website navigation. No one said there was insufficient information; some

thought there was too much, clearly the challenge for participants is finding the time (priority) to look at all the information.

Recommendations:

1. Review website navigation and consider making the Members Lounge a landing page with more links to other resources.
2. Hold a webinar on accessing information / website navigation etc.
3. Consider the future content suggestions.

Motivation to adopt R&D:

54% of survey participants said they had implemented R&D in their business after seeing or hearing about it in any olive industry events / communications. This is higher than in the 2019 survey where 38% of participants responded in the affirmative, indicating AOA's communication & extension program has gained traction.

Survey participants stated they are most motivated to adopt research outputs through:

- Learning about the experience of a grower who has implemented research on-farm (68%)
- Seeing research outputs in action at a seminar or workshop (61%)
- Hearing about and discussing research benefits at a seminar or workshop (61%)
- Reading about research updates in an e-newsletter or website (53%)
- Learning about new practices or technology from an agronomist (48%)

Lesser motivating options include:

- Learning about research benefits through a video or webinar (41%)
- Reading a profile of the research project in a magazine (41%)
- Hearing about research benefits from a friend or neighbour (27%)
- Hearing about research through news media (24%)
- Learning about their benefits on social media (e.g. Facebook, Twitter - 12%)

These results are broadly in line with the 2019 survey and confirm the value of 'face to face' learning. 31% of the 2021 survey participants said they willing to share their personal experiences with R&D adoption on their farm with other growers through articles in olive industry publications.

Communication channel suggested future content:

2021 survey participants nominated the following topics as of interest for future olive industry communications:

- Grove nutrition best practice (67%)
- Grove canopy management best practice (66%)
- Olive harvesting best practice (58%)
- Processing best practice – olive oil (51%)
- Olive oil storage best practice (50%)
- Grove irrigation best practice (50%)
- New olive products (42%)
- Grants and support (41%)

There were minor changes in interest recorded with EVOO processing best practice up from 44% in 2019 to 51% in 2021, and olive oil storage best practice up from 44% in 2019 to 50% in 2021.

Of lesser interest but for consideration:

- Benchmarking and grove productivity best practice and product standards (38%)
- Processing best practice – table olives (38%) – this has been well covered in recent years
- Table olive storage best practice (38%)
- Understanding laboratory test reports (36%) – this is well covered through *OliveCare*®
- Domestic sales & marketing (32%)
- On farm biosecurity best practice (28%) - this has been well covered in AOA communications in recent years.

- IPDM best practice (26%) – this has been well covered in AOA communications in recent years.
- Regulatory issues (25%)
- Grove establishment best practice (22%)
- Olive nursery best practice (21%)
- Supply chain management best practice (20%)
- Business skills (19%)
- Export market research (17%) – confirming the domestic market focus of the Australian olive industry.

Accessing Olive R&D Reports:

The highest proportion of 2021 survey participants access post 2013 (olive levy funded) R&D reports via the OliveBiz website (48%), up from 33% in the 2019 survey, followed by the Hort Innovation website (40%), up from 36% in the 2019 survey, again demonstrating how AOA communications channels add value to Hort Innovation investment of the olive levy. R&D reports before 2013 are now accessed equally via the OliveBiz website (23%) and Agri-futures website (24%), up from 18% in the 2019 survey.

Most useful Hort Innovation resources:

The 2021 survey participants nominated the most useful Hort Innovation resource to be ‘Growing Innovation News’ at 46%. It is possible that survey participants are confusing this general horticultural newsletter with the olive specific ‘Grove Innovation News’ – which rated highly in a previous survey question.

The next most useful resource nominated was the Hort Innovation Olive Fund web page (38%), followed by the Olive Strategic Investment Plan 2017-2021 (29%), Ag Chemical regulatory support and coordination (29%), then Hort Innovation Insights Webinars (26%) and Australian Horticulture Statistics Handbook 2019/20.

Markets & Impact of COVID-19 on levy payers’ business:

The leading sales channels for survey participants in 2021 was small retailers / high-end specialty shops (65%), followed by on-line sales (42%), farm gate / cellar door (39%), food service (39%), farmers markets (33%), and bulk (unpackaged) sales (31%), reflecting the boutique olive industry demographic participating in the survey. 10% of survey participants state they are involved in export markets (higher than for the 2019 survey) and 5% sell to the major supermarkets (noting supermarkets are the major volume outlets for olive oil).

In the 2019 survey 64% of marketers of olive products relied on farm gate and farmers market sales, 50% supply small retailers and high-end stores, 26% supply the food service sector, and only 6% are involved with export. 17% of producers were involved in bulk oil sales indicating further opportunity for value adding.

17% of the 2021 survey participants also indicated they wanted more information on export markets, suggesting the increased interest in export markets may be a COVID-19 pivot to diversify markets.

The leading olive product produced / marketed is olive oil (94%), followed by table olives (38%), flavoured olive oil (26%), skin care products (14%), and other olive products (13%), which is broadly consistent with the 2019 survey in which 95% of producer participants produce EVOO, 28% produce flavoured olive oil, 37% produce table olives, 12% produce olives tapenades, 8% produce skin care products and 4% bioactive products (olive leaf tea and leaf extract).

Somewhat surprisingly, only 42% of Part B survey participants reported negative impacts on their business from the COVID 19 Pandemic – however for these participants the impact has been severe. The major impact reported was the massive loss of food service sales due to lockdowns and travel restrictions leading to closure of restaurants and hotels. Farmers markets and farm gate sales have also been impacted. Some supply chain issues were also experienced leading to delays in production of finished product.

The major marketing response by participants include broadening market options and increased servicing of existing customers – in particular there has been a significant shift to on-line sales as nominated by 42% of the 2021 survey participants, and an increased interest expressed in export markets.

Olive and Olive Oil Production and Grove Productivity (See Appendix 3 for graphical analysis)

28% of 2021 survey participants growing olives for oil production have a grove area of 5ha or less, 44% have 5.1 ha to 20 ha, and 16% have greater than 20 ha. The median grove tree number for production of olive oil is 2,000 to 5,000 trees, with 81% of groves having less than 5,000 trees, indicating many of the larger olive producers didn't participate in this survey.

The median grove planting density is 201-250 trees / ha, which is slightly lower than the accepted efficient medium density planting density of 250-300 trees / ha.

In the 2019 survey 53% of participants reported a grove area of <5ha, 37% have up to 20 ha, and 11% have greater than 20 ha, consistent with AOA membership data and demonstrating the Australian olive industry is comprised predominately of smaller producers. 66% of the 2019 survey participants have traditional / low density (<250 trees / ha) groves, 19% have medium density (up to 1,000 trees / ha) groves and only 4% have super high density (>1,000 trees / ha) groves:

2021 survey participants reported olive oil production of up to 750,000 litres in 2021, noting the 2021 and 2019 seasons were 'on crop years' and the 2020 and 2018 seasons were 'off crop years'. Median production for the smaller boutique growers is around 2,500 litres.

In the 2021 survey, tree oil production was calculated to be from zero to 5.0 Litres / tree. The effect of 'on' and 'off' years can also be seen in the charts with median productivity in 2021 of around 1.0 to 2.0 Litres / tree cf in 2020 at 0.5 – 1.0 Litres / tree. This highlights the importance of considering average grove production across 2 seasons.

In the 2019 survey, grove productivity was reported ranging from zero to 15 tonne / ha with median production ranging between <1.0 tonne / ha to 2.5 tonne / ha, with average production of 3.3 tonne / ha, demonstrating the low productivity of many groves in Australia, likely caused by groves not being irrigated, and the drought in many regions of the country during 2019 and part of 2020.

In the 2021 survey only 11% of participants reported having non-irrigated and drought affected properties, whilst 30% of participants have irrigated properties with limited access to water.

In the 2019 survey 35% of respondents stated they have access to adequate water for irrigation, with 61% stating they have either insufficient access to water or are not irrigated at all.

Table Olive Production (See Appendix 3)

In the 2021 survey only 35% of olive producers reported that they are currently growing table olives, with 19% thinking about or planning to do so.

57% of 2021 survey participants who grow table olives have a grove area of 1Ha or less, 28% have between 1.1 Ha and 5 Ha, and 14% have greater than 5 Ha. 52% have less than 250 trees, and a total of 79% have less than 500 trees.

Survey participants nominated the most used method of harvesting table olives as hand harvesting (72%), followed by rakes (23%) then tree shakers (19%). Harvesting is a major cost to olive producers, and a move to tree shaking is a necessary and overdue development in the Australian industry.

2021 survey participants nominated the most popular style of table olive produced is Greek Style (70%), followed by salt or heat dried olives (32%), and Spanish style green olives (9%). Sun and heat dried olives are methods of reducing salt content in table olives.

The most common table olive variety grown is Manzanilla de Sevilla (55%), followed by Kalamon (Kalamata) (36%), Frantoio / Corregiola / WA Mission) (32%), Kalamata Jumbo (23%), Koroneiki (Wallace) (17%), UC13A6 (Californian Queen) (19%).

Grove Weed Control (See Appendix 3)

The most frequently used weed control option employed is slashing / mowing (85%), followed by use of grazing animals (45%), use of APVMA approved herbicides (40%), and use of organic mulch (18%).

Of the 40% of survey participants who stated they use APVMA approved herbicides, the most frequently used herbicide was glyphosate (Roundup) 39%, followed by paraquat + diquat (Spray Seed) 11%, glufosinate (Basta) 9% and oxyfluorfen (Goal) 8% – all APVMA registered herbicides used were found to be effective.

In contrast (albeit working off a very small data set), the few survey participants (5) who have used organic registered herbicides, only one user found each of the 4 herbicides to be effective, most did not.

2021 survey participants nominated Blackberry nightshade (*Solanum nigrum*) as the most serious problem weed in the grove 23%, followed by Flaxleaf Fleabane (*Conyza bonariensis*) 10%, which was nominated by SARP as the most serious weed in olive groves), Barnyard Grass (*Echinochloa colona*) 8%, Crowsfoot Grass (*Dactyloctenium aegyptium*) 7%, and Pigweed (*Portulaca spp.*) 7%.

40% of survey participants experienced problems with other weeds, most commonly, Serrated Tussock, Thistles, Capeweed, and Marshmallow.

Future AOA Extension Topics

2021 survey participants requested more extension coverage on improving grove productivity (73%), followed by pest, disease and weed control (49%), markets and marketing (44%), and table olive production (27%).

Outputs

Table 1. Output summary

Output	Description	Detail
Project Reference Group meeting minutes	Minutes of meetings held during project	Seven Project Review Group meetings held during the Project. The PRG helped shape the work plan and provided direction for the project. Links to PRG meeting minutes are in Appendix 1
Description of communication platforms for stakeholders	Summary of AOA owned and operated communications platform for personalised e-communications to a quarterly hardcopy magazine	List and description of AOA websites and publications accessible to all olive levy payers. Access to communication platforms provided at Appendix 2
Communications and technology adoption surveys	Baseline survey in 2019 and follow up surveys (Part A and Part B) in 2021	Information from the surveys was used to determine: <ul style="list-style-type: none"> • Preferred style, content, format, channels and frequency of communications and • Development of industry skills and capacity through adoption of industry best practice The surveys showed that during the project most people (90%) preferred to receive their information via websites, email and newsletters. However, there was a significant increase in preference for webinars and online videos increasing from 45% to 66% for webinars and 60% to 81% for online videos during the project most likely reflecting the increased use of online communication during the COVID-19 pandemic. Detailed survey results in Appendix 3
Publication of Grove Innovation News	A monthly e-newsletter of 4-5 industry relevant articles sent out to over 2000 industry contacts	47 monthly editions of Grove Innovation published online at the OliveBiz website and emailed to growers and the olive industry supply chain on AOA's Constant Contact CRM platform. During the project, readership increased from 2443 in October 2018 to 2541 in August 2022. In addition, the open rate increased from 28.6% during the October-December 2018 period to 37.6% during the June-August 2022 period. Links to all articles and readership metrics in Appendix 4
Publication of R&D Insights	An 8-page quarterly magazine covering R&D results and industry resources	14 quarterly editions of R&D Insights inserted into Australia and New Zealand Olivegrower & Processor and available on the OliveBiz website. During the project readership of R&D Insights remained consistent along with the page views of the OliveBiz website as described below. Links to all editions and readership metrics in Appendix 5
Publication of OliveCare Newsletters for the extension period Dec 22 to Aug 23	Monthly newsletter sent to OliveCare members only	Copies of OliveCare Newsletters available at https://australianolives.com.au/olivecare-members-area/olivecare-newsletter/
Maintenance of AOA web sites	All AOA communications and resources available via AOA websites	During the project page views of the OliveBiz website remained consistent being 9932 views for the January-March 2019 quarter and 9700 views for the April-June

		2022 quarter. Unique page views increased slightly from 3874 in the January-March 2019 quarter to 4334 in the April-June 2022 period indicating an increase in people using the website. The AOA website showed a greater increase in readership with 5078 views for the January-March 2019 quarter and 10786 views for the April-June 2022 quarter. Unique page views increased from 4262 in the January-March 2019 quarter to 8587 in the April-June 2022 period – effectively doubling over the period of the project. Detailed readership metrics for AOA website, OliveBiz website, and Everyday website are in Appendix 6
Updating of seminal industry information & technology transfer resources	Review and update of 32 Agrifutures (RIRDC) olive R&D publications 2000-2012	Updated publications available at https://olivebiz.com.au/rirdc-resource-updates/ Other resources are described in Appendix 7
National AOA Olive Conference and Virtual Conferences	National face to face conferences in 2018 and 2019 and virtual conferences in 2020 and 2021	Conference programs, speaker biographies and presentations available on the AOA website with links in Appendix 8
Delivery of 10 field days	Field days covering Risk Management, Biosecurity, Continuous Improvement, Technical Support and Healthy Soils	195 growers attended the “Healthy Soils – Healthy Grove” Field Days. Surveys were returned by 125 growers (64%) with all elements of each field day being rated from 4.0 to 5.0 out of 5. Further details and description of the 10 field day delivery dates and locations and feedback are in Appendix 9
Production of 3 video technical resources	Video case studies on best practice and R&D project outcomes	Description of the 3 videos and links in Appendix 10
Delivery of 25 webinars	Webinars on technical transfer activities	There were 1860 registrations across the 25 webinars produced during the project with a total of 2569 views of the webinars both live and post event (webinar recordings). The latter webinars focussed on topics identified by growers as having high priority. The result of focussing on high priority topics for later webinars resulted in an increase in total webinar views of 427 for the first 5 webinars to 533 for the last 5 webinars. A description of and links to the 25 webinars with viewer metrics are in Appendix 11
Delivery of 10 workshops	Best practice workshops to assist growers and processors	All workshops were very well supported by growers to the point where we had to apply maximum numbers to prevent over-subscription and to make the workshops manageable. Growers appreciated the hands-on learning they received and found the workshops very helpful. The last processing workshop held in April 2022 was scored between 4.6 to 4.8 out of 5 by participants. Description and links to the 10 workshops and participant feedback in Appendix 12

Outcomes

Key outcomes from this project OL18000 include the following:

1. Overall measurable increase in stakeholder engagement with OL18000 communication outputs
2. Measurable increase in stakeholder access to R&D project outputs and other industry best practice resources
3. Increased awareness of Hort Innovation’s Research & Development investments (including both productivity and supply chain focused R&D) and related programs by Australian olive growers, and
4. Increased understanding of the levy system and Hort Innovation membership.

OL18000 has been successful in increasing stakeholder engagement with OL18000 outputs. This success is evidenced by the increase in webinar registrations/viewing, an increase in readership and open rate for Grove Innovation, a significant (two-fold) increase in views and unique page views for the AOA website, strong attendance and high ratings for field days, an increase in relevance and viewing of webinars, and strong attendance and high ratings for workshops during the project.

The increase in stakeholder access to R&D project outputs and other industry best practice resources was accomplished through the reviewing and updating of 32 Agrifutures Australia (previously RIRDC) olive R&D publications which were all accessible on the AOA website. The doubling of unique page views for the AOA website supports the increase in stakeholders accessing R&D project outputs as well as other industry best practice resources on the AOA website such as current chemical permits, a list of Hort Innovation Olive Levy funded projects, on-farm biosecurity best practice strategies, significant pests and diseases of olive trees, and a consolidated list of olive production references.

Awareness of Hort Innovation’s R&D investments by Australian olive growers was enhanced through publishing an 8-page quarterly lift out “R&D Insights” in the printed Australian and New Zealand Olive Grower and Processor and posting on the AOA website which had a doubling of unique page views during the project.

Information on the levy system and Hort Innovation membership was promoted in all AOA communication platforms such as Australian and New Zealand Olive Growers and Processor, Grove Innovation, R&D Insights and the weekly Friday Olive Extracts.

Table 2. Outcome summary

Outcome	Alignment to fund outcome, strategy and KPI	Description	Evidence
Increased knowledge and adoption of best practice grove management and extra virgin olive oil and table olive processing	<p>Outcome 1 of the 2018 Olive SIP: <i>“Improved on-farm productivity, sustainability and product quality”</i> using the key strategies:</p> <ul style="list-style-type: none"> • <i>“Promote world-best practice in grove management to increase productivity and quality”,</i> and • <i>“Promote world-best practice in olive oil production, storage, and packaging to maintain quality and increase consumer confidence”</i> 	Strong demand for, and attendance at, IPDM and grove management / healthy soils field days and webinars; plus extra virgin olive oil and table olive processing workshops and webinars by olive levy payers	<p>During the project 61% of growers increased their knowledge of best practice grove management and extra virgin olive oil and table oil processing by accessing the Hort Innovation and OliveBiz websites as well as the reviewed and updated Agrifutures olive R&D publications. At the end of the project, 54% of growers adopted new practices compared with 38% prior to the project. For more information see:</p> <ul style="list-style-type: none"> • Feedback from field days, workshops and webinars –

			<p>Appendices 9, 11 and 12</p> <ul style="list-style-type: none"> Communications and technology adoption surveys – Appendix 3
<p>Increased supply and awareness of technical resources available to olive levy payers on AOA and other platforms</p>	<p>Outcome 3 of the 2018 Olive SIP: <i>“Greater skills, capacity, and knowledge in the industry”</i> and the key strategy to drive it:</p> <ul style="list-style-type: none"> <i>“Communicate and extend outcomes of industry R&D”.</i> 	<p>Growing circulation and readership of Grove Innovation and R&D Insights and increased number of hits on AOA, OliveBiz and Everyday websites.</p> <p>Increasing attendance rates at webinars, field days and workshops.</p> <p>Updating of seminal industry information & technology transfer resources.</p>	<p>During the project, readership of Grove Innovation increased 4%. More importantly, the open rate increased from 28.6% to 37.6%.</p> <p>Total webinar views increased 24.8% during the project and field days and workshops were very well attended.</p> <p>32 Agrifutures Australia (previously RIRDC) olive R&D publications were reviewed and updated and accessed by twice the number of people on the AOA website.</p> <p>For more information see Appendices 3 and 6.</p> <ul style="list-style-type: none">
<p>Increased implementation of R&D outcomes/technology in levy payer businesses</p>	<p>Outcome 3 of the 2018 Olive SIP: <i>“Greater skills, capacity, and knowledge in the industry”</i> and the key strategy to drive it: <i>“Communicate and extend outcomes of industry R&D”.</i></p>	<p>Olive levy payers said they had implemented R&D in their business after seeing or hearing about it in any olive industry events / communications</p>	<p>54% of participants said they had implemented R&D in their business after seeing or hearing about olive industry events / communications during the project. This is 42% higher than before the project started. See further details in Appendices 3, 9 , 11 and 12.</p> <ul style="list-style-type: none">

Given the massive swings in grove production between ‘on crop years’ and ‘off crop years’, with the alternate bearing character of the olive tree, it is simply not possible to attribute any increase or decrease in grove productivity to anything other than season events and tree physiology. Industry trends that are evident for boutique olive producers is their increased participation in on-line marketing as a pivot to the COVID-19 Pandemic, plus diversification of products with increased interest in table olives, flavoured olive oils, skin care products, and bio-actives (olive leaf and olive leaf extract).

Monitoring and evaluation

Table 3. Key Evaluation Questions

Key Evaluation Question	Project performance	Continuous improvement opportunities
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<p>To what extent has the project achieved its expected outcomes?</p>	<p>Publication of monthly editions of <i>Grove Innovation</i> e-newsletter; quarterly <i>R&D Insights</i> 8 page lift out published in the <i>Australian & New Zealand Olivegrower and Processor</i> magazine and on the OliveBiz website; production of technical video resources; production webinars; updating and posting on the OliveBiz website seminal R&D publications, has successfully achieved the project’s expected outcomes.</p> <p>The impact of these outputs (as measured by written evaluation and personal interviews during and post event) has resulted in increased knowledge among experienced growers and newcomers alike. This increased knowledge, confidence and enthusiasm is resulting in the intent to change management practices incorporating various aspects of the information provided in publications and especially at field days.</p>	<p>For olive levy payers to continue increasing productivity it will be necessary to continue offering the range of communication channels and technology transfer mechanisms that have been successfully achieved in this project.</p>
<p>How relevant was the project to the needs of intended beneficiaries?</p>	<p>Participant survey feedback, stakeholder surveys and publication readership metrics confirm the relevance of this program. The project addressed the needs of growers as evidenced by increased readership of <i>Grove Innovation</i>, total webinar views, increased access to pages on the AOA and OliveBiz websites and full attendance at field days and workshops.</p>	
<p>How well have intended beneficiaries been engaged in the project?</p>	<p>Attendance at field days and workshops has been exceptionally high with excellent participation from attendees. There is a high level of engagement of the AOA project team with industry participants – both individually through field days, and the extended series of AOA webinars, as well as collectively through the <i>Grove Innovation</i> e-newsletter, the quarterly <i>R&D Insights</i>, as well as postings on AOA websites, and individual email and telephone conversations. The increase in grower engagement during the project is best measured by the increase in unique page views on the AOA website. Participants (91%) indicated that websites were the preferred communication/information platform. Website access and page views increased on the AOA website by two-fold during the life of the project.</p>	<p>On-going face to face activities such as field days and workshops are important to continue the momentum of information and technology transfer to growers.</p>
<p>To what extent are engagement processes appropriate to the target audience/s of the project?</p>	<p>The project methodology is consistent with the outcomes of the industry needs analysis undertaken as part of OL16006. Because of the wide regions over which olives are</p>	

	<p>grown, project beneficiaries are primarily engaged electronically; it is also recognized that many olive producers prefer face to face contact, which was achieved through convening regional field days and workshops and other AOA face to face information transfer and training events, in addition to webinars with live questions from participants which were very popular. This is evidenced by the 100% increase of access to AOA website information as measured by unique page views during the project and also the strong attendance of participants at field days and workshops.</p>	
<p>What efforts did the project make to improve efficiency?</p>	<p>This project had a high level of collaboration with other R&D projects including working with, promoting and building on the outputs from projects:</p> <p><i>OL19001, MT19008, HA18002, OL17001, OL17002, OL17003, OL17006, MT17006, OL16000, OL16001, OL16004, OL16010, OL16011, and OL14008.</i></p>	

Recommendations

Suggested improvements to communication channels:

Information in electronic format was the preferred platform to seek information. Levy payers were either 'very happy' with current communication channels or were looking for more condensed information and simpler website navigation. No one said there was insufficient information; some thought there was too much, clearly the challenge is finding the time (priority) to look at all the information.

Growers also valued highly the face-to-face activities offered by field days and workshops and the virtual world of webinars. Interestingly there was little interest in social media communication which reflects the industry demographic.

Recommendations:

Based on these outcomes, AOA recommends:

1. A review of website navigation and consider making the Members Lounge a landing page with more links to other resources.
2. A rebuild of the AOA, OliveBiz and Everyday websites to make them more user friendly.
3. Hold a webinar on accessing information / website navigation etc.
4. Take into consideration suggestions for future website content.
5. Continue publishing the Grove Innovation monthly e-newsletter.
6. Continue publishing R&D Insights in Australia and New Zealand Olivegrower & Processor magazine and on the AOA website.
7. Continue offering practical formats for disseminating information such as Field Days and Best Practice workshops.
8. Explore metrics to include ROI, total productivity/profitability increases to demonstrate successful uptake and implementation of R&D from communication and extension activities.
9. Social media training/adoption to attract younger participants into the industry.

Refereed scientific publications

None to report.

Intellectual property

No project IP or commercialisation to report.

Acknowledgements

The Australian Olive Association would like to acknowledge the kind support offered by the many levy payers that opened their groves to the industry in hosting Field Days and Workshops. In particular, we would like to thank Marlies and Peter Eicher of Saluté Oliva for making their processing plant, olive grove and home available for several Olive Oil Processing Best Practice workshops, and Jayne and Peter Bentivoglio of Rylstone Olive Press for making their fantastic facilities available for the Central NSW Olive workshop. Thanks also to Cobram Estate Olives for providing olives and tours of their groves and processing plants.

We also acknowledge the Project Reference Group for their input and advice on work plans, and feedback on the project.

Appendix 1

Project Reference Group (PRG) Meeting Minutes:

The OL18000 project reference panel comprises the following olive levy payers:

- Marlies Eicher Saluté Oliva Pty Ltd (olive levy payer - VIC)
- Alan Smith, Shalumar, (olive levy payer NSW)
- Nick Whiting, Pendleton Olives Estate Ltd (olive levy payer - SA)
- Isabelle Okis, Yaribelle Braes Olive Farm (olive levy payer - WA)

PRG meetings:

1. 27 February 2019 – see below
2. 3 September 2019 – see below
3. 4 March 2020 – see below
4. 30 November 2020 – see below
5. 15 June 2021 – see below
6. 23 February 2022 – see below
7. 30 August 2022 – <https://us02web.zoom.us/rec/share/WxSpwoiWBM1LgLduQkz2rLPt6P5eVX2tj2KIVvgc4s-qWOp-xQEp41JkgH8oxQeb.3lqpTsq-9Z-LGR2A?startTime=1661835548000>

Passcode: paJ&7Zc^

OL18000 – Communications and Extension Project, Project Review Committee (PRG) Meeting 1

Meeting date: 27/02/19, Meeting start time: 1.00pm AEST, Meeting close time: 1.20pm AEST via teleconference.

Present: Greg Seymour (Chair), Alan Smith, Bradley Mills, Marlies Eicher, Isabelle Okis,

In Attendance: Peter McFarlane, Liz Bouzoudis (secretary)

Apologies: Nick Whiting.

1. Welcome

Chair opened the meeting at 1:00pm and welcomed all present. There were no amendments to the agenda requested nor to the proposed modis operandi for the meeting.

Chair introduced Bradley Mills, Hort Innovation who outlined the role of the PRG from a Hort Innovation perspective. Bradley indicated that the PRG is primarily to make sure those that are managing the project are getting advice from those in industry, making sure that the outcomes from the projects are delivered and that the activities points along the way line up with what the overall project was set out in the first place to deliver.

The Communications and Extensions project is about ensuring adoption of R&D that is going to improve the productivity of olive growers. Any R&D activities that are undertaken and any other information delivered needs to be adopted by growers and taken back to their farm.

2. Review of Past Activities

PRG members were invited to ask questions and/or provide comment on the preceding work in the project as outlined in Attachment 5: Background papers for OL17006 including project overview with outputs previously sent with the PRG invitation email and as part of the meeting papers for Meeting 1. There were no material questions raised and all PRG members were satisfied with the work undertaken so far. Supplementary comments are captured at the end of these minutes.

3. Review of Planned Activities

PRG members were invited to ask questions and/or provide comment on the preceding work in the project as outlined in Attachment 6: Proposed Work Plan for OL17006. There were no material questions raised and all PRG members were satisfied with the work plan proposed. Supplementary comments are captured at the end of these minutes.

4. Comments/Questions

McFarlane: No comment.

Smith: No comment other than communications process is all good.

Eicher: Communications is very good.

Okis: Communications is very important and “keep it up”.

Mills: Need to ensure what the overall priorities of the strategic plan are being considered. So far all fit within that space.

Seymour: the focus is productivity and quality – these are the two most important things that producers need to do to remain viable. Also to ensure at Field Days that there is a practical component and to make sure we have a knowledge sharing approach from those that attend.

Project Review Group (PRG) for Projects OL17006 and OL18000

Minutes of meeting 3rd September 2019

Present: Marlise EICHER, Isabelle OKIS, Greg SEYMOUR, Alan SMITH, Peter MCFARLANE

Apologies: Nick Whiting; Bradley Mills

Agenda

To review progress in both projects; and to confirm the next 6 months of activity in the OL17006 OliveCare project, and the OL18000 Australian olive industry communications and extension program project.

1. **OL17006: Extending OliveCare to foster excellence in production of Australian olives**
 - a. **Feedback on achievements for previous 6 months;**

SEYMOUR commented that both programs are running well and is comfortable with where the project activity is currently at.

MCFARLANE reported as follows:

Communications Survey

There were 140 respondents to Communications Survey. The responses broadly reflect the industry and do not believe there was any bias with who was replying. Good distribution across Australia and the industry – large and small.

The preferred communication methods were: websites, emails, newsletters, word of mouth, one-on-one discussions, field days, seminars and magazines, all of which the AOA is currently doing.

The AOA Update received 87% as the preferred method of communication. Following this was industry Field Days (80%), Olivegrower & Processor (OGP) (72%), Friday Olive Extracts (FOE) (71%), OliveCare News (63%). All the items above 60% are what the AOA is currently doing.

There were suggestions for more information on biodynamic/organic and table olives and best practice information on grove nutrition, canopy management, olive harvesting, grove irrigation and storage.

In general there was positive feedback on the range of communications channels that we have and how they are integrated.

Not much response in the area of export markets which indicates that the industry is still very much domestic market and on-farm focused.

Annual Work Plan

This is constantly being revised in the light of programming constraints. Currently working on a series of best practice of table olive workshops that will be held in November/December this year.

Also looking at a healthy soils/healthy groves national field day series that will commence in March 2020.

Communications with Stakeholders

- Have completed the final four of the ten presentations on Risk Management that was done in conjunction with IPM Field Days.
- Have completed the first five of the ten workshops for OliveCare in conjunction with the Sensory Training Project. There are five more workshops to complete.
- Have completed seven editions of OliveCare News. There are positive readership metrics

OliveCare® Participation and Compliance

- Constantly doing desk audits on what people have done, including products compliance certificates, certified brands, membership invitations.
- Membership numbers are steady but hoping to build OliveCare signatory numbers over time. Believe people are starting to appreciate that the OliveCare program provides a unique opportunity to engage one on one in terms of meeting their needs and getting information.
- Currently doing declarations on chemical spray and diary use and chemical storage facilities. Last year did one on olive oil storage. Measuring what people are doing in terms of best practice in a range of areas.
- When put information out, try to put out what is best practice and ask what they are doing. Have the opportunity to learn – a constant improvement process.

OliveCare® Documentation Updating and Modularization

- Hoping to put out a new revised edition of our various resources include the COP manual and the best practice guides. Getting close to finalizing.

Table olive food safety concerns addressed:

- Addressed a few issues that have come up. For example, currently working with the NSW Food Authority. They raised concerns about table olives food safety where adding oil as a finisher to the packed product increased the risk of botulism. Working with them to reassure them that industry current practice is best practice. In response have added into table olive testing, provision for *Clostridium perfringens*.

OliveCare® Workshops Feedback

About 100 people have been through the workshops – between 10 to 30 attending the workshops. The main criticism has been that table olive producers have been disappointed that more has not been done in the area of table olives. Due to time constraints are unable to give more time in this area. The focus of the OliveCare presentation has been on olive oil and have been providing attendees with table olive information after the event.

The feedback has been very good. Have picked up about half a dozen OliveCare members as a result of the workshops. Most complaints received about the workshops have been about the food served.

Feedback from the committee who attended the workshops

- The timing of the workshops need to be considered – e.g. June is a very busy time for producers.
- There was too much focus on what makes Gold medal oils etc. – needed more focus on what can go wrong with an oil and the science behind that.
- Need more discussion in the area of table olives – e.g. what is the description of the olive flavor? What makes for a good olive taste?

b. Feedback on proposed program for next 6 months (and beyond);

MCFARLANE reported as follows (refer also MCFARLANE's document *PRG Mtg2 OL17006 and OL18000 Sep19*):

- Need to massage various milestone report due dates to bring into line with OL18000 dates.
- Will continue to publish OliveCare News and will finish remaining OliveCare workshops.
- There will be a series of six regional table olives workshops later in the year.
- Healthy Soils/Healthy Groves workshops – will collaborate with OL18000 to roll them out over the next 12 months.
- Planning a survey on adoption of Freshness Testing.

- Will do an audit on compliance with product testing. Will examine and photograph all of the AIOA exhibits for labelling compliance.
- Will get results from the national competitions so can assess for OliveCare certification.
- Helpful to get results from local competitions so can assess for certificate purposes.
- Have moved the second round of the supermarket shelf market survey from October to Feb in 2020 as want the NSW DPI to be IOOC accredited as they do the market survey for the AOA. It is important to AOA that the lab that does the survey has full accreditation.
- The Milestone Report will be delivered in the middle of March.

Feedback from the committee on the proposed program for the next 6 months

- Not just about feel and flavor, as a grower looking to be able to taste what is happening in the olives – if something is going wrong – need to be able to detect faults etc.
- The Hunter Valley shuts down at the end of November so would be difficult to get people along to workshops in December. Trying to set up a table olive workshop in Pimpila to look at their practice for the Hunter Valley association members – trying to organize for the last week of November. Would be good to combine this with an AOA table olives workshop.

c. Confirmation of project amendments.

SEYMOUR: As the project has progressed, we've come to understand that OliveCare does not have much appeal for the food service sector. It's not seen to be that important for their customers in B2B or B2C food service businesses. For those small number of high-end operations that do see merit in featuring info about EVOO, the restaurant or distributor promotes a particular brand of olive products. That is their point of difference and what they want to showcase.

Because of this want to remove the Food Service Workshop which was really for chefs. Also, MCFARLANE originally projected that OliveCare should receive an increase in membership from this sector. The feedback is very strong that this is unlikely to happen. On this basis, need to amend the targets in the project.

Also requesting a realignment of the milestones so that the next milestone is to be 15/03/20 instead of 31/01/20.

The committee unanimously supported these changes.

2. OL18000: Australian Olive Industry Communications and Extension Program

a. Feedback on achievements for previous 6 months;

MCFARLANE reported as follows (refer also MCFARLANE's document *PRG Mtg2 OL17006 and OL18000 Sep19*):

The AOA provides logistical support for arranging Field Days, workshops, sending out notices, surveys etc.

Feedback from the committee on the level of communication going out in relation to activities & events

- Communication is great.
- The range of communications (e.g. OliveCare News, OGP, FOE) can make it difficult to remember where one has come across a particular story. When want to go back to something, it can be a problem.
- Lots of messages are coming out which can get confusing and repetitive. Surveys have been good. Maybe too many things are going out which leads to information overlapping.

SEYMOUR commented that will take this feedback on board and try to find a way of better managing the repository of information – eg by way of a better search function on OliveBiz and AOA website.

Boort Processing Workshop

MCFARLANE reported that the survey showed that most were overwhelming happy with content (4.5/5). Some thought the venue was too small for participants and the air-conditioning was not great.

Some people had trouble hearing over the running machinery. Some others indicated a three day workshop would be better as there was too much content to get through in the two days. Need to consider if it is possible to either cut the content or extend the time.

The committee feedback/suggestions:

- Split into beginner and advanced workshops rather than stretch over more days. There is too much information to take in.
- The facilities in general were excellent.
- On the practical day, with the noise, people tended to cluster outside so there were different discussion groups while people were waiting. Need to structure what is happening when they are waiting to go through the processing plant. Maybe put up a tent outside?

SEYMOUR confirmed next year's processing workshop will be held around April again to coincide with Pablo arriving in Australia for the olive harvest. Unable to move away from the Boort area due to Pablo's commitment with Boundary Bend at this time of the year.

Review, update and publish seminal information & technology transfer resources

MCFARLANE has completed the review process. Had a small allocation in the budget for this process. Need more money (\$15,000) in the budget to complete the updating recommendations.

Agrichemical surveys

These have been triggered by the APVA reviewing a number of controversial products which may or may not be approved for future use. As part of that process, the AOA is trying to get a handle if they are being used in the industry. There is a three part survey – pesticides, fungicides and herbicides.

We will publish various aspects of the survey via a variety of channels. It's likely that the regulatory information will go via the AOA Update and the technical information will go out via OliveCare News, Grove Innovation and R&D Insights. We need to be careful about what we publish.

SEYMOUR confirmed that once Hort Innovation signs off on the Communications Survey we can talk about the results. We appreciate people taking the time to complete the surveys. Surveys taken at the end of workshops are generally for the AOA use for continual improvement.

Grove Innovation and R&D Insights Publications

The main two publications funded by the project are Grove Innovation (newsletter) and R&D Insights (OGP lift-out and Olivebiz website).

Feedback from the committee on these publications

- Took a while to get around how to find the content on website
- Remembering what can find where is the issue (website indexing/ navigation).
- May want to access content later, not when it comes out. Want to be able to access quickly.

SEYMOUR confirmed all material can be found on Olivebiz. The AOA needs to better communicate to people where to find information.

b. Feedback on proposed program for next 6 months (and beyond);

MCFARLANE reported as follows (refer also MCFARLANE's document *PRG Mtg2 OL17006 and OL18000 Sep19*)

- The document shows the workplan month by month
- More Grove Innovation/R&D Insights, updating publishing information sources, continue to provide logistical support for various workshops, the table olives best practice workshops, healthy groves/healthy soils workshops
- Will be doing some video footage in SA. Will use the video for subsequent presentations
- Looking at a series of export webinars. If it does not work, will cut this short.

Healthy groves/healthy soils field day is a full day grove best practice which covers soil, health, nutrition elements. Will do sessions relative to this: soil carbon and composting, fertilisers, soil and leaf testing, developing fertilizer programs and soil moisture.

The survey responses indicated that the number one limiting factor in Australian olive groves is water. Not everyone has access to irrigation but can look at how to improve soil moisture – how to measure, build and manage it.

Aiming to get Andy Gulliver involved who is an expert in the area. Need to space out program out over two years to allow for the busy processing/harvesting period. Will move final reports by 10 months into next financial year.

Feedback from the committee

- Can we add pruning to workshop content? If don't have enough moisture, can reduce size of tree to compensate.
- Suggestion to change workshop to 'Grove Management through the Seasons' and incorporate pruning.
- Would like a follow up of the Wagga Wagga pruning with Andrew Taylor. How well would his pruning translate with what is happening in the Hunter Valley which is in drought?

There is an update on Wollundry Grove and the pruning that Andrew Taylor did in the OGP September issue due to come out in two weeks.

SEYMOUR agrees could add canopy management and take a smorgasbord approach with a full day program. Best to take to regional areas and tailor to specific areas rather than have one central workshop. Will be asking people to take action from what the workshops are covering.

The committee agreed to a smorgasbord approach for soils and moisture workshop.

c. Confirmation of project amendments.

The small crop of 2018 devastated olive levy income. No more projects to commence for possibly another two to three years based on current cashflow estimates.

To assist HIA and SIAP, we want to move project finish date from Sep 2021 to July 2022 which will assist Hort Innovation's cash flow in the Olive Fund. It will also assist with spacing out the remaining workshops/ field days.

2019 is the last year of the conference project. AOA wants HIA to incorporate 2020 and 2021 annual conference into OL 18000 project with a reduced budget of \$30K for each event; and to also increase the funds required to update the recommended publications from the review process. \$7000 currently in budget is not enough. MCFARLANE estimates \$22k for reviewing and republishing so an increase of \$15k will be required to update all publications recommended.

In summary, AOA is seeking the committee's support for:

1. Extending the project finish date to 15 July 2022;
2. Incorporating the 2020 and 2021 Annual Conferences into OL18000 with an increase in the budget of \$30,000 for each event.
3. Increasing the publication update budget by \$15,000.

The committee unanimously agreed to this.

Project Review Panel (PRP) for Projects OL17006 and OL18000

Minutes of meeting

Wednesday 4 March 2020

Present: Isabelle Okis, Marlies Eicher, Peter McFarlane, Alan Smith, Nick Whiting, Greg Seymour, Jemma O’Hanlon, Lauren Jones

Minutes: Liz Bouzoudis

These minutes will be included in Appendix 1 of the 104 Milestone Report.

Refer also document: *Project Review Panel (PRP) for Projects OL17006 and OL18000*

Meeting 3 Report for Discussion

OL17006: Extending OliveCare® to foster excellence in production of Australian olives

Feedback on achievements for previous six months:

2020 Market Survey - collected 36 samples with an emphasis on WA as this market has previously not been covered in depth. Two thirds of the samples have come from WA. All samples will be analysed by NSW DPI and 14 of the samples have also been tested by Modern Olives.

The process is not yet complete but the results are looking similar to the last survey. The final analysis report will be included in the milestone report.

McFarlane confirmed that in the previous survey most samples are selected from SA due to limited resources and convenience. Sampling focuses on major supermarkets where goods are available nationally - i.e. Coles & Woolworths, Cosco and Aldi. The smaller independent supermarket chains like IGA, Foodland are also looked at on a smaller scale. There is a focus on high volume outlets as this is where most consumers are purchasing their EVOO.

Field Days workshops – Final Sensory Training / *OliveCare®* workshops have been advertised. There are two more to be held with the last one due to finish in April. There have been approximately 150 participants over nine workshops.

Table Olive workshops - McFarlane also provided some technical input into the Linda Costa Table Olive Workshop series - the safety aspect of table olives.

Technical resources - Working with Rory Noke from Podbooth on a series of visual technical resources (videos) for *OliveCare®*, EVOO and table olives.

Communication with stakeholders – another five editions of *OliveCare® News* have been completed. This newsletter goes out to *OliveCare®* members and others with an interest in the technical, research area. There is a need to keep this newsletter focused on those who value the input and interaction.

***OliveCare®* Signatory participation and compliance** - *OliveCare®* members need to maintain level of compliance with the program. McFarlane keeps track of who attends workshops, who has paid, who submits the compliance reports. How much penetration, how much compliance and the level of interaction.

***OliveCare®* Documentation updating and modularization** – McFarlane has not signed off on some of the larger documents. Aiming to have a few finished by the time the 104 Milestone report is submitted.

Feedback on proposed program for next 6 months (and beyond):

Updated Annual Work Plan prepared – refer also Annual Work Plan table in document: *Project Review Panel (PRP) for Projects OL17006 and OL18000 Meeting 3 Report for Discussion*

MS105: Detailing proposed forward work plan as reviewed by the PRP.

- Publish a further 6 editions of the monthly *OliveCare*[®] *News* with analysis of readership metrics.
- Convene regional *OliveCare*[®] training workshops to be held in collaboration with OL17003 (Tastebook[®]) – final of 9 workshops is scheduled for Toowoomba QLD in April 2020.
- Implement in collaboration with OL18000 a series of 6 “healthy soils – healthy and productive groves” regional field days to be held during the MS105 reporting period, including a presentation by the *OliveCare*[®] administrator on “Lifting grove productivity and *OliveCare*[®] grove best practice checklists” - ongoing
- Scripting and filming of video technical resources, including *OliveCare*[®] EVOO and table olive best practice webinars / podcasts – ongoing – story board work with Rory
- Undertake an *OliveCare*[®] participant survey of adoption of ‘on farm biosecurity plans’ and adoption of ‘freshness testing’.
- Desk audit of signatory compliance with product testing / label requirements and validation of BBDs .
- Convene forth PRG meeting scheduled for August 2020.
- MS104 report due 15 September 2020 – in line with OL18000

Comments:

Okis commented that has come across 2017 decals on 2019 olive oil bottles. McFarlane confirmed there are competition rules about the use of decals and using decals incorrectly is misleading to consumers. Such misuse can be reported to ACCC but it is unlikely they will take much notice. Okis to send details of who is misusing decals to McFarlane so he can check if they are *OliveCare*[®] members.

Seymour: in doing the Linda Costa workshops and with general communication with producers, the importance of *OliveCare*[®] is becoming more and more obvious as a tool to producing quality products and a clear understanding that that is the position for Australian producers. Seymour is confident that over time *OliveCare*[®] will become more important.

Smith queried if there was only going to be one Healthy soils workshop in NSW in Wagga Wagga. Seymour was conscious that the Hunter Valley association had already done some soil workshops. The venue selected was chosen specifically as it was used at the 2018 conference. A number of things were undertaken on the farm that are going to be of extreme interest in terms of management that will be discussed at the workshop. Pruning and drought management strategies were put in place. This will be open for discussion on the day. Seymour also commented that cannot deliver the workshops in all regions all of the time as the AOA needs to consider its limited resources.

Jemma questioned when the filming of video and other technical outputs will be developed. Seymour confirmed that already have some that are completed and that these will be communicated through our channels. The Linda Costa workshop video is due to go up by the end of April. All the others will go up as they are done. Presentations are also due to go up on the website. Podcasts on a range of topics have also been scheduled. Believe those that attended the table olive workshop will re-watch and listen to the workshops, so will benefit attendees as well as those that have not been able to attend.

McFarlane commented that he always sends follow-up emails to the participants with links to the presentations.

With the upcoming Field Days there are two broad themes - soil health plus organics (a couple of groves are organically certified), and soil health, canopy and water management.

OL18000: Australian Olive Industry Communications and Extension Program

Feedback on achievements for previous 6 months:

Communications with Stakeholders:

Another six editions of *Grove Innovation* have been published and a couple of editions of *R&D Insights*. Won't be able to include the March *R&D Insights* into the 104 Milestone report as that will be coming out about the time that will be submitting the final report. These two publications focus very heavily on Hort Innovation funded activities. It is a good vehicle to also highlight the role of Hort Innovation in the olive industry.

Review, update and publish seminal information & technology transfer resources:

A lot of work has been done in this area.

Appendix 5. As previously reported, there were 32 Agrifutures (the old RIRDC publications) that were produced between 2000 and 2012. We have now reviewed 9 of them and have had an overview / appendix the entire publication updated and they have been progressively published either in the *Olivegrower & Processor*, on the AOA or OliveBiz websites.

Examples of what has been completed include a revision of the Voluntary Standard for Table Olives in Australia and the Black Scale and Apple Weevil publication. This will all be detailed in the Final Report.

Appendix 6 – constantly updating the APVMA register of chemical permits and registration.

Appendix 7: Biosecurity Risk Management – just reviewed the web page and updated with information on on-farm biosecurity best practice strategies

Appendix 8: Updated list of Hort Innovation Olive Levy funded projects with links to the Hort Innovation site.

Appendix 9: rediscovered the Hort Innovation ‘Project Popeye’ market research reports. Now made available on the AOA website.

Appendix 10: AOA Annual conference presentations from 2009 to 2019. Some are on the AOA website but the recent conferences are on the Olivebiz website.

Implementation of regional field days / workshop / webinar program:

Co-hosted the World Congress on Oils and Fats held in Sydney NSW 9-12 February 2020

SEYMOUR – workshop on the Mediterranean diet pointed positively towards EVOO. Disappointingly it was a small crowd. Some were put off by bush-fires, and those from China could not leave their country due to the Corona Virus. Organisers used technology to stream content into China. Overall the congress was very successful. Unlikely to come back to Australia for another decade.

Scripting and preparation for recording an AOA Export webinar / podcast series – story board work with Rory.

MS104: Reporting on AOA export webinars / podcasts. Planned over the coming months.

Convene OL18000 table olive best practice workshop series with Linda Costa held in TAS, VIC, SA, NSW, ACT & WA in February / March 2020. McFarlane presented at SA.

Comments:

OKIS commented that unfortunately the workshop in WA was held over a long weekend which may have contributed to a smaller attendance. It was an excellent workshop. Information was very good. Feedback from some was that they did not want to go because WA already has Stan Kailis as the expert on table olives. Mick Ryan did a great job presenting and organizing the catering.

Marlies commented that has known Costa for a very long time. She is always good for information. She keeps the information simple and does not overload audience with too much science – keeps to the basics.

Seymour said that over 100 attended the workshops. Over 85 producers would have attended the workshops. Feedback forms show very positive feedback. Attendees openly shared their knowledge. What was very beneficial was the appraisal of people that brought their olives along. 90% of olives were better than the imported olives.

Alan commented that although it was a small group in the Hunter, all the key table olive producers in the area

were there. It was a very successful workshop.

Planning in collaboration with OL17006 the “healthy soils – healthy and productive groves” field day series to be held during the MS105 reporting period. *To be reported at MS105*

APVMA survey - critical uses:

Surveys were conducted over 12 months to gather data. Generated information that have been able to submit to review. There is a risk that some of the chemicals that olive growers are being used may be removed. The general observation is that an overwhelming number of growers don't use chemicals – most likely as they are not sure how to use them. McFarlane believes inadequate grove management is one of the reasons for low productivity and have a lot to do to lift industry up to best practice.

Whiting queried when the results of the fungicide trials are due to be finished. McFarlane believes this should have been done by end February. APVMA needs to approve the permits once data is presented. Some of chemical groups are being held up because there's another review going over the top of it.

Feedback on proposed program for next 6 months (and beyond):

MS105: Detailing proposed forward work plan as reviewed by the PRP, including:

- Publication of a further 6 editions of the monthly Grove Innovation, and 2 editions of the quarterly R&D Insights with analysis of readership metrics.
- Continue updating and publishing / posting on industry websites, seminal information & technology transfer resources.
- Convene AOA “processing best practice workshop” – Boort (VIC) – 20-22 April 2020, and undertake a participant survey
- Implement in collaboration with OL17006 a series of 6 “healthy soils – healthy and productive groves” regional field days and undertake participant surveys - ongoing
- Scripting and filming of video technical resources, including EVOO and table olive best practice webinars / podcasts – ongoing – story board work with Rory
- Convene in collaboration with OL17006 trial series of olive production best practice webinars / podcasts
- Convene AOA export webinar / podcast series and undertake participant survey – ongoing – work with Rory Noke
- Convene OL18000 PRG – forth meeting scheduled for August 2020.
- MS105 due 15 September 2020.

Refer also Annual Work Plan table in document: *Project Review Panel (PRP) for Projects OL17006 and OL18000 Meeting 3 Report for Discussion*

Comments:

Seymour confirmed the project is on track. Receiving good feedback. Almost every person in the feedback sheets stated they had learned something they were going to implement on their property as soon as they got home. In the essence of quality events to effect change in the industry, we've kicked a goal with the last round of workshops.

Jones commented that feedback is quite outstanding in terms of people actually indicating that at the end that there is something practical that they've got out of it. This indicates it really is hitting the nail on the mark.

Seymour said the report may be a week late as need to get the feedback results compiled. Otherwise we will send in after the milestone report has been submitted.

Next meeting is August. Date and time to be confirmed in July.

Project Review Group (PRG) for Projects OL17006 and OL18000

Notice for Telemeeting (via Zoom)

Monday 30 November 2020

13:00 (Sydney) | 12:30 (Adelaide) | 10:00 (Perth)

Project Review Panel (PRP) for Projects OL17006 and OL18000

Minutes of meeting

Wednesday 4 March 2020

Present: Isabelle Okis, Marlies Eicher, Peter McFarlane, Alan Smith, Nick Whiting, Greg Seymour, Jemma O’Hanlon, Lauren Jones

Minutes: Liz Bouzoudis

These minutes will be included in Appendix 1 of the 104 Milestone Report.

Refer also document: *Project Review Panel (PRP) for Projects OL17006 and OL18000*

Meeting 3 Report for Discussion

Draft Agenda: Meeting 4

3. OL17006: Extending OliveCare to foster excellence in production of Australian olives
 - a. Feedback on achievements for previous 9 months (MS106 due 31/1/2021);
 - b. Feedback on proposed program for next 9 months (Final Report due 31/8/2021);
 - c. Other Business

Compliance data

Significant improvement in performance in 2020 based on surveys. That data is better than data from 2018 survey.

Imported samples have passed the compliance rate of the Australian oils. Over 90% passing versus 70% in 2018.

29 duplicate samples tested in Wagga Wagga & NSW DPI – a little over 50% agreement in sensory faults. Only 64% agreement of classification on the 29 samples. There appears to be a significant confusion over the nature of the defects. In some cases one lab said it was faulty when the other lab said it wasn’t. Panel training needed to get harmonization and calibration more in line so can have confidence in the accuracy of the results. Wagga lab has completely separate sensory and chemistry departments so in some cases even if the chemistry results are okay, the sensory results may not be judged okay. Modern Olives don’t have the separate departments – the chemistry results are compared with the sensory results.

Project has been important for driving the quality of importers. The Market Survey have been a key driver in improving the quality. Consumers have been the big winners. The performance of the Australian industry has also improved – growers pushing for better quality.

Comments:

Agree OliveCare News contains good content. Have had experience with discrepancy with sensory results from labs. Fundamentals of the oil being faulty/not faulty should at least match both with labs.

Question: With improved imported oil quality, does this pose a problem for the Aust industry? How do we use the data to benefit the Aust industry?

SEYMOUR Answer: results have been used in the past to denigrate imported oils. A regular testing scheme is not required now because both imported and Aust producers are producing quality oils but needs to be there as a deterrent – test oils on a needs-basis. Need to be careful where the results are published.

Imported oil companies – how do they feel about it?

Deolio – strongly aim for high quality. Increasing band of Spanish companies and some high level Italian producers are pushing high quality. Consumers benefiting.

Opens the door for generic promotion of EVOO. Could look at the IOC and importers for funding to promote.

MCF – Bettoli used to be fined for poor quality, now up there for quality. As well as Molini. Importers are now entering the AIOA. Consumers now have access to high quality, budget priced oils. Could see people using other oils move to using EVOO.

Comment – Peter should be congratulated. OliveCare News easy to read.

If chemistry done properly the result should come out the same. All panels should be properly educated. Some judges don't have adequate training. No associate judges should have their scores counted in national competitions.

Depending on the consumer and judge - a lot of it is what they've been used to based on background.

Should keep an eye on the importers. Still seeing oil packaged in plastic. This should be addressed.

Communications – comments... Okis had to leave at 1.07pm SA time. When judging oil in WA as a panel, take into account all the oils that are just under the medal categories and are rejudged by another panel. Quality of oils exceptional this year. So many gold medals in WA had to have a premium gold medal category – over the 90%.

Alan comment: nothing to add.

O'Hanlon: agree not to take foot off the pedal completely but not to the extent.

No other labs in Australia other than Wagga & DPI NSW.

Greg: Comparative Analysis support program.... About 38 minutes in.

4. OL18000: Australian Olive Industry Communications and Extension Program

- a. Feedback on achievements for previous 9 months (MS105 due 15/12/2020);
- b. Feedback on proposed program for next 6 months (MS106 due 15/6/2021);
- c. Other business

By April in 2021 the project will be finished in a practical sense other than the 2021 conference.

Old RIDC reports have good material – the literature review process has been good for updating them. A lot of comprehensive info available on AOA website and Olivebiz.

Field Day program finalized for Feb/March. COVID permitting, should get through it.

Alan – no comment

Marlise – queried olive processing course date. All olive varieties have set very well which is unusual. Have done savage pruning.

Answer - BBO should go pretty early in 2021 and dates will align with that. Still not sure that can get Pablo in the country. Could delay to 2022 if need to. Would be hard to find someone to replace Pablo who receives 100% attendee satisfaction.

Alan left at 1.24pm SA time.

Peter – extra field day for 4th of April in Vic won't be happening. Some room in program for the processing workshop – between xxx and xxx dates 52 minutes in.

Jemma – no comments. Meeting finished at 1.28pm SA time.

NB Meeting planned to be 1 hour duration ie 30 mins OL17006 | 30 mins OL18000

Project Review Group (PRG) for Projects OL17006 and OL18000

Tuesday 15 June 2021, 11am AEST

Project Review Panel (PRP) for Projects OL17006 and OL18000

Minutes of meeting

Present:, Peter McFarlane, Nick Whiting, Alan Smith, Michael Southan, Bianca Cairns (left meeting at 11.45am), Lauren Jones

Apologies: Marlies Eicher, Isabelle Okis

Minutes: Liz Bouzoudis

Peter McFarlane presented his report *Project Review Panel Meeting 5 Report June 2021* to the PRG Committee. Additional comments and discussion points are detailed below.

5. OL18000: Australian Olive Industry Communications and Extension Program

- a. Feedback on achievements for previous 6 months (MS106 due 15/6/2021);
- b. Feedback on proposed program for next 6 months (MS107 due 15/12/2021);
- c. Contract variations, other considerations and issues

Communications Survey: MCFARLANE confirmed that Part A is similar to the baseline survey. Decided on doing a Part B because we wanted to pick up on some changes in the industry that may have occurred:

- **Productivity:** in the last survey we were surprised at the distribution of productivity, the median productivity being less than 1 tonne per hectare which is quite low. About 10-15% of people were getting no production with around 10% achieving around 10 tonnes per hectare in an 'on-crop' year. The reason for the delay in sending out the Part B survey with productivity related questions is because we wanted to pick up the 2021 production.
- **COVID-19 market impact:** what have people done over the past 18 months in response to COVID-19 and how it may have changed their business?
- **Table olive cultivars:** we recognize that table olives is a potential growth sector and we are also aware that there is a fairly limited range of varieties that are being grown by a fairly limited number of growers and yet there are a lot of varieties in Australia that are potentially marketable. We want to see what people have and what their plans are in this area.
- **Weed control:** not much has been done on this to date so we wanted to address this knowledge gap. The SARP report released recently provides a good opportunity to see how growers manage weeds.

Activity Status Report:

Noting OL18000 final report is not due until 15/7/2022 – as noted in the report, there is a gap of 9 months between when our funding runs out for that particular activity and the end of the project.

The AOA is requesting that further funds be provided for the following:

- 10/12 R&D lift outs have been completed. The last edition will be published in Sept 2021. In order to maintain communications momentum, and subject to allocation of requested additional project funding it is proposed to publish quarterly R&D lift outs in December 2021 and March 2022 to cover the Devonport Conference outcomes (2 more editions)
- 30/36 Grove Innovations e-newsletters have been completed. The last edition will be published in Sept 2021. Subject to allocation of requested additional project funding it is proposed to publish the monthly Grove Innovation to May 2022 (8 more editions)

- 30/36 months of OliveBiz website maintenance has been completed. The contracted maintenance will conclude in Sept 2021. Subject to allocation of requested additional project funding it is proposed to extend this website maintenance to June 2022 (9 more months)

If AOA is going to have a continued access and communication with levy payers, something needs to be done about the communication gap other than just making what's already there available on an ongoing basis.

Other information sources: additional resources have been made available to levy payers in excess of what has been required of the project.

Hort Innovation funded project reports – the comment was made that it was very difficult to find publications on the Hort Innovation website – when you do a search it brings up a lot of information that may or may not be relevant and you have to spend hours trying to find which report might be relevant. The AOA has teased out the reports that may be relevant to the olive industry and listed them on its website as a separate document with links that takes people back to the Hort Innovation website at the right page.

Field Days – Andrew Taylor has been a star presenter in grove management. He's had people captivated everywhere he has been. Aiming to use him again for the final Field Day at Wollundry Grove in August. The Field Days have had a terrific reaction from participants who have gone home inspired.

Webinars – proposing to do another 3 or 4 over the coming months which will finish off the webinar project obligations. Subject to further funding becoming available there is potential for further webinars to be undertaken in early 2022.

Discussion:

Will webinars continue to be a key method of communicating with the industry for the AOA?

The AOA receives good reactions to both webinars and Field Days – will offer both if they keep working. Webinars are good where people can't get to the Field Days and where time considerations come into play. Field Days are important as participants can learn more where they can see it and practice in the grove – eg can demonstrate pests and diseases and how you carry out various management practices live in the grove.

Where we have run a workshop or work on a grove, we can film that and integrate into a webinar which provides added value and interest to the webinar.

Contract variations requested:

A further OL18000 Contract Variation is now proposed to maintain momentum of the communications and extension program for the final 9 months of the project (noting olive production for the 2021 season is anticipated to be 10-20% above the 2019 production, which augurs well for levy collection).

The cost structure has not changed. Total additional costs as outlined in the report would be \$53,000.

Separately but in addition, raised the question regarding OliveCare because the OliveCare project finishes at the end of August 2021. There is a funding gap when both projects run out and new ones start.

When the AOA does submit a new project (proposed in early 2022 to start in July 2022) we would have a combined project where the communication extension elements that have been run separately in the OliveCare program would be integrated into a single AOA communication extension project. If this is the case there would also be a funding gap here. Suggest additional time allowance for 38 weeks - \$23,750. This would enable AOA to employ someone to maintain the type of tasks MCFARLANE has been doing. MCFARLANE is proposing to retire 30 September 2021.

SOUTHAN made the comment on how effective and professionally delivered the communications are in the olive industry. The industry gets terrific value from the work that has been done in these projects. Growers have responded positively to workshops – the amount of information available to existing and new olive growers.

With a record harvest due this year, it's an opportunity we need to build on. To maintain the communication activities within these projects is really valuable and would provide a lot of value back to growers and be a very good investment with their levy funds. We should look to maintain efforts in these areas so that we can keep delivering the benefits back to growers and keep the industry growing.

CAIRNS confirmed that HIA does not have an annual calendar of time frames when these things happen so when these projects expire, we could take an investment recommendation to the Olive SIAP at any point and they then align that with the latest SIP and if it fits and the feedback confirms that this is what's needed, then an investment can get up and going at any time in the calendar year.

JONES confirmed that further to CAIRNS' earlier comment, there is the option to terminate this project and start a new one rather than extending the current project. Need to discuss which is the better option and what funding is available and when. JONES will discuss with Hort Innovation program managers Dumi Mhlanga and Astrid Hughes – whether it would be preferable to approve funding variations until July 2022, or termination and starting a new project earlier, and then follow-up with SOUTHAN.

WHITING agreed it was important to keep the momentum. There has been a lot of good work and more to come. There have been a lot of people that have left the industry but there are still people coming in. There is quite a variation in production levels across the industry. Need to build on the production levels. Getting consumers interested in olives/olive oil is also important. Research projects around how we identify AEVOO as being a better product is important. We need to keep pushing on to stay ahead of the importers as their oil quality improves.

SMITH commented that the communications in the areas of labeling / permits is vital and terrific. Work that has been done has been excellent and need to build on the momentum.

The question was raised if communications could also focus on increasing the market of AEVOO.

MCFARLANE stated: all of OliveCare and the general AOA communications extend to at least brand owners (you may be a grower but if you are out there selling olive oil, we want to talk and work with you). We see the post farm-gate area as being vital for the future of the industry because that's where a lot of the problems can be generated if oil is not handled properly, if it's not moved quickly or if dodgy practices come into play.

Where we have not been able to do a lot of work is in terms of the product to the market.

The Olive Wellness Institute program benefits everyone in the industry. What they do is really important in terms of educating health professionals about the importance and health benefits of olive products, particularly EVOO.

The Olive Industry does not have a marketing levy and we have struggled historically to be able to make an impact in terms of what growers would like to see us do in terms of marketing the olive industry to consumers. There is a website that is aimed at consumers but not much activity there. There are OliveCare certified brands listed here. There has been a growing interest in the certification trademarks over the past 6 months by non-growers (olive oil traders). We are getting some traction but we do not have the money or programs to market olive oil to consumers. The AOA did try to raise an additional voluntary levy for marketing previously but it did not get traction.

OWI is a levy funded project by HIA and is delivered by BBO – BBO may put additional resources towards this.

OWI is important to have. It is good to have an independent source of information – there is increasing demand for information.

Many growers are picking up the OWI information and adding to their websites.

6. OL17006: Extending OliveCare® to foster excellence in production of Australian olives

- a. Feedback on achievements for previous 6 months (Final Report MS190 due 31/8/2021);
- b. Feedback on proposed program for the final 3 months;
- c. Other considerations and issues

OliveCare webinars: 80 registered for the first one. Aim of these webinars is to walk people through the process. Hope to pick up some more OliveCare members out of this process in terms of what we are trying to do to lift productivity.

Comments:

It was confirmed that the TasteBook workshops itemized in the report related to teaming up with Soumi to run workshops - half of the workshops focused on TasteBook and half was on Best Practice. These workshops were done 18 months ago.

MCFARLANE advised that he has a very good measure of the active participation of OliveCare members in the industry communication processes. Some religiously do everything and others do nothing. Members are constantly being reminded to read the information sent.

JONES confirmed was happy with the way the project is progressing – a lot is done and done well.

The next PRG meeting will be in (**correction November 2021**) – meeting date to be confirmed.

Meeting finished at 12noon AEST.

Project Review Group (PRG) for OL18000, Meeting 6

Wednesday 23 February 2022, 11am AEDT

Minutes of meeting

Present: Michael Southan, Nick Whiting, Alan Smith, Marlies Eicher, Isabelle Okis

Apologies: Sarah Houston (HIA)

Minutes: Liz Bouzoudis

Michael Southan circulated his report *Project Review Panel Meeting 6 Report February 2022* to the PRG Committee. Additional comments and discussion points are detailed below.

The report was based on the milestone report submitted in December 2021, a copy of which will be circulated to all following this meeting.

The key outcomes of the project over the past few months are outlined in the report.

The Survey Part B focused on the agronomic production components and any impacts that COVID-19 may have had on their markets. There was nothing surprising in the data other than there was a slightly bigger proportion of participants in the survey. The key was to get feedback on producers on what future topics they would like to see covered and communication platforms they liked and found worthwhile.

HIA agreed to a variation of OL18000 to allow us to continue our key communications activities, so can continue to produce R&D Insights, FOE and OGP and some additional webinars to the end of June 2022. The proposed program for the remainder of the project is outlined in the report.

The last of the Healthy Soils Field Day is scheduled for the 27th of March in Wagga Wagga. Pablo Canamasas is also lined up to present a Processing Workshop just prior to Easter.

Outcomes of the virtual conference

Received positive feedback on the online conference, especially the content regarding factors influencing olive oil yields.

Future project

There was a SIAP meeting last week. A new communications project was put forward by HIA. Southan was excluded from the discussion. Hope to hear feedback here on the 24th of February when due to meet with Dumi from HIA.

Olives was one of the key industries featured in HIA's latest handbook because of the olive industry's record year. Only just now breaking even regarding levy revenue matching project expenditure. Total levy revenue was just over \$400k for the past year.

In the new project, aim to continue in the communications that survey respondents liked – Grove Innovation, R&D Insights, *Olivegrower & Processor* and the olivebiz.com.au website and more Field Days that are spread over a few years – eg one year NSW, then SA, then VIC etc.

There was feedback from the Survey conducted that it can be difficult to find information on the website so one of the areas proposed in the new project was a revamp of the website so that navigation and searching for items will be easier. As we build the site, we may set up a beta group to test it.

Comments

- Be cautious about website redesign as can spend a lot of money here. The key is to know what people use the website for and what doesn't work for them.

- Fixing the search function would be a good start. Not very useful as is.
- It is difficult to know what information is on Olivebiz and the AOA site. It would be good to have a library of information where everything can be found on the one site – all there and have one search engine.
- Suggest webinars that features soils, grove establishment, grove design, soil preparation, companion crops etc. – information on biology of the olives itself. This type of webinar would be especially useful for WA growers who can't get to the Field Days held in the other states.
- What is a weed in an olive grove? You need good biodiversity to maintain the health of the olive tree. Would like more information on this.
- The information on soils and pruning from the healthy soils field days was extremely helpful. It would be good to follow up in a couple of years the results of the pruning that was done from these Field Days - eg how do you then shape from a hard prune from a couple of years?
 - Southan confirmed that the final Healthy Soils Field Day had been planned for Wollundry Grove where previous pruning had taken place but the timing wasn't good for March. The idea is to get back there to see what happened since the last hard prune and to then educate growers on how the new growth is managed.

Southan asked the group if the processing workshop should be continued on an annual basis.

Comments:

- If attendance is still there, suggest keep going each year.
- There appears to be quite a demand based on previous workshops, so suggest continue with them.
- Consider where the interest is if Pablo can fit in a second workshop in 2022.
- In WA could probably get more than two dozen people to attend. WAOC might be happy to share in expenses to get Pablo to WA. The harvesting time in WA is generally from March to June.
- If Pablo is not available for an additional workshop in 2022, consider WA for 2023.
- The processing workshops are valuable to attend more than once. The practical side is important – you can see the difference in yields with adjustments.
- 40 people is too many to get full benefits from the practical day.

Southan advised that HIA is looking to fund a 5 year project rather than a 3 year project.

Comments on any other new projects

- Most of the growing information available is mainly for olive oil. What happens if you grow olive for olive oil and want to change to table olives? How do you get more even-sized olives from your trees? If trying to promote table olives as an extension to olive oil, the lack of information here should be addressed.
- Stan Kailis has a range of books on olive growing specific to table olives and would be happy to do webinars on table olives.

Southan questioned the group on their thoughts on sequestering soil carbon. Olive trees are ideal for this. However, to apply for funding to get a soil carbon project up and running, you have to do something new as you need to start with a baseline. If you're starting a new grove, you would be eligible, but the cost to getting the baseline tested is quite prohibitive.

Comments

- Not sure of the process of selling carbon as credits.
- What might be useful for the industry as a whole is to show how olive trees influence carbon and carbon footprint. This would help to market olives as a sustainable industry and attract more players.

Next meeting

Another meeting will be scheduled before the end of June, which will be just prior to the end of the project.

Appendix 2

Olive Industry Communications Platforms:

Introduction:

The AOA owns and operates a comprehensive industry communications platform (OGP Media). The platform's capability ranges from personalised e-communications as required, to a quarterly hardcopy magazine.

The database that underpins the platform's distribution capability covers a vast range of olive industry stakeholders including producers (levy payer subset), processors (levy payer subset), marketers, researchers, service providers, and many more who are connected to the olive industry in some way.

1. AOA Websites:

There is no 'one-stop-shop' to access all topics of interest to olive industry participants, rather this is achieved through the following suite of AOA managed and linked websites:

- **Australian Olive Association:** <https://australianolives.com.au/> - includes lots of technical information in the AOA 'Members Lounge', as well as links to the following informative websites:
- **OliveBiz:** <https://olivebiz.com.au/> - includes OGP, FOE, R&D Insights, Grove Innovation, and industry events, including webinars, workshops and field days.
- **AOA National Industry Conference:** <https://nationaloliveconference.com.au/> - program and registration now available for the 2022 conference to be held at Devonport TAS.
- **AIOA olive product competitions:** <https://internationaloliveawardsaustralia.com.au/> - 2022 competition now open.
- **Australian Extra Virgin Everyday:** <https://australianextravirgin.com.au/> - a consumer facing website, includes *OliveCare*[®] certified brand listings.

2. AOA Communications Publications:

Friday Olive Extracts (FOE): Weekly (email)

FOE is free weekly e-news blast with a wide range of content. Distribution is over 2,000 to olive producers and processors (levy payers), marketers, service providers and other industry stakeholders. FOE is the vehicle for timely information to levy payers, with links to more detailed information housed on the OliveBiz website. OliveBiz is also home to past editions of FOE. Link: <https://olivebiz.com.au/foe/>

Grove Innovation (GI): Monthly (email)

Publication second Tuesday of each month.

Grove Innovation (GI) is a monthly e-newsletter focused on R&D info and updates primarily related to Hort Innovation funded projects and HIA activities relevant to our industry. GI is the primary vehicle for project updates that enables the industry to engage readily with the project. Link: <https://olivebiz.com.au/category/grove-innovation/>

OliveCare[®] News: Monthly (email – members only)

OliveCare[®] is an industry quality assurance system. The program's signatories produce about 80% of Australia's olives and win medals in EVOO shows all round the world. *OliveCare*[®] produces a monthly e-newsletter for its members with a strong technical, and productivity focus. Back copies can be accessed in the *OliveCare*[®] Members Area: <https://australianolives.com.au/olivecare-members-area/>

Olivegrower & Processor (OG&P) & R&D Insights: Quarterly subscription publication

OG&P is the olive industry's quarterly hard copy magazine that covers contemporary issues impacting on the industry, often with analysis and grower/expert commentary. The magazine is a subscription publication with a print and digital distribution of around 300 and an estimated 1,800 readers right along the supply chain. OG&P contains a lift out section known as R&D insights. This is the main platform that the Remote Sensing project will use for reporting to industry or announce extension activities etc. An electronic version of R&D insights is housed on the OliveBiz website all levy payers

(not just subscribers) are able to access the content 24/7. Back copies can be accessed at: <https://olivebiz.com.au/rd-insights/>

AOA Update Newsletter: Quarterly email

The update newsletter is for AOA members, providing information on AOA advocacy and policy matters. Back copies can be accessed at: <https://australianolives.com.au/aoa-update/>

AOA Webinars|Videos|Podcasts: Ad hoc

The AOA promotes and runs webinars for the industry as required. AOA also provide professional video and podcast capability associated with projects. Registration for these events and copies of presentations are posted on the OliveBiz website at: <https://olivebiz.com.au/>

AOA Annual Olive Industry Conference: Annual

The AOA holds a national 3-day conference most years somewhere in Australia. The event generally includes a day of field visits and two days of plenary sessions. The 2022 Conference is scheduled to be held at Devonport TAS in October. Details of the 2022 conference are posted at: <https://nationaloliveconference.com.au/>

- 2019 AOA conference presentations are available on the OliveBiz website at: <https://olivebiz.com.au/2019-national-conference-trade-exhibition/>
- 2018 AOA conference presentations are available on the OliveBiz website at: <https://olivebiz.com.au/2018-national-conference-trade-exhibition/>
- [AOA Conference presentations for each year from 2017 back to 2009](#) can also be accessed by logging into the 'Members Lounge' on the AOA website at: <https://australianolives.com.au/>

AOA Funded 2020 Virtual Olive Industry Conference: As required

Due to COVID-19 restrictions the proposed 2020 Conference to be held in Devonport TAS was postponed to 2021 and again to 2022. In lieu of this event AOA convened a 4-day virtual conference event in 2020 and another 4-day event in 2021. Details posted at:

<https://olivebiz.com.au/aoa-2020-virtual-conference-recordings/>

<https://olivebiz.com.au/aoa-2021-virtual-conference-recordings/>

This approach remains an option for future conferences that need to be postponed due to exceptional circumstances.

AOA Field Days: Ad hoc

The AOA convenes industry field days in most years on various topics including IPDM & risk management, and Healthy Soils – Healthy and Productive Groves, held at locations all over Australia. The industry is notified of timing and content via OGP Media channels well in advance of each event. Participant registration occurs via the OliveBiz website for each event. Outputs from these events are also posted on the OliveBiz website: <https://olivebiz.com.au/>

Seminars and Workshops: Ad hoc

The AOA also convenes industry seminars and workshops on various topics including *Tastebook*® and *OliveCare*®, EVOO and table olive processing, held at locations all over Australia each year. The industry is notified of timing and content via OGP Media channels well in advance of each event. Participant registration occurs via the OliveBiz website for each event. Outputs from these events are posted on the OliveBiz website at: <https://olivebiz.com.au/>

Appendix 3

Communications and Technology Adoption Surveys:

A base-line survey of industry participants was undertaken in July 2019 to monitor:

- Style, content, format, and frequency of communications and preferred channels
- Development of industry skills and capacity through adoption of industry best practice.

Baseline communications survey 2019 link: [2019 Olive Industry Communications Survey \(surveymonkey.com\)](https://www.surveymonkey.com/r/2019OliveIndustryCommunicationsSurvey)

The follow-up communication survey was undertaken in 2 parts:

- Part A (communication channels) issued during April/May 2021;

Link: <https://www.surveymonkey.com/r/55YYLKZ>

- Part B (technical) issued in July 2021 to capture 2021 season production data; COVID-19 market impacts; Table olive cultivars; Weed priorities and control options.

Link: <https://www.surveymonkey.com/r/Q2GC2SP>

AOA Communications 2019 Baseline Survey and 2021 Follow-up Survey Part A Analysis:

Survey Participant Demographic Questions:

Survey participants' location:

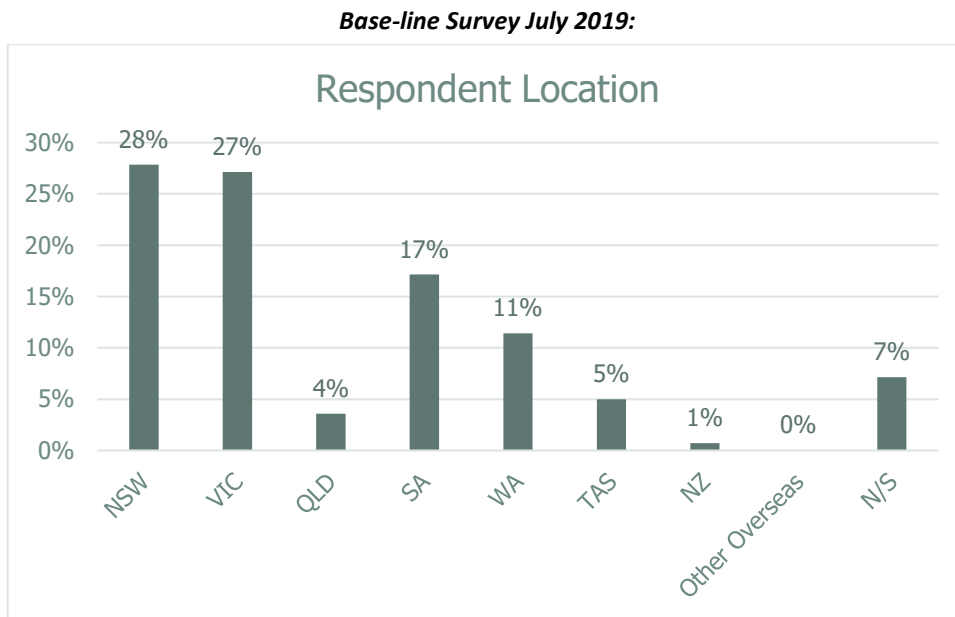
Final Survey June 2021:



Survey participation demographics were similar for both the 2021 and 2019 communications surveys.

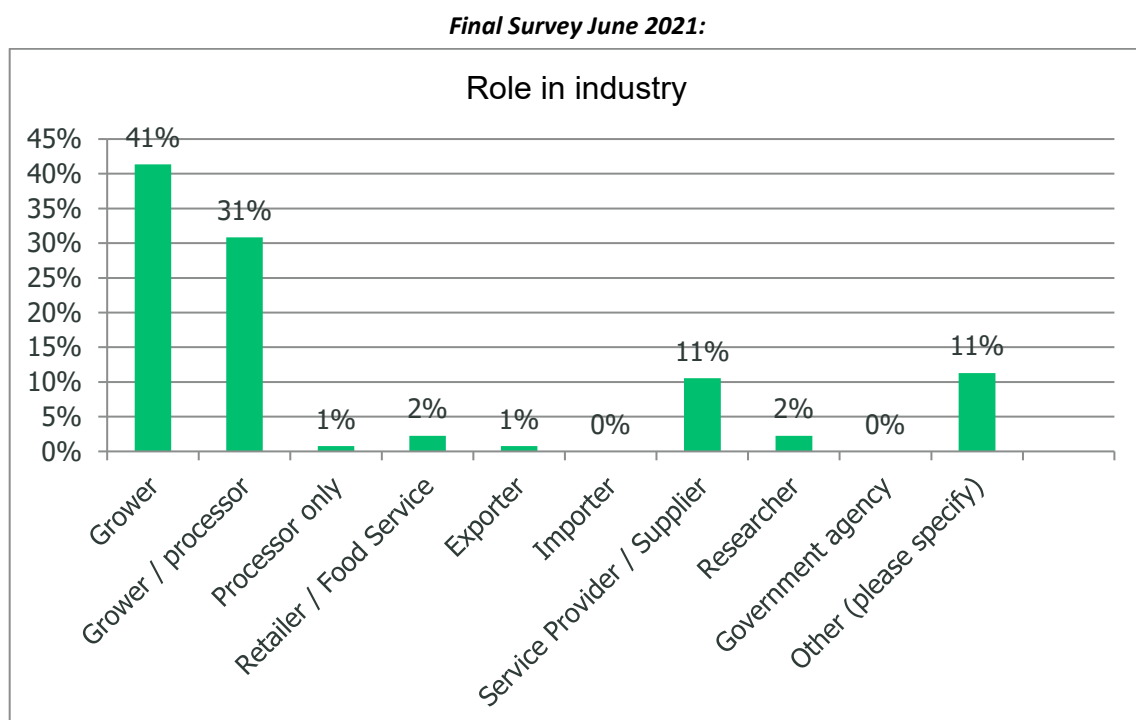
For the June 2021 survey there were 133 survey participants with 127 identified as from Australia, which is broadly consistent with AOA membership distribution, confirming survey data relevance and integrity.

Survey participants' location:



For the July 2019 survey there were 140 survey participants with 129 identified as from Australia, which is broadly consistent with AOA membership distribution, confirming survey data relevance and integrity.

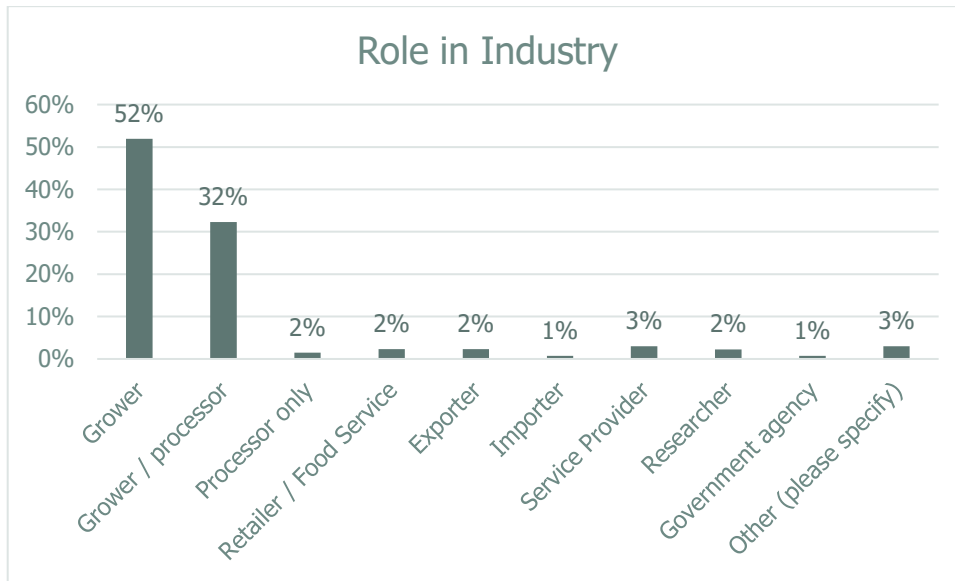
Survey participants' role:



73% of survey participants were olive producers and / or olive processors, compared to 86% in the baseline survey. The others were supply chain partners, industry service providers or others. There were more service providers and 'others' in the 2021 survey (22%) compared to only 6% in 2019.

Survey participants’ role:

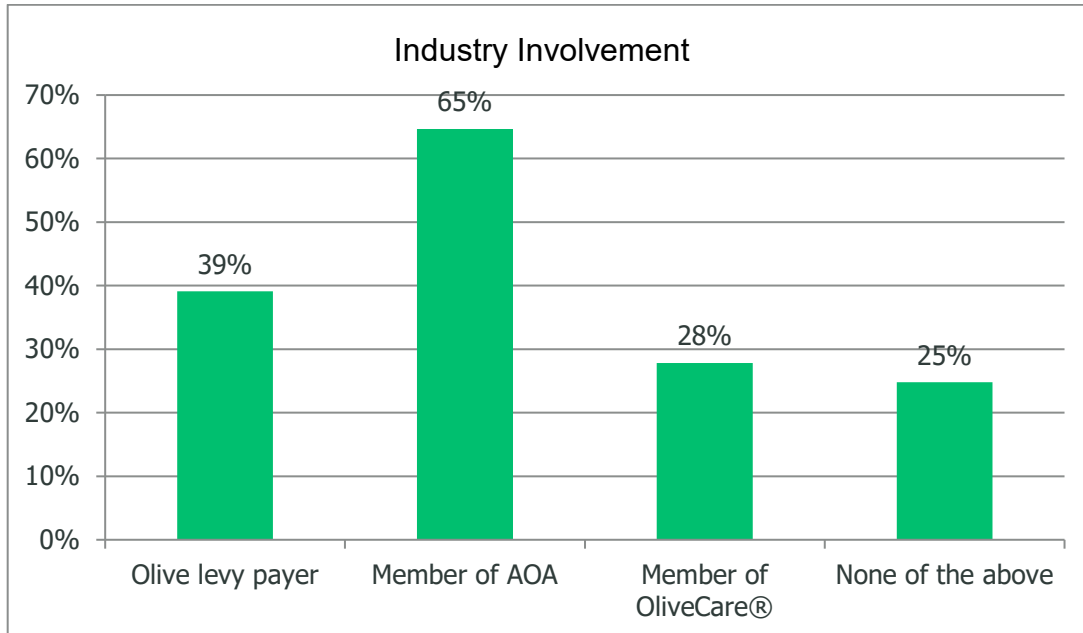
Base-line Survey July 2019:



86% of the 2019 survey participants were olive producers and / or olive processors, the other participants were supply chain partners or industry service providers:

Survey participants’ industry involvement:

Final Survey June 2021:



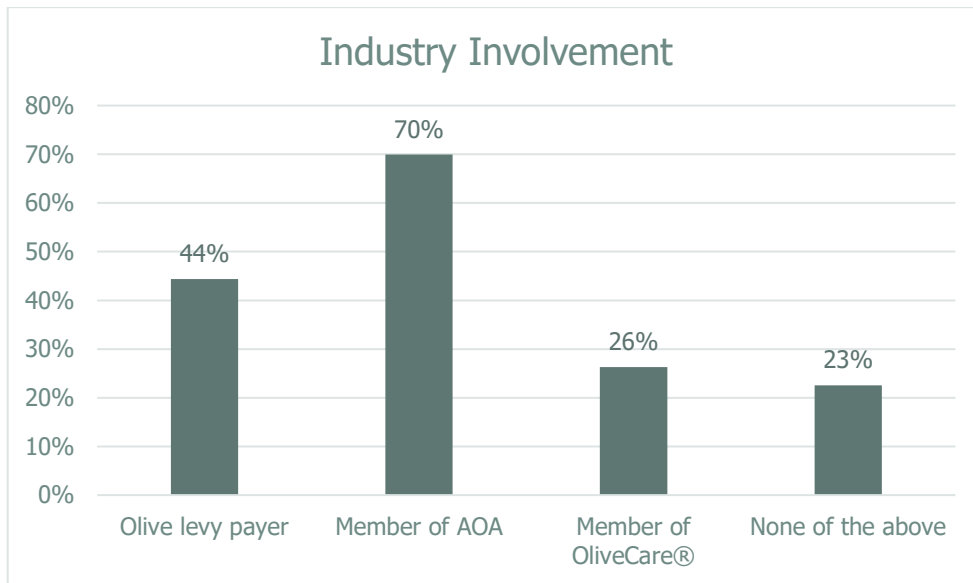
39% of the 2021 survey participants identified as levy payers, lower than the 49% reported in the 2019 survey (possibly under reported where growers do not realise a levy is being collected by their processors).

65% of the 2021 survey participants identify as AOA members and 28% as *OliveCare* members, which is broadly in line with industry structure.

25% of the 2021 survey participants have no formal industry affiliation – this is not surprising given AOA communications extend to a broad industry diaspora.

Survey participants industry involvement:

Base-line Survey July 2019:

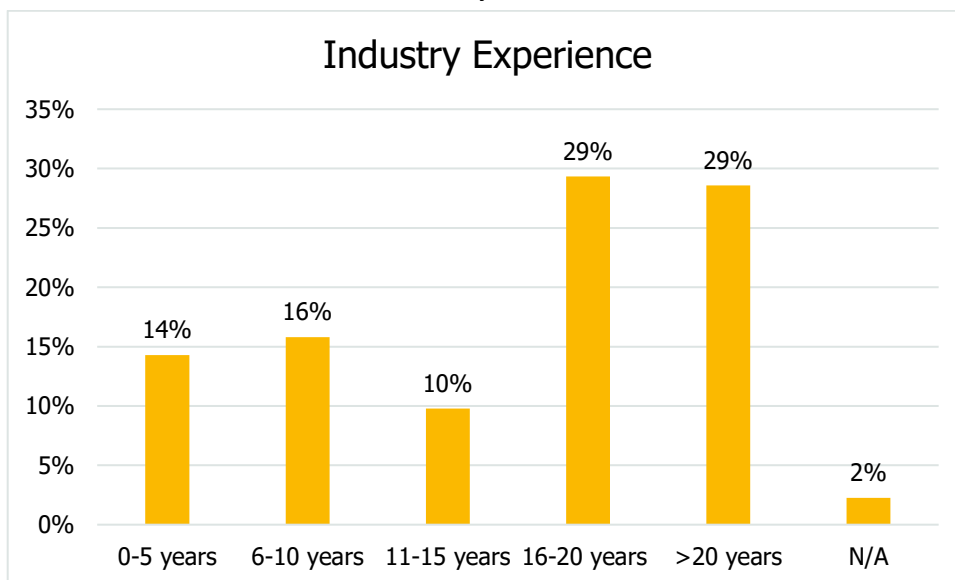


44% of the 2019 survey participants identified as levy payers.

70% of the 2019 survey participants identify as AOA members and 26% as *OliveCare* members, which is broadly in line with industry structure.

Survey participants' industry experience:

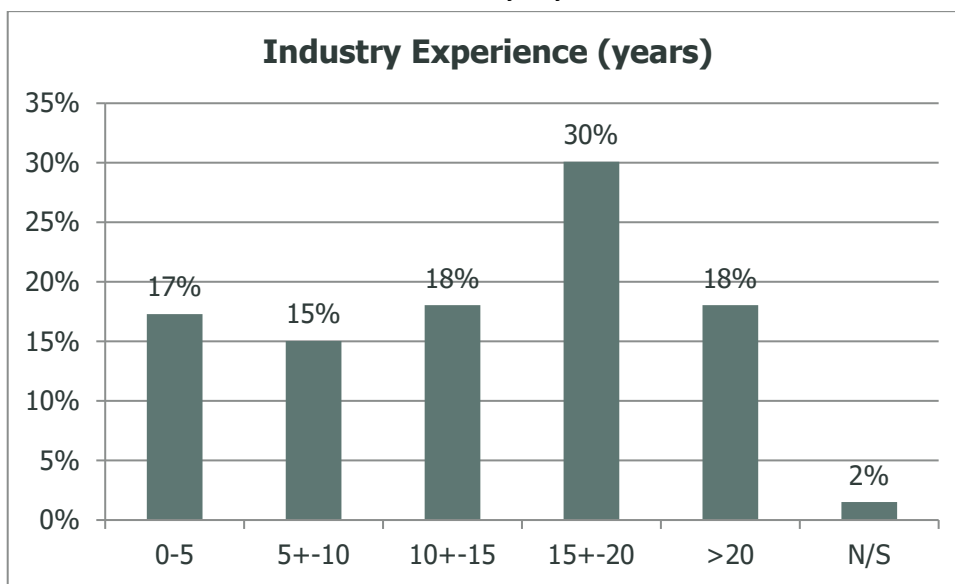
Final Survey June 2021:



The 2021 survey has a slightly older age profile than the 2019 survey, with 58% of survey participants having been in the olive industry for more than 15 years, and 40% less than 15 years. Whereas in the 2019 survey only 48% of participants had been in the industry for more than 15 years, and 50% less than 15 years. This data confirms the need to continue to provide introductory level information and training in an otherwise maturing industry.

Survey participants' industry experience:

Base-line Survey July 2019:

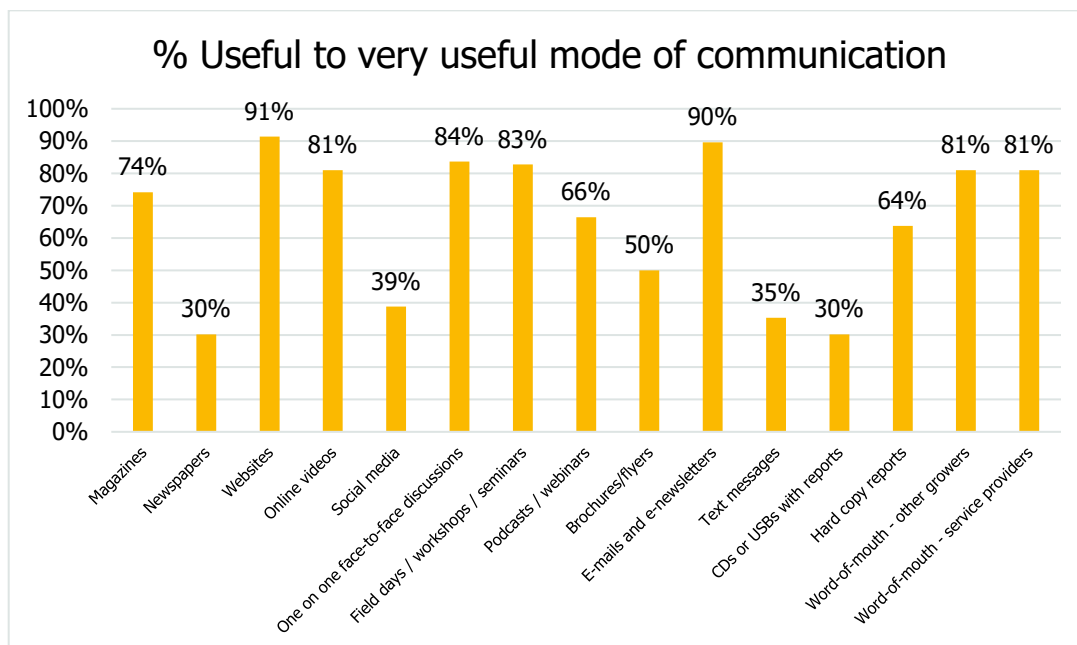


17% of the 2019 survey participants have been in the olive industry for 5 or less years, 15% between 5 and 10 years, 18% between 10 and 20 years, and 18% more than 20 years.

Olive Industry Communications Questions:

Survey participants useful modes of communication:

Final Survey June 2021:



The more useful methods of communication in the 2021 survey were:

- Websites (91%)
- E-mails and E-Newsletters (90%)
- One to one face to face discussions (84%)
- Field days / workshops / seminars (83%)
- On-line videos (81%)

- Word of mouth – other growers (81%)
- Word of mouth – service providers (81%)
- Magazines (74%)
- Podcasts / webinars (66%)
- Hard copy reports (64%)

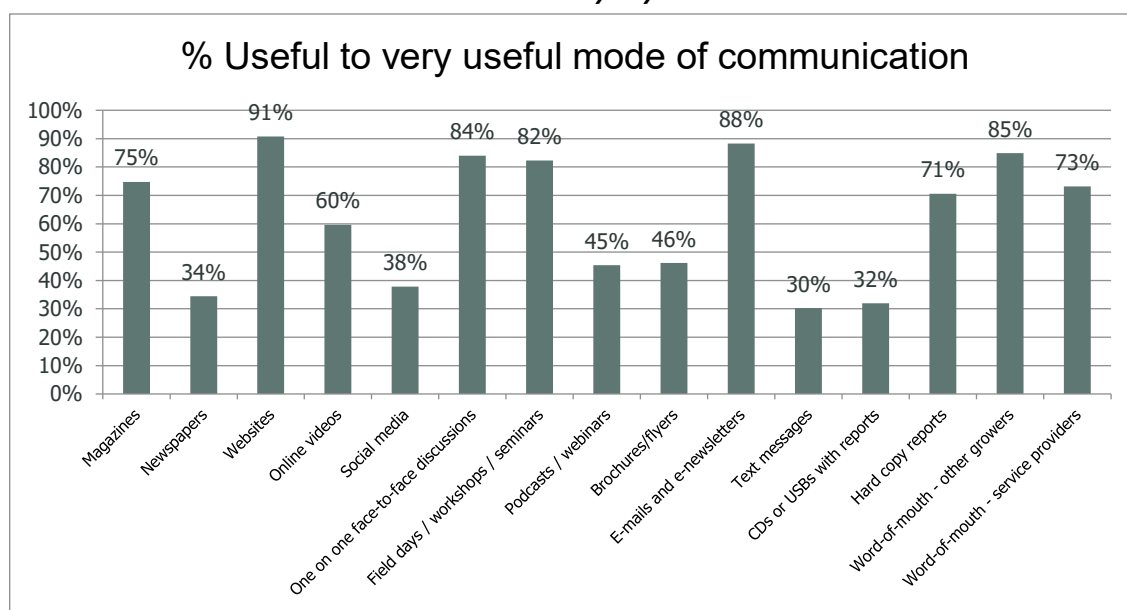
The less useful methods of communication were:

- Brochures / Fliers (50%)
- Social Media (39%)
- Text messages (35%)
- CDs or USBs with reports (30%)
- Newspapers (30%)

The major change was with podcasts / webinars preference which increased from 45% in 2019 to 66% in 2021, and with on-line videos preference which increased from 60% in 2019 to 81% in 2021, likely reflecting the increased use of podcasts and on-line videos during the COVID-19 pandemic period.

Survey participants’ useful modes of communication:

Base-line Survey July 2019:



There was little difference between survey participant preference for mode of communication when receiving either general industry information or R&D and technical information:

The most useful methods of communication nominated in the 2019 survey were:

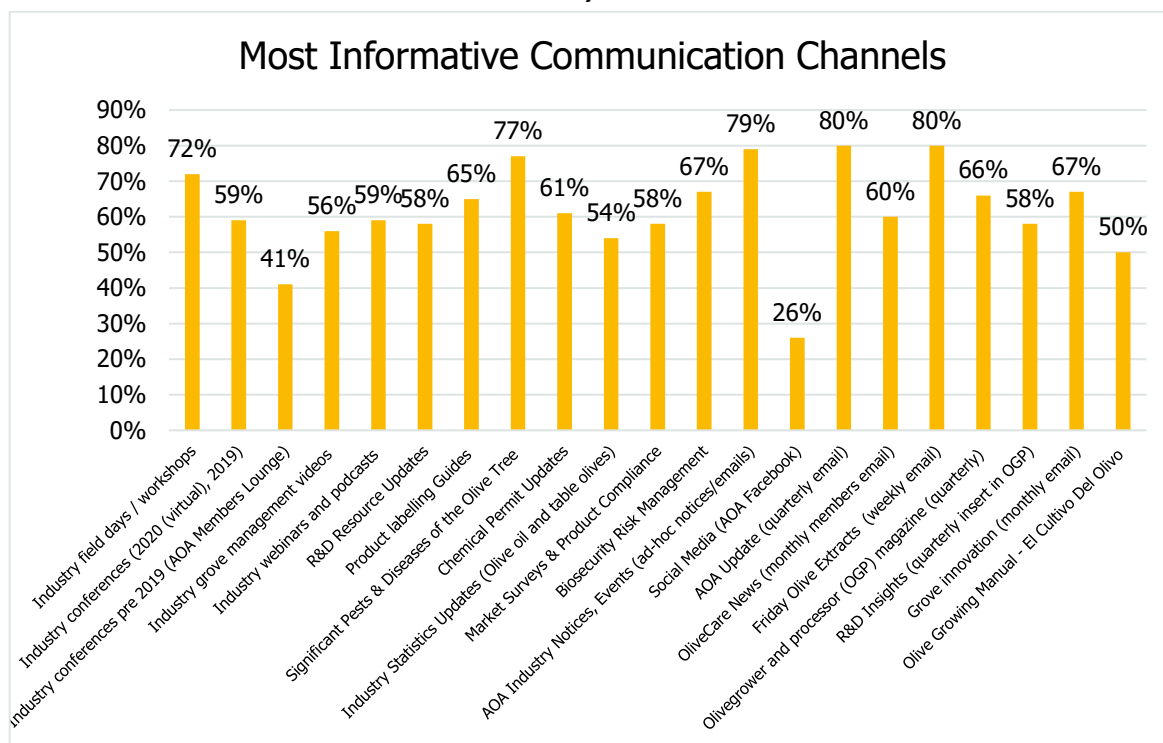
- Websites (91%)
- E-mails and E-Newsletters (88%)
- Word of mouth – other growers (85%)
- One to one face to face discussions (84%)
- Field days / workshops / seminars (82%)
- Magazines (75%)
- Word of mouth – service providers (73%)
- Hard copy reports (71%)
- On-line videos (60%)

The less useful methods of communication nominated were:

- Brochures / Fliers (46%)
- Podcasts / Webinars (45%)
- Social Media (38%)
- Newspapers (34%)
- CDs or USBs with reports (32%)
- Text messages (30%)

Survey participants’ communication channels:

Final Survey June 2021:



The most informative on-line communication channels nominated in the 2021 survey include:

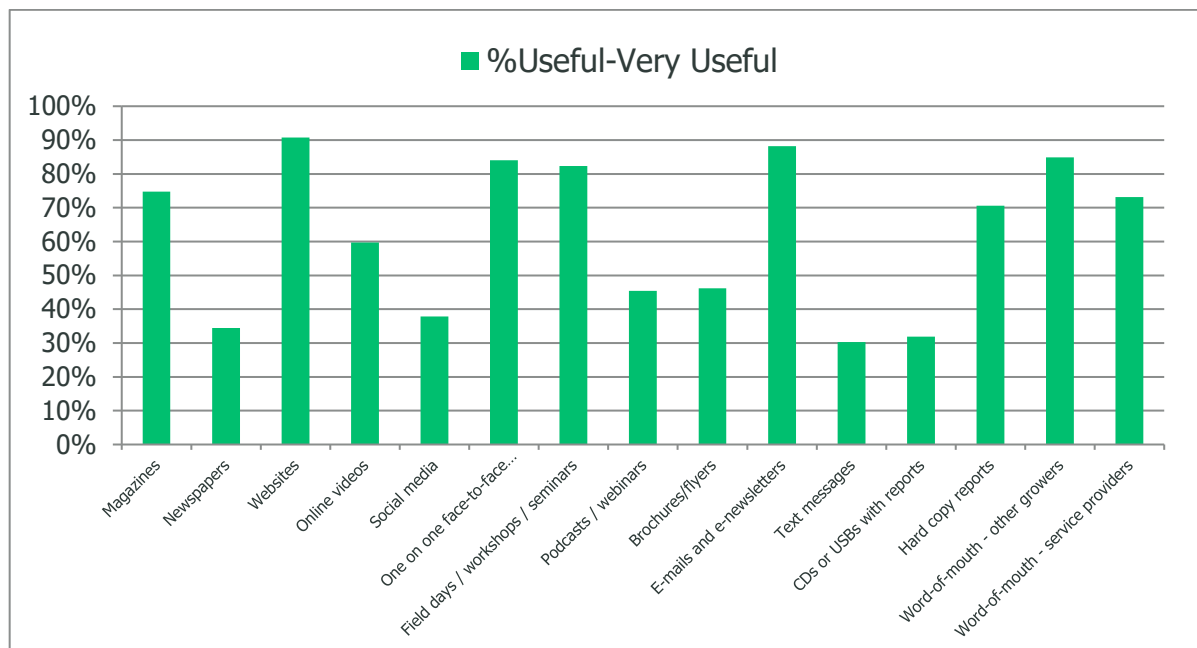
- AOA Update (quarterly email) (80%) – surprising given this is quarterly, possibly confusing this as meaning all AOA communications?
- Friday Olive Extracts (weekly email) (80%)
- AOA Industry Notices (ad hoc email) (79%)
- Significant pests & diseases of the olive tree (web page) (77%)
- Industry field days and workshops (events) (72%)
- Grove Innovation (monthly email) (67%)
- Biosecurity Risk Management webpage (67%)
- OGP Magazine (quarterly subscription) (66%)
- AOA Product Labelling Guides (65%)
- Chemical Permit Updates (61%)
- OliveCare News (monthly) (60%)
- Industry webinars and podcasts (59%)
- Industry virtual conference 2020 (59%)
- R&D Insights (quarterly) (58%)
- Reviewed RIRDC Resources (58%)
- Market Surveys & Product Compliance (58%)
- Industry grove management on-line videos (56%)
- Industry statistical updates (annual) (54%)
- Olive Growing Manual (reference book) (50%)

Less informative on-line resources include:

- Industry conferences pre 2019 (web pages) (41%)
- AOA Social Media (Facebook) (26%)

Survey participants communication channels:

Base-line Survey July 2019:

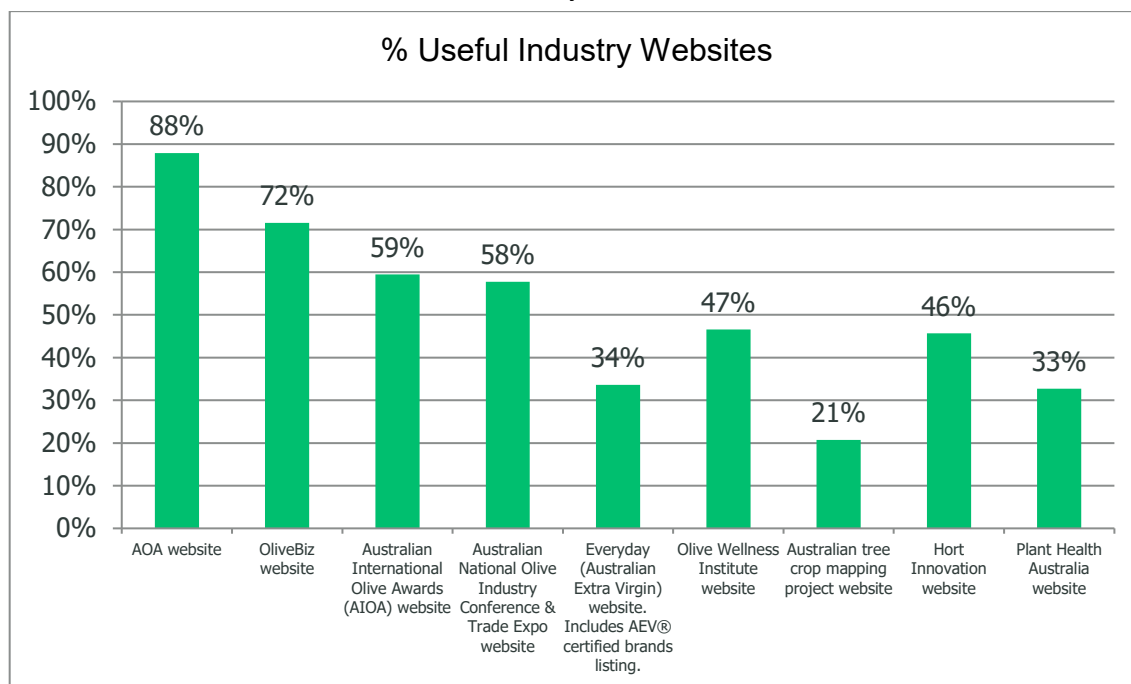


Looking at specific industry communications in the 2019 survey, participants rated the following channels as being most informative:

- AOA Update (quarterly email) (87%)
- Industry field days / workshops and seminars (80%)
- Industry notices, events (ad-hoc notices/emails) (79%)
- Olivegrower and processor (OGP) magazine (quarterly subscription publication) (72%)
- Friday Olive Extracts (weekly email) (71%)
- AOA website (69%)
- Industry presentations and videos (69%)
- Grove Innovation News (monthly email) (69%)
- R&D Insights (quarterly insert in OGP and on OliveBiz website) (68%)
- *OliveCare*[®] News (monthly email) (63%) – *noting this may be under-reported given it is only available to OliveCare members!*

Survey participants’ useful industry websites:

Final Survey June 2021:



New Question: 2021 survey participants rated AOA websites as the most useful:

- AOA Website (88%) – mostly members access only – up from 69% in 2019
- OliveBiz Website (72%) – open access
- Australian International Olive Awards Website (59%) – open access
- AOA National Conference Website (58%) – open access
- Olive Wellness Institute Website (47%) – aimed at health practitioners
- Hort Innovation Website (46%) – open access multi-industry
- Everyday Australian Extra Virgin Website (34%) – aimed at consumers
- Plant Health Australia Website (33%) – open access multi-industry
- Australian Tree Crop Mapping Project Website (21%) – a new website

Survey participants communication channel improvements:

Final Survey June 2021:

2021 survey participant responses ranged from very happy with current communication channels to those who were looking for more condensed information and simpler website navigation. No one said there was insufficient information; some thought there was too much, clearly the challenge for participants is finding the time (priority) to look at all the information. Comments include:

Happy with status quo:

- *Webinars of 1 hour worth considering which can be downloaded (as currently) with backup presentation notes for future reference.*
- *I think they all play a role. Personally, I gain more from discussions such as field days but recently have been using other forms more such as the OliveCare News. Then I find I need to go looking for a webinar in OliveBiz.*
- *I don't own a phone and seldom get to spend time on the computer. All information is welcome. We can always learn from each other and from the bitter experience of trial and error.*
- *I am very happy with the quality and quantity of information provided to the industry.*
- *Start using more of them! I usually access information as I need it.*
- *I think they are great resources, and I don't have any suggestions for changes.*

- *We know they are there, but we do not make the time to use them, I do not know how to improve on that from your perspective.*
- *Happy with current service.*

Access and navigation:

- *Often I can't access known good information easily if I want to teach staff. The users lounge was good as it was all in one place. It might be me not the system but keeping info all in one place would be helpful So a lot of time above. I have not scored well purely because I don't have a way of getting to it quickly. As I say this might be my problem but having all the learning stuff in one place with instructions or a learning portal would help me at any rate.*
- *AOA Members lounge is my number stepping off point. It could do with a tidy up and revision with the concept of it being a stepping off point to other sources improved. I might then find myself accessing the other sources more frequently.*
- *Too many channels - amalgamate and consolidate. Some are useful but need a bit of work to ensure the info is a bit more specific to what we need.*
- *Consolidation.*
- *If (resources) could be subscribed online and automatically send to the receiver.*
- *Hard copies would be better. There are so many emails and on-line resources one never gets the time to look at them.*
- *Would be nice to have online documents, papers, guidance etc. all in one place, hosted on one website or at least one website e.g., AOA with links to other websites with all the various documents, papers, guidance.*
- *Make it easier to find something when you are searching for it. Sometimes I can remember reading an article about a particular issue - but trying to find it months later is difficult.*
- *Easier websites and ways to get to them.*

Amount of Information:

- *We get quite a few regular emails - maybe they could all be combined so that it is just one source. Sometimes it feels like information overload.*
- *There is a lot of info from a lot of sources - it would be great if we started to amalgamate into fewer sources.*
- *It's all amazingly good. Having enough time to assimilate all the info is always a challenge. Hence succinct info is important.*
- *Some too wordy, more to the point.*
- *Shorten OliveCare News.*
- *Not sure. I was not aware of many of them.*
- *Time to keep on top of the literature we need. The format, presentation, frequency and information is all good, but there is a lot to digest - and having workshops or video conferences is a great way to reinforce what we should be doing seasonally.*

Other comments / suggestions:

- *The information presented needs to be forward looking and progress the industry to new levels of performance and expectation. The challenge is to develop high performance olive groves that are reflective of changes that are occurring in other comparable industries, rather than seeking to reinvent old technology and methodology. Australia is a high-cost operation country and it does not make sense to duplicate or replicate performance from low cost producing countries. We need to be investing in resources that will make Australia a leader and deliver profitable businesses. Currently the industry has a very negative image with potential investors and horticultural companies in Australia and is not viewed favorably, this needs to change. This change process can occur through the AOA and what it projects.*
- *Continue aiming for ways to get industry producers more technical in their approaches.*
- *Another great tool would be a labour hire tool - perhaps as people finish is warmer areas we could then hire into cooler zones, people with experience on pruning, harvesting, and pressing specific to the olive industry.*
- *More videos on processing on smaller machines - physically showing what we can do on processing to improve our lot.*

- *Provide more new knowledge.*
- *More focus on product reviews from tractors, slashers, flail mowers, chippers, secateurs, loppers etc.*
- *I didn't see any TasteBook mentioned anywhere.*
- *More information about SEQ Field days in SEQ.*
- *Make the information accurate and relevant to consumer. Avoid misleading and deceptive terms and references e.g. the term Olive Oil refers to a highly refined olive oil.*

Recommendations:

1. Review website navigation and consider making the Members Lounge a landing page with more links to other resources.
2. Hold a webinar on accessing information / website navigation etc.
3. Consider the future content suggestions.

Survey participants' communication channel improvements:

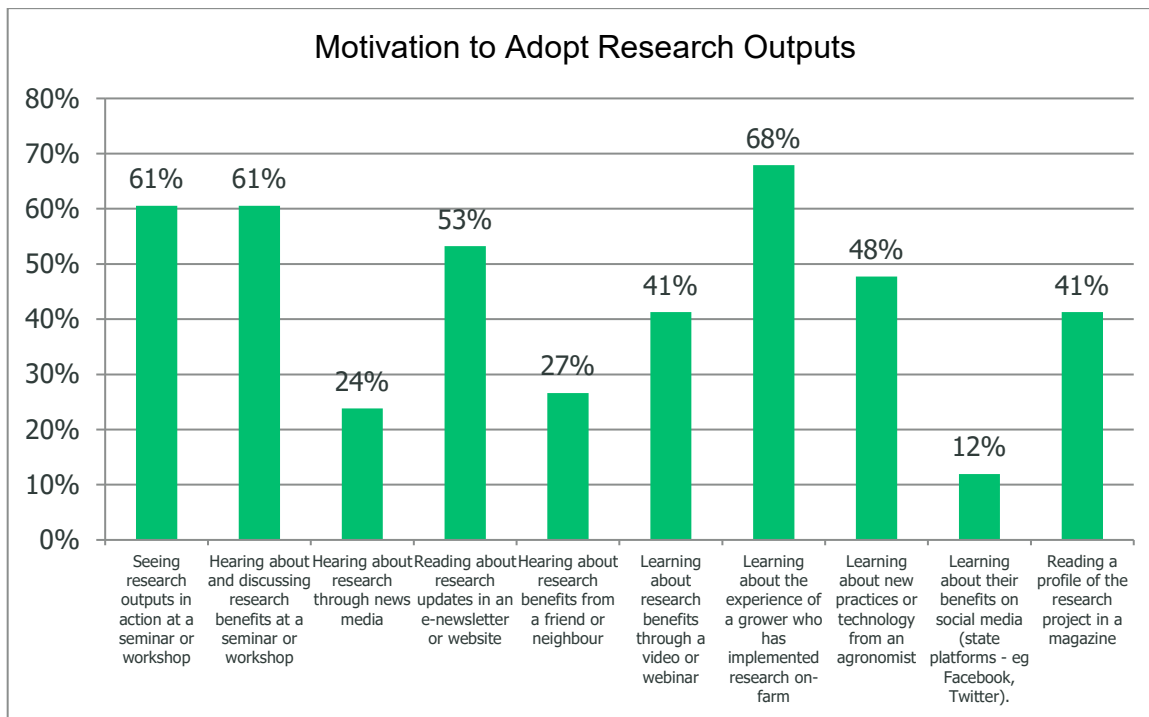
Base-line Survey July 2019:

In the 2019 survey there were also many constructive suggestions on improvements to industry communications, including:

- More information concerning organic / biodynamic growing
- More information about table olives.
- I think communications, in general, are pretty good. There is probably more scope for webinars and podcasts.
- Currently there is too much information in the body of the emails for OliveCare News. It would be better as a pdf or word attachment.
- At the moment there is a really good integration and flow of information across all formats OGP, FOE, GROVE INNOVATION, OLIVECARE, AIOA SHOW etc; on the basics of growing, harvesting processing, storage sales taste and improvement for oils and table olives the conference is a major component in this loop.
- More personal stories - focused on successes.
- More health information on the AOA social media. Things that producers or sellers can use/ share and has weight as it has come from the AOA... people still make comments to me that they think you can't cook with EVOO. So many myths still believed.

Survey participants’ motivation to adopt R&D:

Final Survey June 2021:



2021 survey participants stated they are most motivated to adopt research outputs through:

- Learning about the experience of a grower who has implemented research on-farm (68%)
- Seeing research outputs in action at a seminar or workshop (61%)
- Hearing about and discussing research benefits at a seminar or workshop (61%)
- Reading about research updates in an e-newsletter (53%)

Lesser motivating options include:

- Learning about new practices or technology from an agronomist (48%)
- Learning about research benefits through a video or webinar (41%)
- Reading a profile of the research project in a magazine (41%)
- Hearing about research benefits from a friend or neighbour (27%)
- Hearing about research through news media (24%)
- Learning about their benefits on social media (state platforms - eg Facebook, Twitter) (12%)

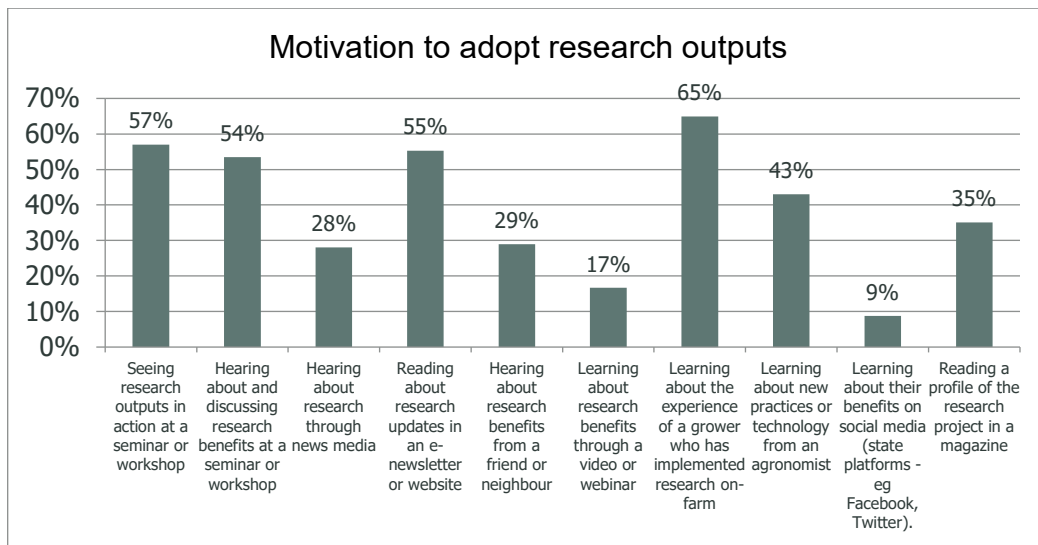
Note: These results are broadly in line with the 2019 survey and confirm the value of ‘face to face’ learning.

54% of 2021 survey participants said they had implemented R&D in their business after seeing or hearing about it in any olive industry events / communications. This is higher than in the 2019 survey where 38% of participants responded in the affirmative.

31% of 2021 survey participants said they willing to share their personal experiences with R&D adoption on their farm with other growers through articles in olive industry publications.

Survey participants motivation to adopt R&D:

Base-line Survey July 2019:



2019 survey participants stated they are most motivated to adopt research outputs through:

- Learning about the experience of a grower who has implemented research on-farm (65%)
- Seeing research outputs in action at a seminar or workshop (57%)
- Reading about research updates in an e-newsletter or website (55%)
- Hearing about and discussing research benefits at a seminar or workshop (54%)

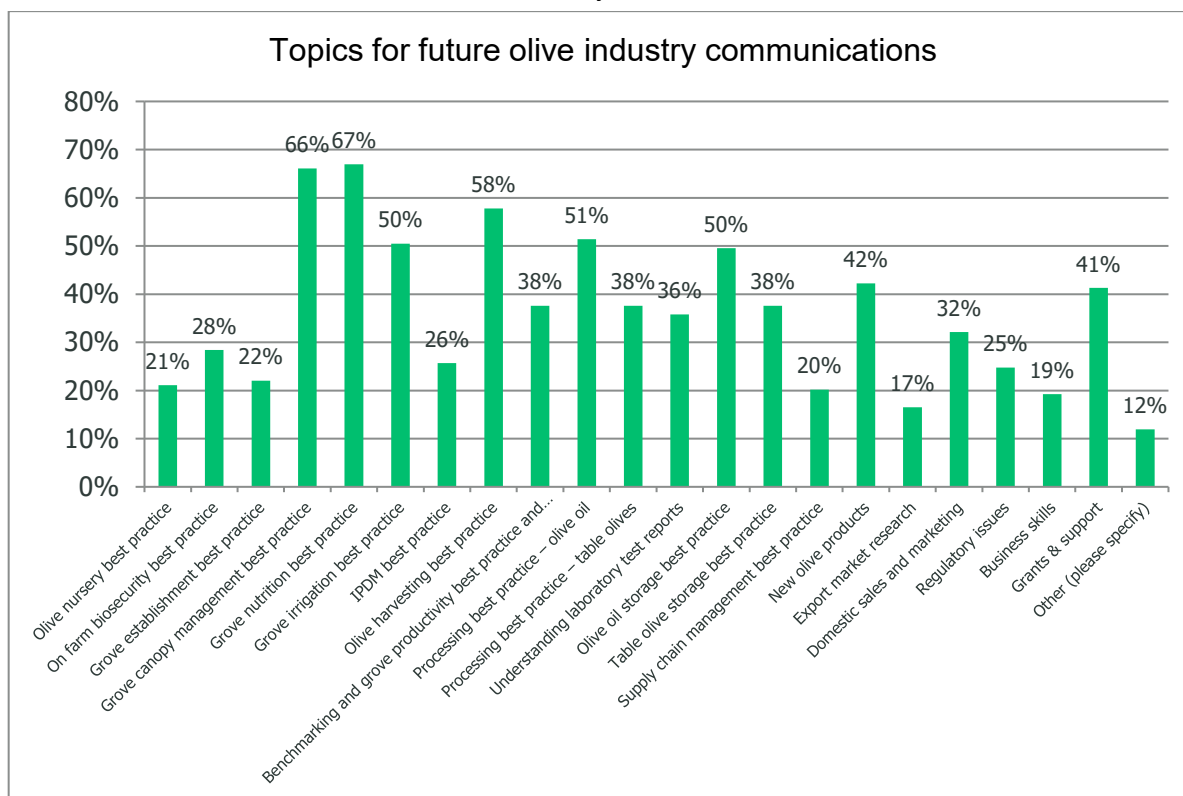
Lesser motivating options include:

- Reading a profile of the research project in a magazine (35%)
- Hearing about research benefits from a friend or neighbour (29%)
- Hearing about research through news media (28%)
- Learning about research benefits through a video or webinar (17%)
- Learning about their benefits on social media (state platforms - e.g. Facebook, Twitter) (9%)

38% of 2019 survey participants said they had implemented R&D in their business after receiving it in an olive industry communication.

Survey participants’ future topics for olive industry communications:

Final Survey June 2021:



2021 survey participants nominated the following topics of greatest interest for future olive industry communications:

- Grove nutrition best practice (67%)
- Grove canopy management best practice (66%)
- Olive harvesting best practice (58%)
- Processing best practice – olive oil (51%)
- Olive oil storage best practice (50%)
- Grove irrigation best practice (50%)
- New olive products (42%)
- Grants and support (41%)

Noting there were minor changes in interest with EVOO processing best practice up from 44% in 2019 to 51% in 2021, and olive oil storage best practice up from 44% in 2019 to 50% in 2021.

Of lesser interest but should be considered:

- Benchmarking and grove productivity best practice and product standards (38%)
- Processing best practice – table olives (38%) – this has been well covered in recent years
- Table olive storage best practice (38%)
- Understanding laboratory test reports (36%) – this is well covered through *OliveCare*®
- Domestic sales & marketing (32%)
- On farm biosecurity best practice (28%) - this has been well covered in recent years
- IPDM best practice (26%) – this has been well covered in recent years
- Regulatory issues (25%)
- Grove establishment best practice (22%)
- Olive nursery best practice (21%)
- Supply chain management best practice (20%)
- Business skills (19%)
- Export market research (17%) – again confirming the domestic market focus of the Australian olive industry

Other individual comments / suggestions:

- Sensory tasting of olive products and related webinars
- Use of Biochar in the olive industry
- Olive processing machine evaluation
- Would love help to do benchmarking
- Table olive production
- New and effective products that are non-chemical based.
- Education of young and old at TAFE and university level is now essential
- Environmental sustainability; waste management
- Labour saving options - labour being the most difficult issue we face

Survey participants communication channel future content:

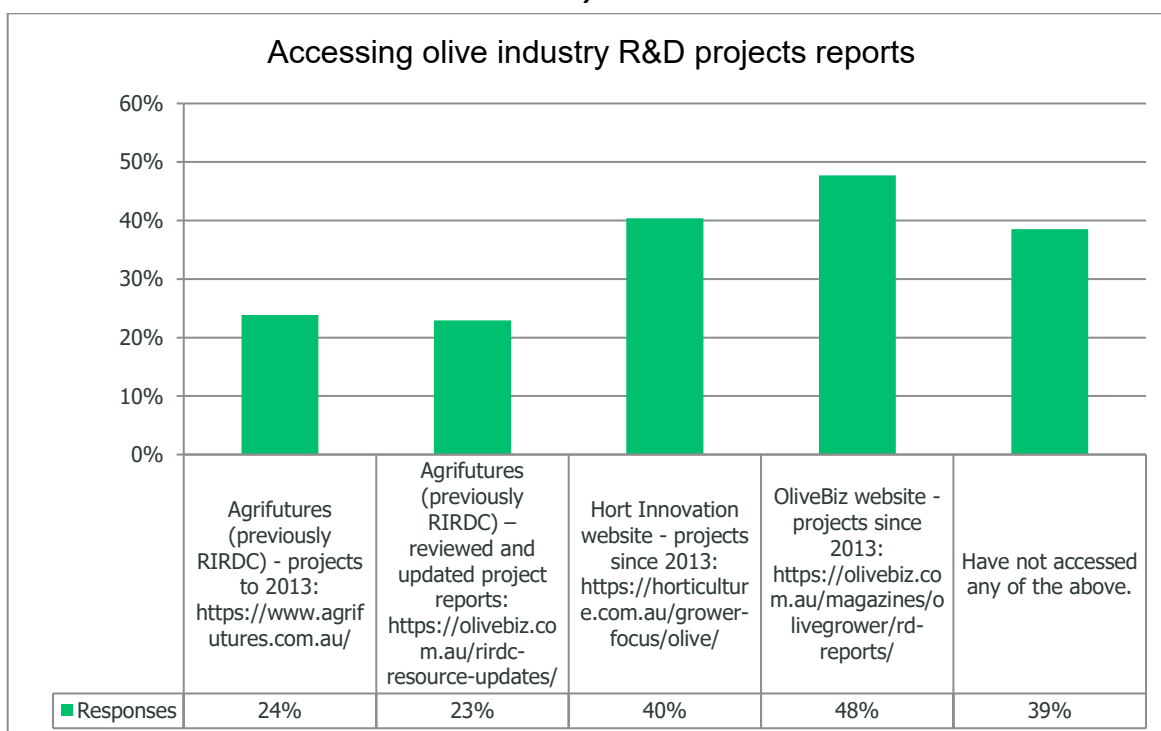
Base-line Survey July 2019:

2019 survey participants nominated more of:

- Grove nutrition best practice (73%)
- Grove canopy management best practice (68%)
- Olive harvesting best practice (54%)
- Grove irrigation best practice (48%)
- Olive oil storage best practice (44%)
- Processing best practice – olive oil (44%)
- Processing best practice – table olives (37%)
- Benchmarking and grove productivity best practice (36%)

Survey participants’ useful Hort innovation resources:

Final Survey June 2021:



New Survey Question: Most 2021 survey participants access post 2013 (olive levy funded) R&D reports via the OliveBiz website (48%), up from 33% in the 2019 survey, followed by the Hort Innovation website (40%), up from 36% in the 2019 survey, again demonstrating how AOA communications channels value add Hort Innovation investments of the olive levy. Pre 2013 R&D reports are now accessed equally via the OliveBiz website (23%) and Agri-futures website (24%), up from 18% in the 2019 survey.

Survey participants’ awareness of R&D reports:

Base-line Survey July 2019:

Only in 2019 Survey: 60% of survey participants were aware of R&D project reports available on the AOA website, 36% on the Hort Innovation website, 33% on the OliveBiz website, and 18% on the Agrifutures (previously RIRDC) website, 29% of survey participants were unaware of any of these sources of R&D reports:

In terms of awareness of specific **Hort Innovation Olive Levy Fund reports**, the highest awareness of completed projects is for:

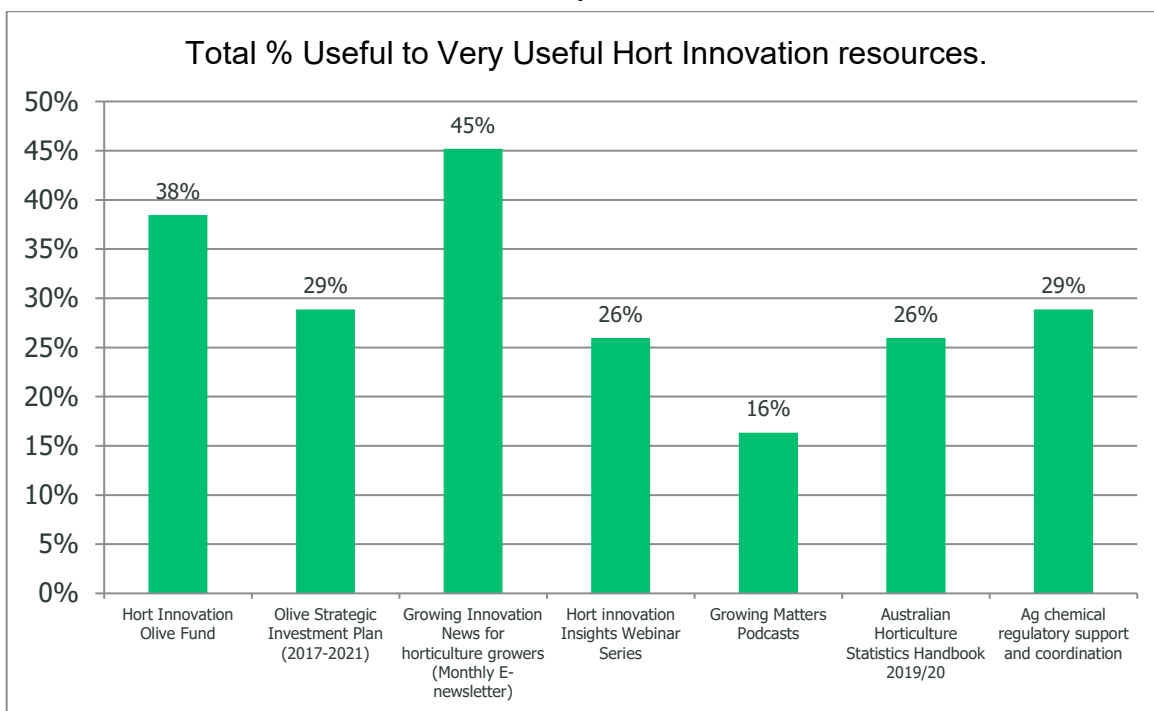
- OL13007 – Australian Olive Industry Code of Practice Implementation (54%)
- OL13002 - Evaluation of key chemicals for pest management in the olive industry (40%)
- OL14008 – Review and Development of Olive Industry Biosecurity Plan (IBP) (38%)

For Hort Innovation Olive Levy Fund ongoing projects the greatest awareness is for:

- OL17003 – Australian olive industry sensory training (60%)
- OL16010 - National olive industry conference and trade exhibition (50%)
- OL17001 - An integrated pest and disease management extension program for the olive industry (46%)
- OL17002 - Educating health professionals about Australian olive products (34%)
- OL16001 - Australian olive industry benchmarking program (34%)
- OL18000 - Australian olive industry communications and extension program (31%)
- MT17006 - Xylella coordinator (cross-sector funded) (31%)
- OL17006 - Extending OliveCare® to foster excellence in production of Australian olives (29%)

Survey participants’ useful Hort innovation resources:

Final Survey June 2021:



New Survey Question: The most useful Hort Innovation resource nominated was ‘Growing Innovation News’ at 46%.

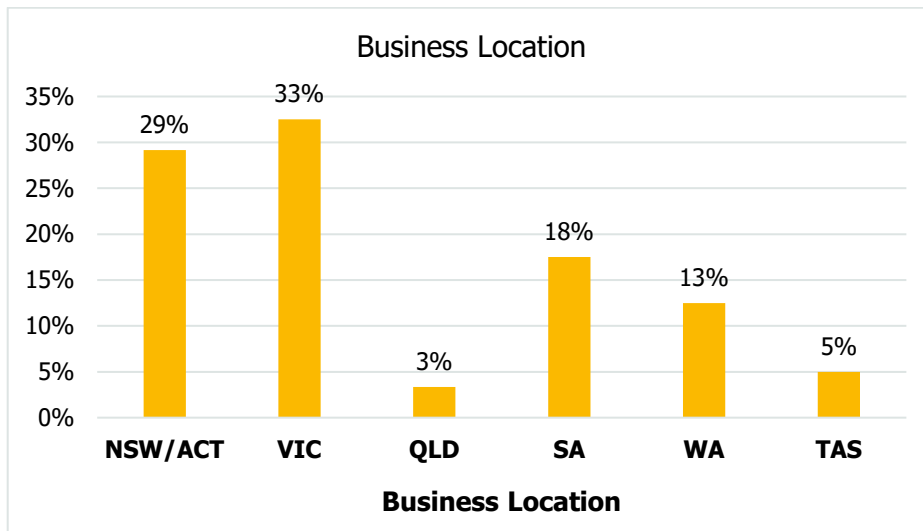
Note: It is possible that survey participants are confusing this general horticultural newsletter with the olive specific ‘Grove Innovation News’ – which rated highly in a previous survey question.

The next most useful resource nominated is the Hort Innovation Olive Fund web page (38%), followed by the Olive Strategic Investment Plan 2017-2021 (29%), Ag Chemical regulatory support and coordination (29%), then Hort Innovation Insights Webinars (26%) and Australian Horticulture Statistics Handbook 2019/20.

AOA Communications 2021 Follow-up Survey Part B Analysis:

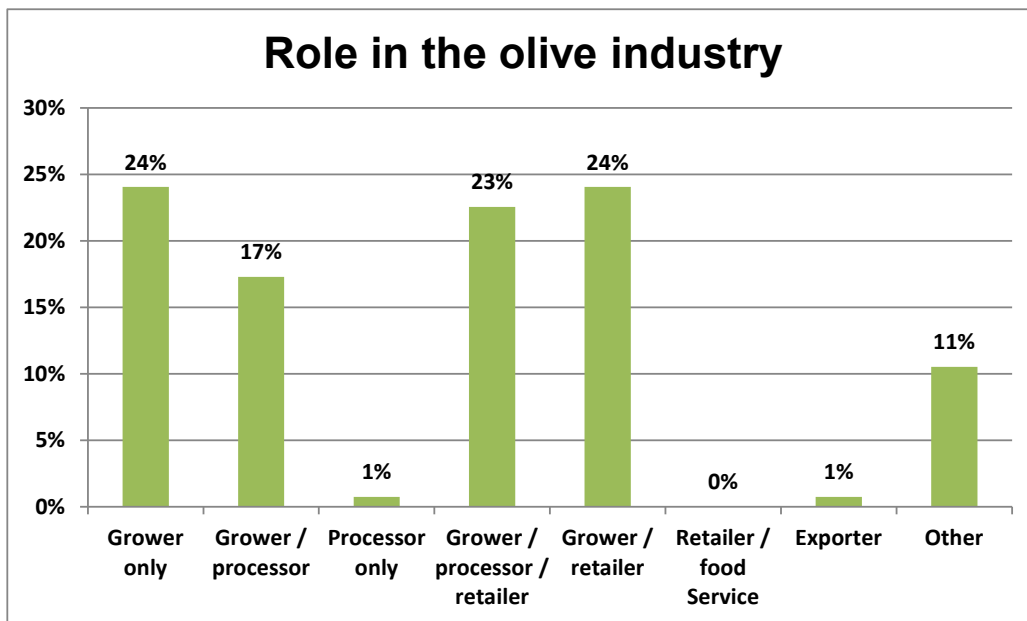
Survey Participant Questions:

Survey participants business location:



2021 Part B Survey participant demographics were similar for both the 2021 Part A, and 2019 communications surveys.

Survey participants' industry role:

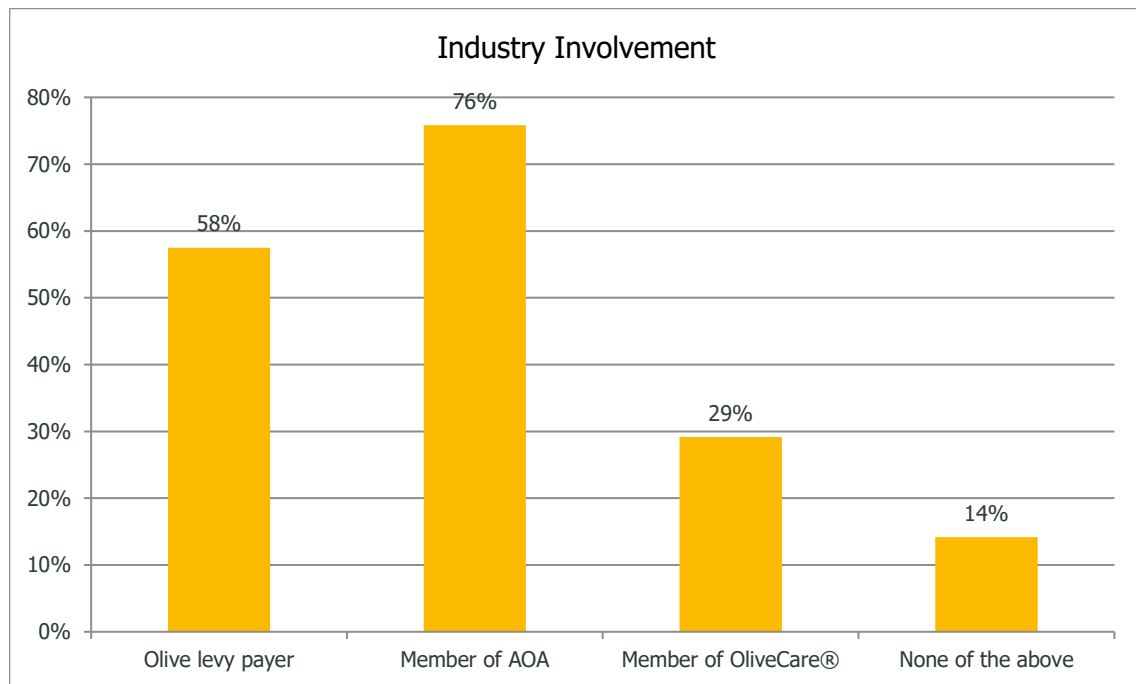


For the 2021 Part B survey:

- 88% of participants were growers
- 41% were also processors
- 47% were also involved in retail
- 1% were involved in export
- 11% had other industry involvement

Note: 86% of participants in the 2019 baseline survey identified as olive grower and / or processors.

Survey Participants' Industry Involvement:



58% of the 2021 Part B survey participants identified as levy payers, higher than the 39% reported in the 2021 Part A and 2019 surveys, reflecting the higher proportion of grower participants in the Part B survey. This is also likely to be under-reported where growers do not realise a levy is being collected on their behalf by their processors.

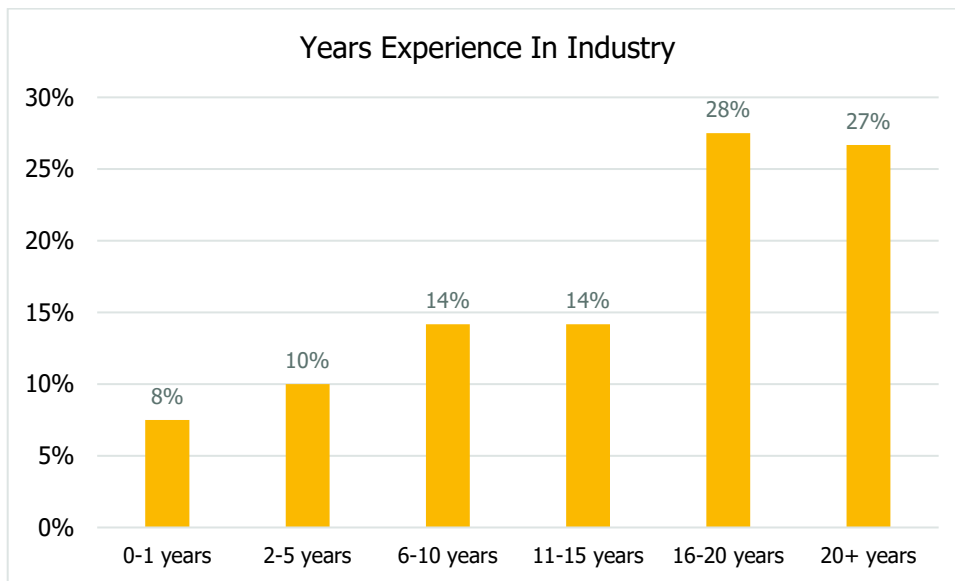
66% of the 2021 Part B survey participants identify as AOA members and 29% as *OliveCare* members, which is broadly in line with industry structure.

Only 14% of the 2021 Part B survey participants have no formal industry affiliation, again reflecting the higher level of grower participation in the Part B survey.

44% of the 2019 survey participants identified as levy payers.

70% of the 2019 survey participants identify as AOA members and 26% as *OliveCare* members, which is broadly in line with industry structure.

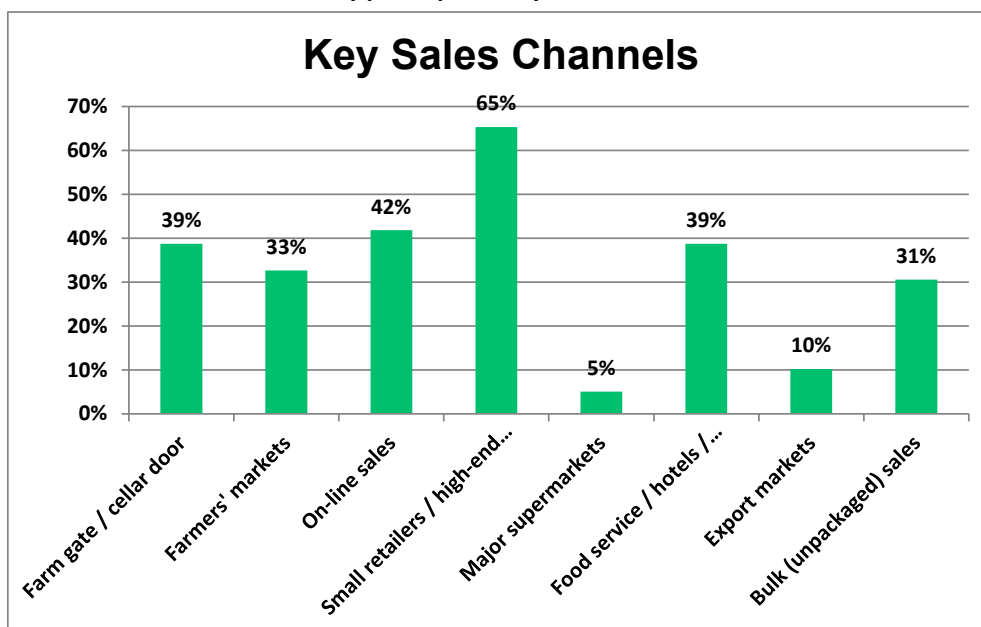
Survey participants' industry experience:



The 2021 Part B survey has a slightly older age profile than the 2019 survey, with 55% of survey participants having been in the olive industry for more than 15 years, and 45% less than 15 years. Whereas in the 2019 survey only 48% of participants had been in the industry for more than 15 years, and 50% less than 15 years, with 18% less than 5 years. This data confirms the need to continue to provide introductory level information and training in an otherwise mature industry.

Marketing Questions:

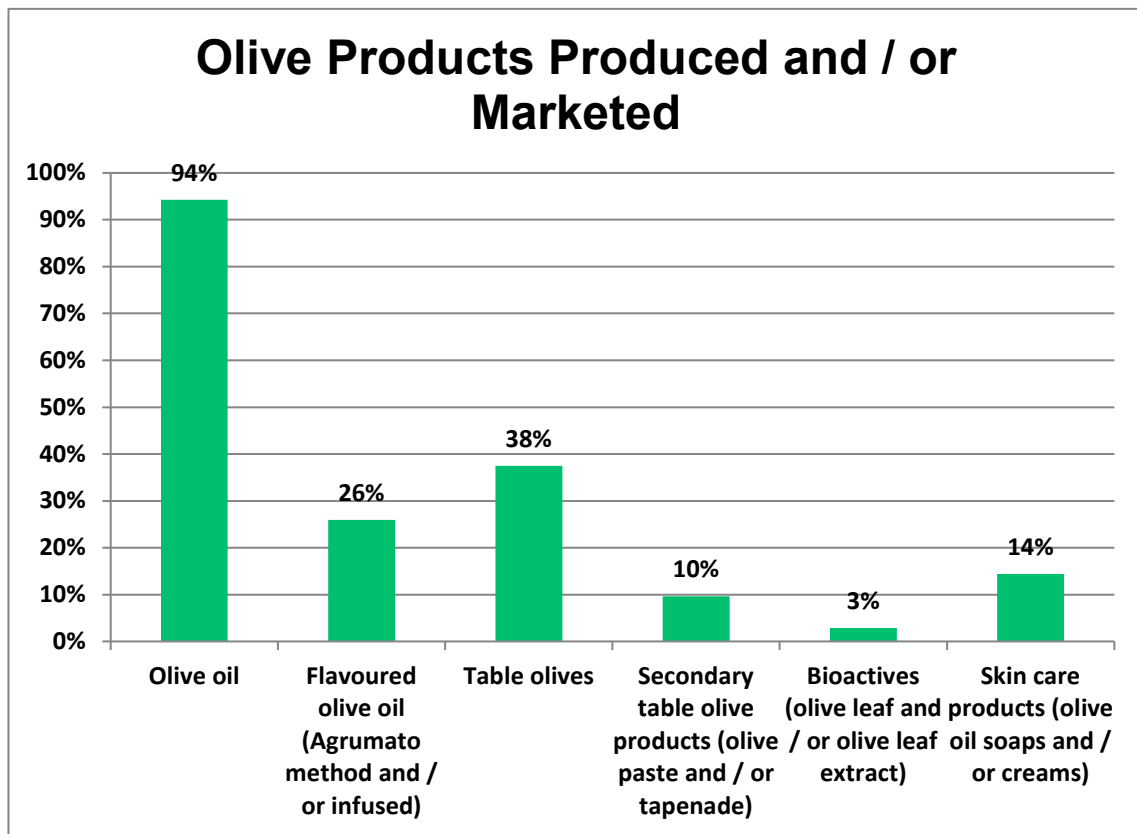
Survey participants key sales channels:



New survey question:

The leading sales channels for Part B survey participants is small retailers / high-end specialty shops (65%), followed by on-line sales (42%), farm gate / cellar door (39%), food service (39%), farmers markets (33%), and bulk (unpackaged) sales (31%), reflecting the boutique olive industry demographic participating in the survey. Only 10% of survey participants indicated that they are involved in export markets and 5% sell to the major supermarkets (noting supermarkets are actually the major volume outlets for olive oil), reflecting the lack of participation by larger producers in the Part B survey.

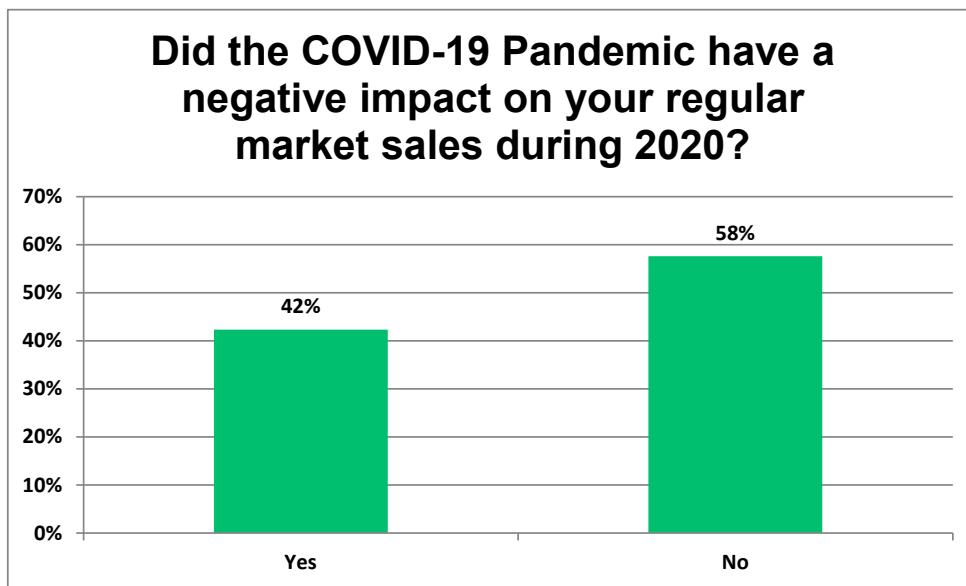
Survey participants products produced and/ or marketed:



In the 2021 Part B survey participants nominated the primary product produced / marketed as olive oil (94%), followed by table olives (38%), flavoured olive oil (26%), skin care products (14%), and other olive products (13%).

This data is consistent with the 2019 survey data where 95% of producer survey participants have EVOO, 28% produce flavoured olive oil, 37% produce table olives, 12% produce olives tapenades, 8% produce skin care products and 4% bioactive products (olive leaf tea and leaf extract) – indicating potential for increased information transfer activities in these other sectors.

Survey participants' impact from COVID-19:



New Question

Surprisingly only 42% of Part B survey participants reported a negative impact on their business from the COVID 19 Pandemic – however for these marketers the impact has been severe.

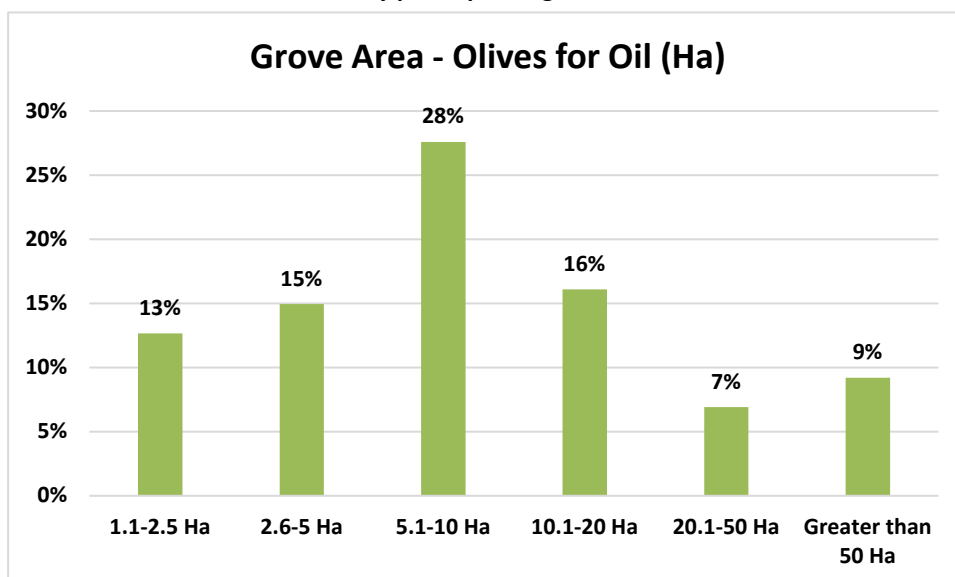
For those affected, the major impact appears to be a loss of food service sales due to lockdowns and travel restrictions leading to closure of restaurants and hotels. Farmers markets and farm gate sales were also impacted. Some supply chain issues were also experienced leading to delays in availability of finished product.

The major marketing response appears to be increased efforts to broaden market options and service existing customers – there has been a significant shift to on-line sales as nominated by 42% of Part B survey participants.

Note: 23 survey participants indicated a willing to provide additional information and provided their contact details.

Grove / Production Questions:

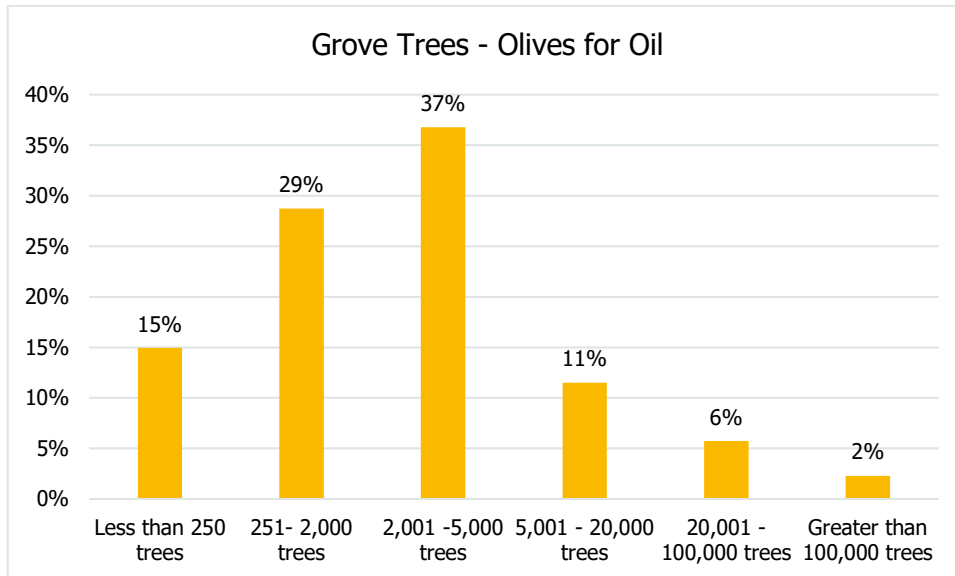
Survey participants' grove size:



28% of the 2021 Part B survey participants growing olives for oil production have a grove area of 5ha or less, 44% have 5.1 ha to 20 ha, and 16% have greater than 20 ha, consistent with AOA membership data and demonstrating the Australian olive industry is comprised predominately of smaller boutique producers:

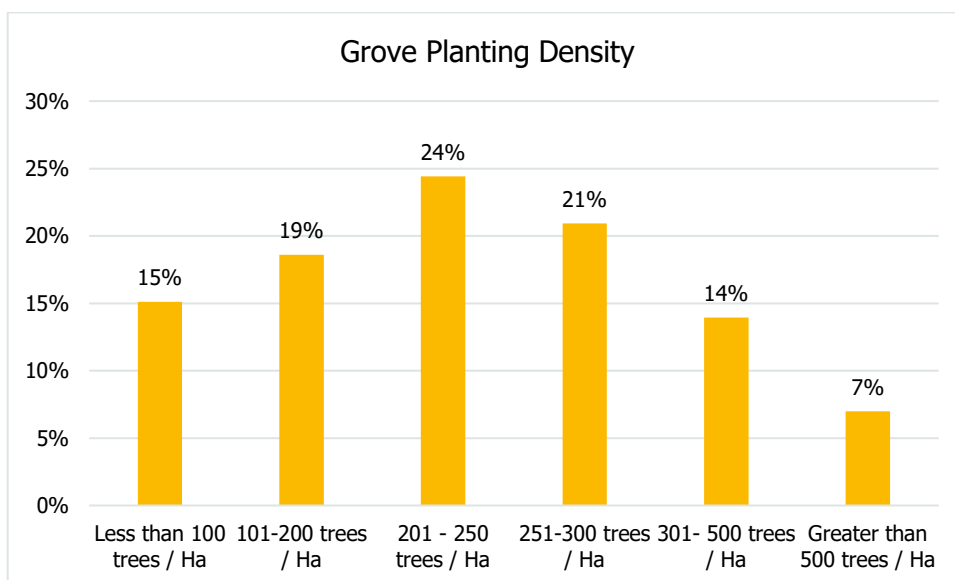
In the 2019 survey 53% of participants have a grove area of <5ha, 37% have up to 20 ha, and 11% have greater than 20 ha, consistent with AOA membership data and demonstrating the Australian olive industry is comprised predominately smaller producers.

Survey participants’ grove tree numbers (olive oil):



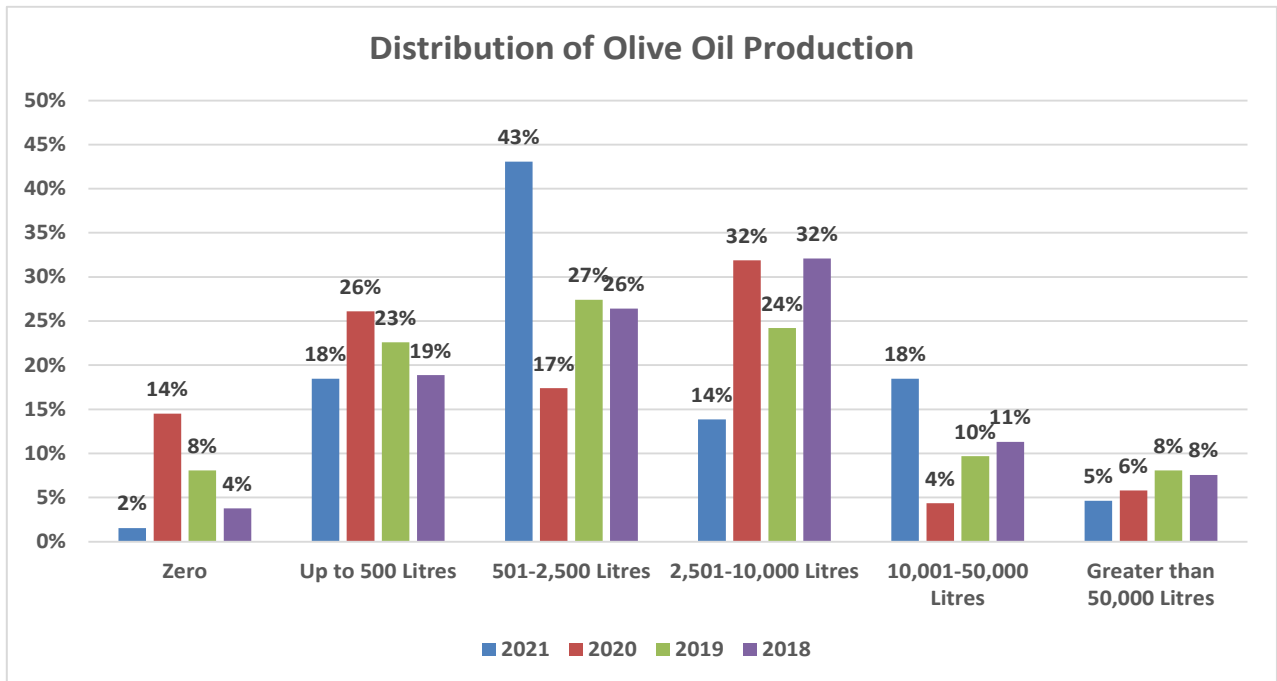
The median grove size for production of olive oil is 2,000 to 5,000 trees, with 81% of groves having less than 5,000 trees

Survey participants’ grove planting density:



The median grove planting density is 201-250 trees / ha, which is lower than the accepted medium density planting.

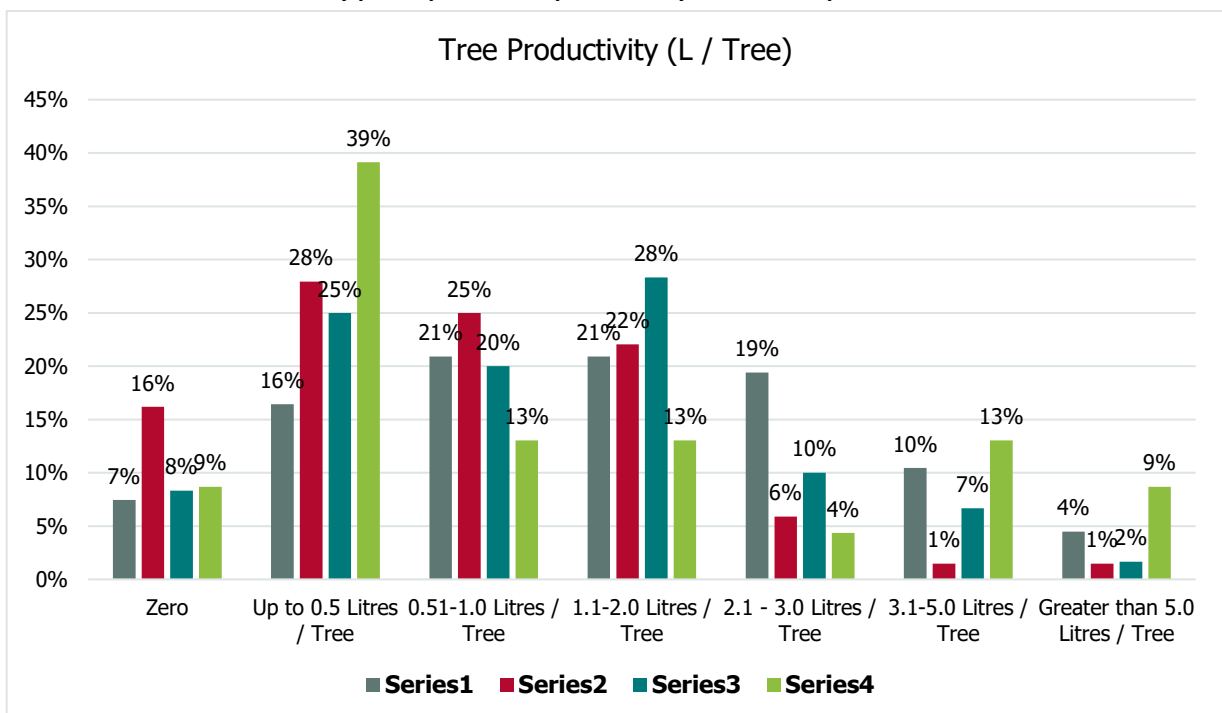
Survey participants’ distribution of olive oil production:



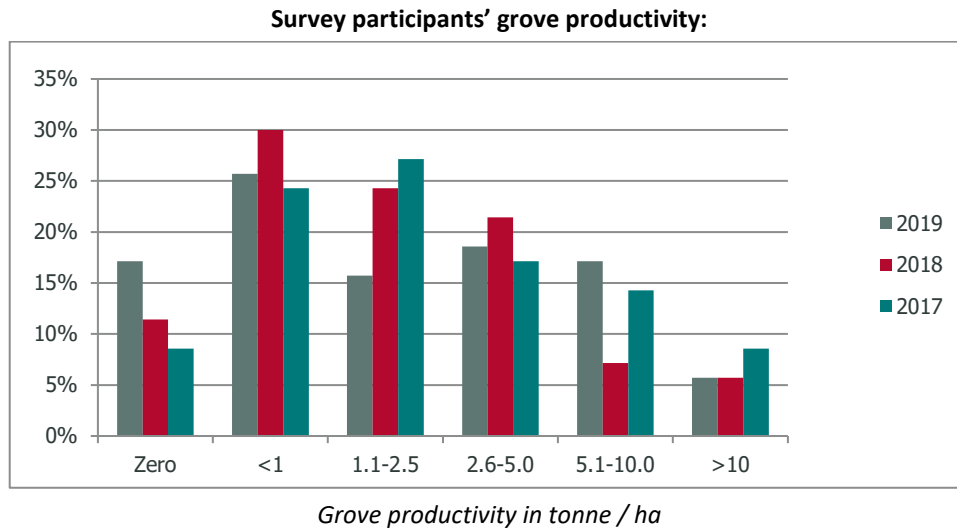
In the 2021 Part B survey participants reported olive oil production of up to 750,000 litres in 2021, noting the 2021 and 2019 seasons were ‘on crop years’ and the 2020 and 2018 seasons were ‘off crop years’. This highlights the importance of considering average grove production across 2 seasons.

Median production for smaller boutique olive oil producers is around 2,500 litres.

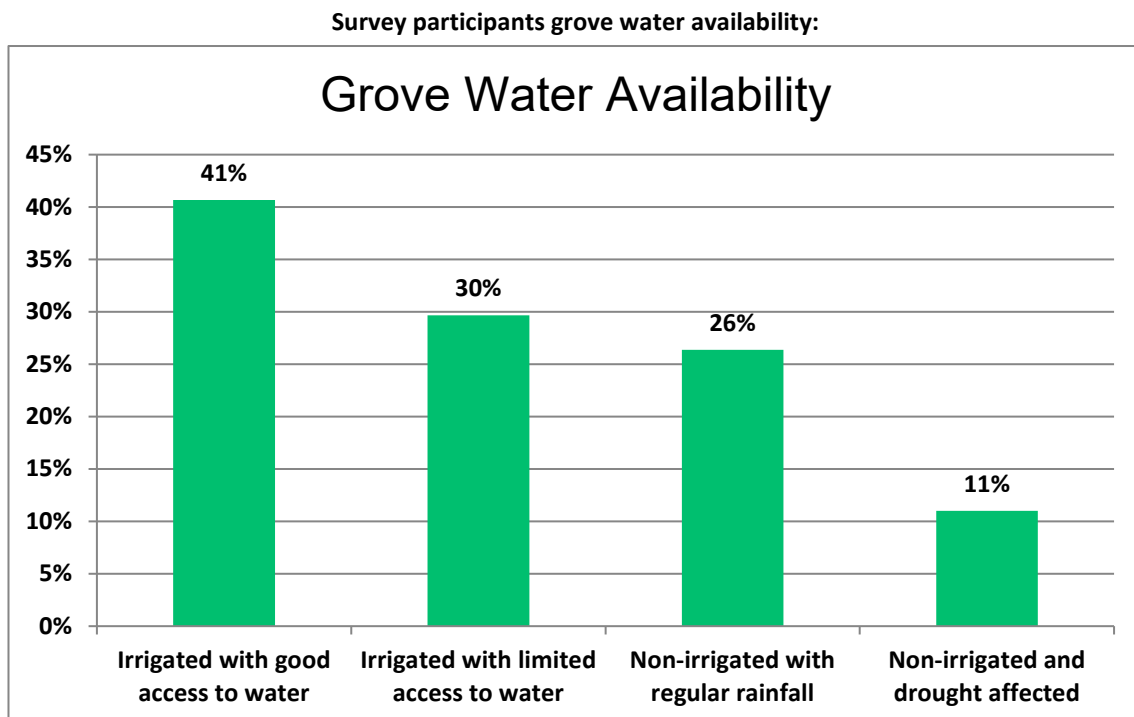
Survey participants’ tree productivity for olive oil production:



In the 2021 Part B survey, tree productivity ranged from zero to 5.0 Lit / tree. The effect of the on and off seasons can also be seen in the chart with median productivity in 2021 around 1.0 to 2.0 Lit / tree cf 2020 at 0.5 – 1.0 Lit / tree (Series 1 = 2018, Series 2 = 2019, Series 3 = 2020, Series 4 = 2021).

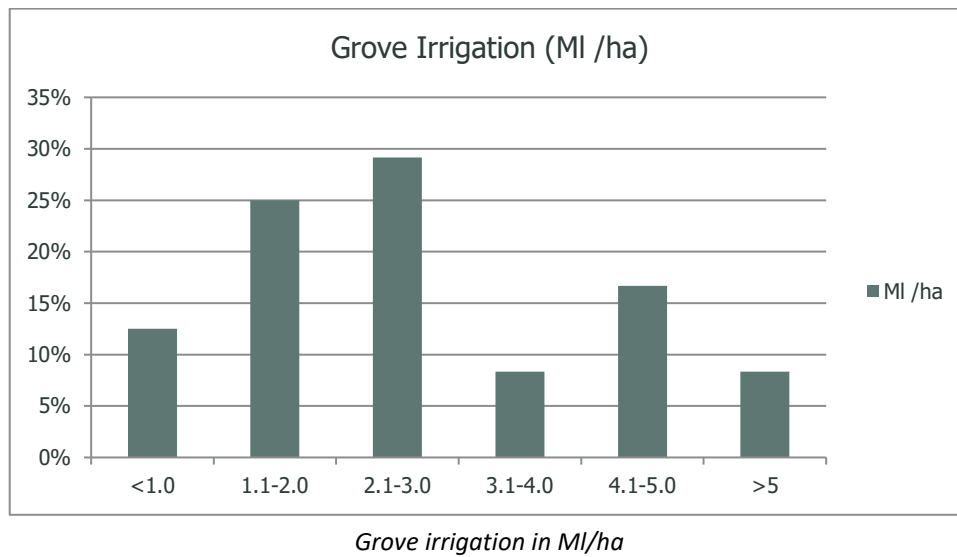


The 2019 survey production data also demonstrates the impact of biennial bearing with 2019 and 2017 being 'on years'. The impact of the drought can also be seen which is particularly evident in NSW. This highlights the importance of considering average grove production across 2 seasons.



In The 2021 Part B survey, only 11% of participants reported having non-irrigated and drought affected properties, and 30% have irrigated properties with limited access to water.

Survey participants' grove irrigation:

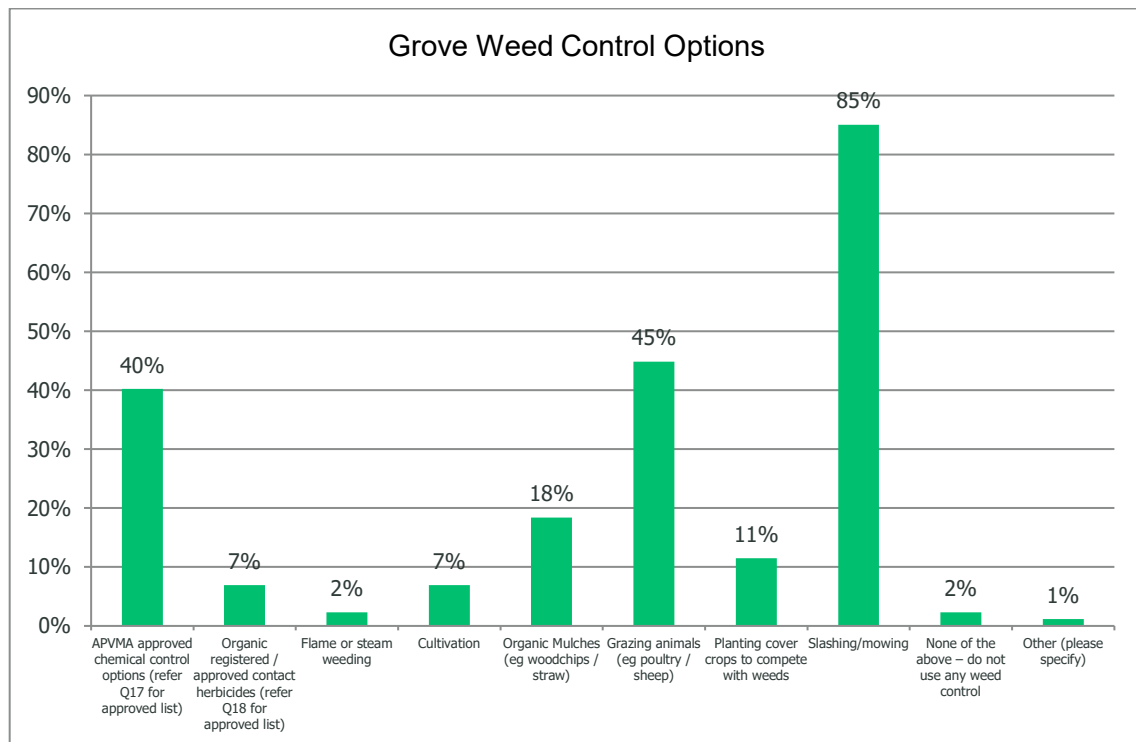


In the 2019 survey, noting only 35% of survey respondents state they have access to adequate water for irrigation, with 61% stating they have either insufficient access to water or are not irrigated at all.

For those survey respondents who do irrigate, water application ranges from <1 ML/ha to over 5 ML/ha, with the majority (54%) applying between 1 and 3 ML/ha:

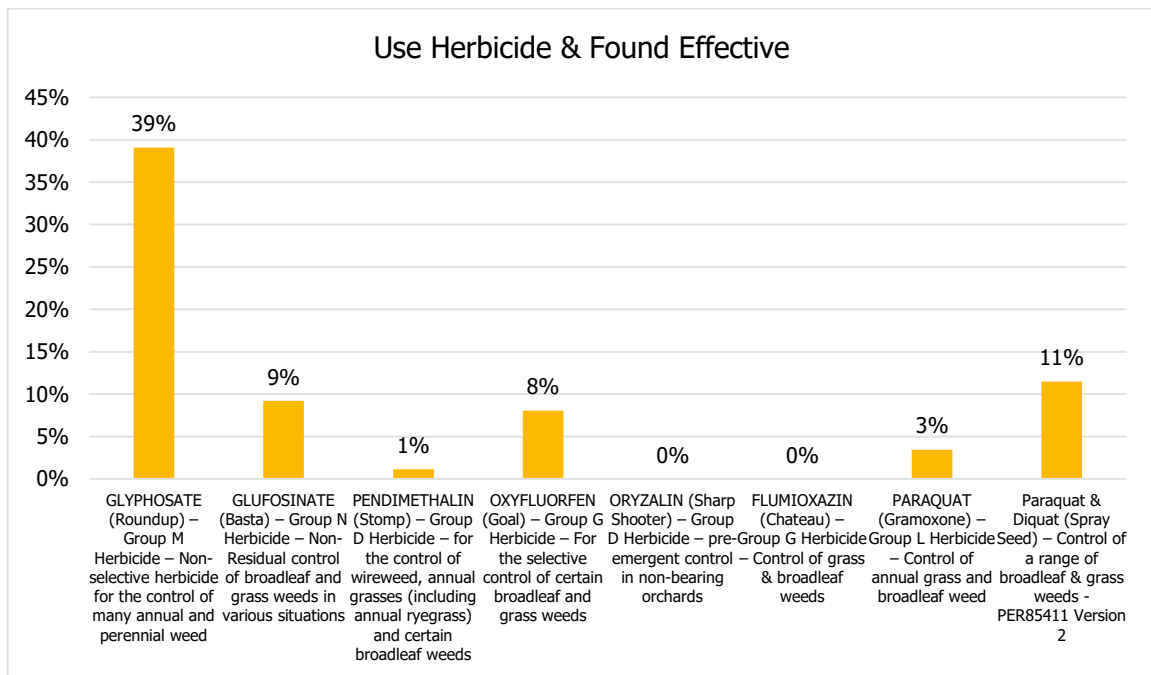
Weed Control Questions

Survey participants' grove weed control options:



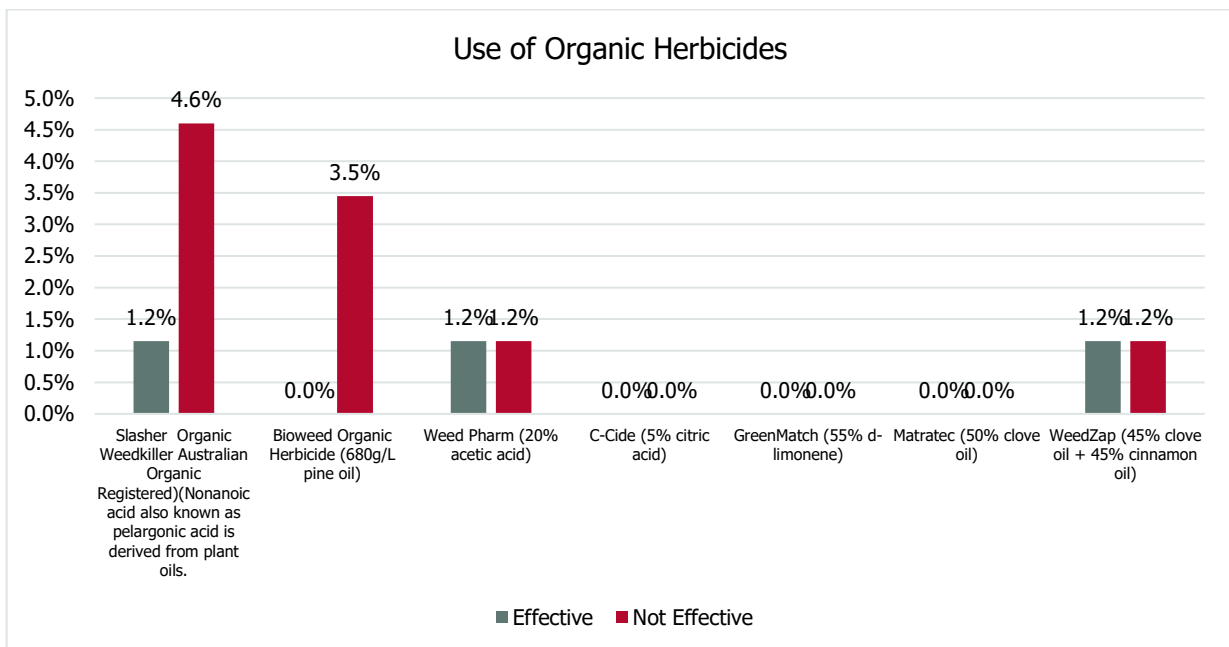
The most frequently used weed control option employed is slashing / mowing (85%), followed by use of grazing animals (45%), use of APVMA approved herbicides (40%), and use of organic mulch (18%).

Survey participants' use of APVMA approved herbicides:



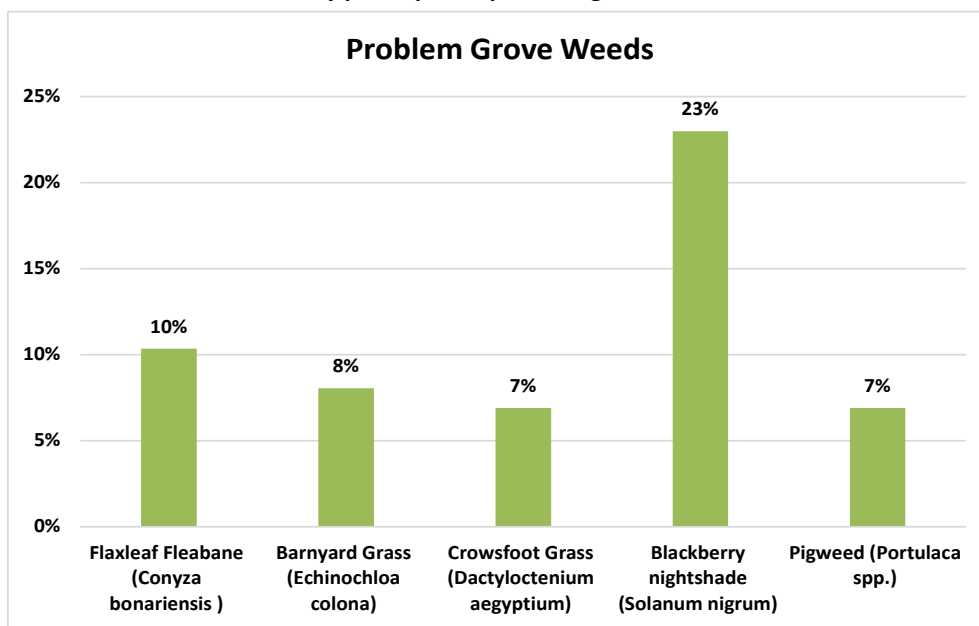
In the previous question, 40% of Part B survey participants stated they use APVMA approved herbicides. Of these, the most frequently used herbicide was glyphosate (Roundup) (39%), followed by paraquat + diquat (Spray Seed) (11%), glufosinate (Basta) (9%) and oxyfluorfen (Goal) (8%) – all APVMA approved herbicides used were found to be effective, in contrast to organic registered herbicides which were found not to be effective (albeit based on a very limited sample).

Survey participants' use of organic registered herbicides:



Working of a very small data set, as very few of the 2021 Part B survey participants use organic registered herbicides (5), of these only 4 herbicides were used with only one user finding each of the 4 herbicides to be effective.

Survey participants' problem grove weeds:



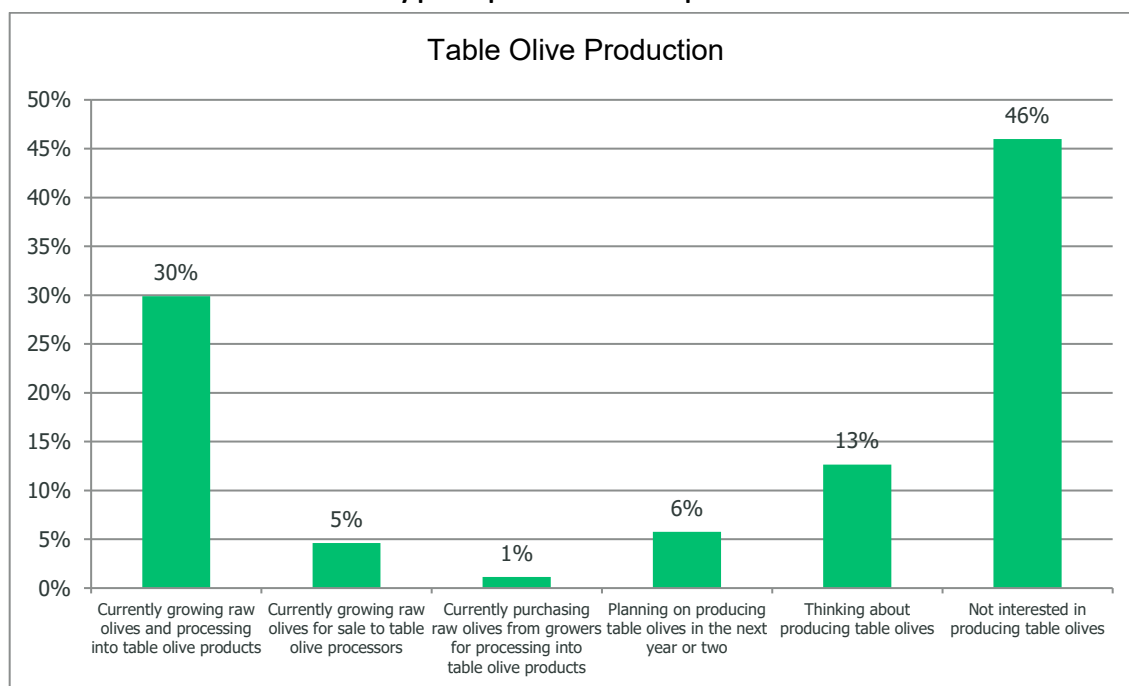
2021 Part B survey participants nominated Blackberry nightshade (*Solanum nigrum*) 23% as the most serious problem weed in the grove, followed by Flaxleaf Fleabane (*Conyza bonariensis*) 10%, Barnyard Grass (*Echinochloa colona*) 8%, Crowsfoot Grass (*Dactyloctenium aegyptium*) 7%, and Pigweed (*Portulaca spp.*) 7%.

Whereas in the 2021 SARP report Flaxleaf Fleabane (*Conyza bonariensis*) was reported as the biggest problem in olive groves.

40% of Part B survey participants also experienced problems with other weeds, most commonly, Serrated Tussock, Thistles, Capeweed, Marshmallow.

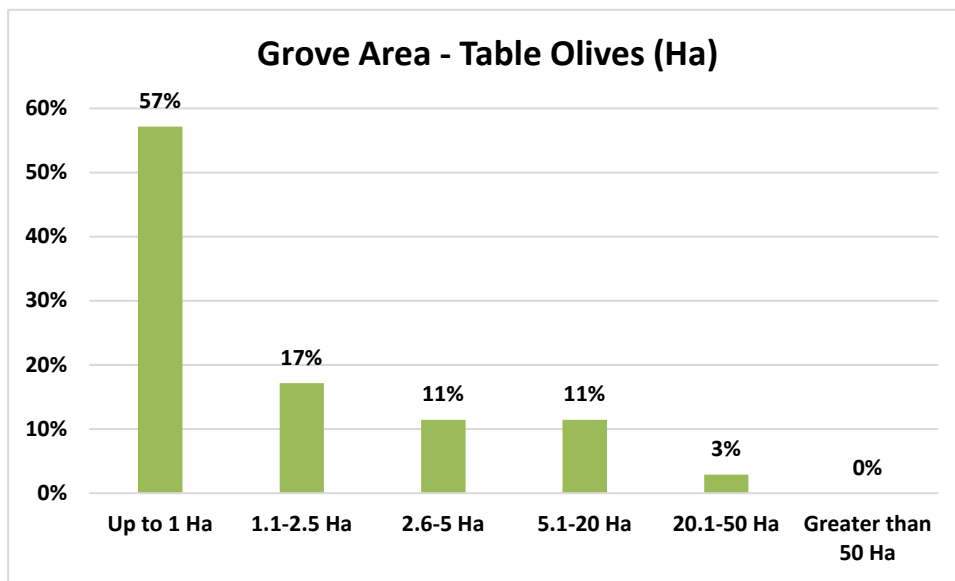
Table Olive production Questions

Survey participants' table olive production:



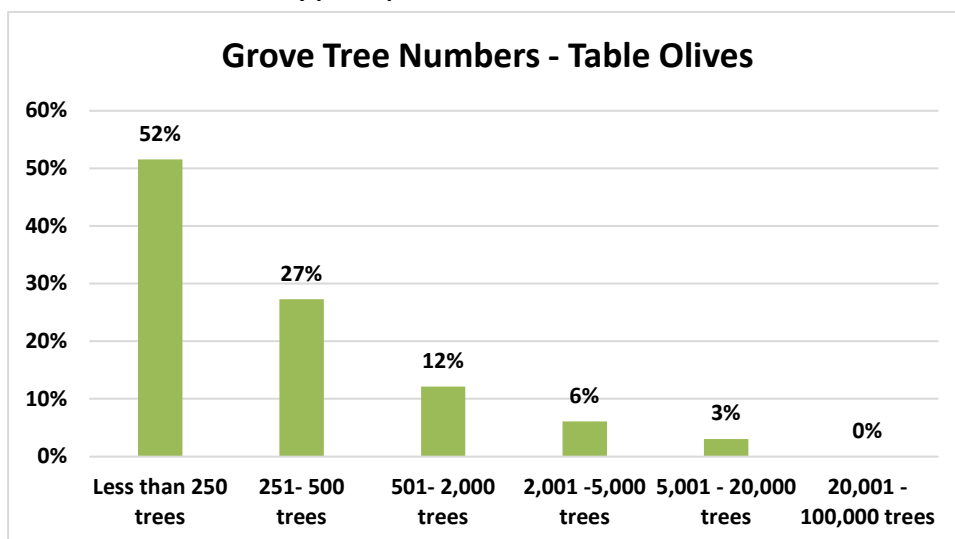
In the 2021 Part B survey only 35% of olive producers report they are currently growing table olives, with 19% thinking about or planning to do so.

Survey participants' table olive production area:



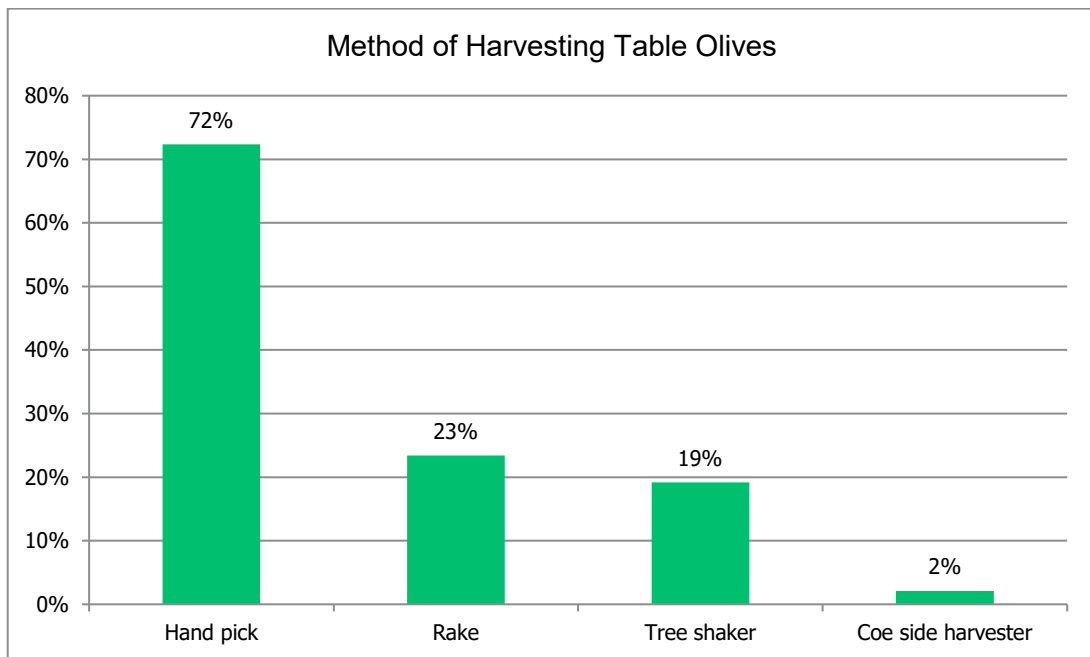
57% of the 2021 Part B survey participants who grow table olives, have a production area of 1Ha or less, 28% have between 1.1 Ha and 5 Ha, and only 14% have greater than 5 Ha.

Survey participants' table olive tree numbers:



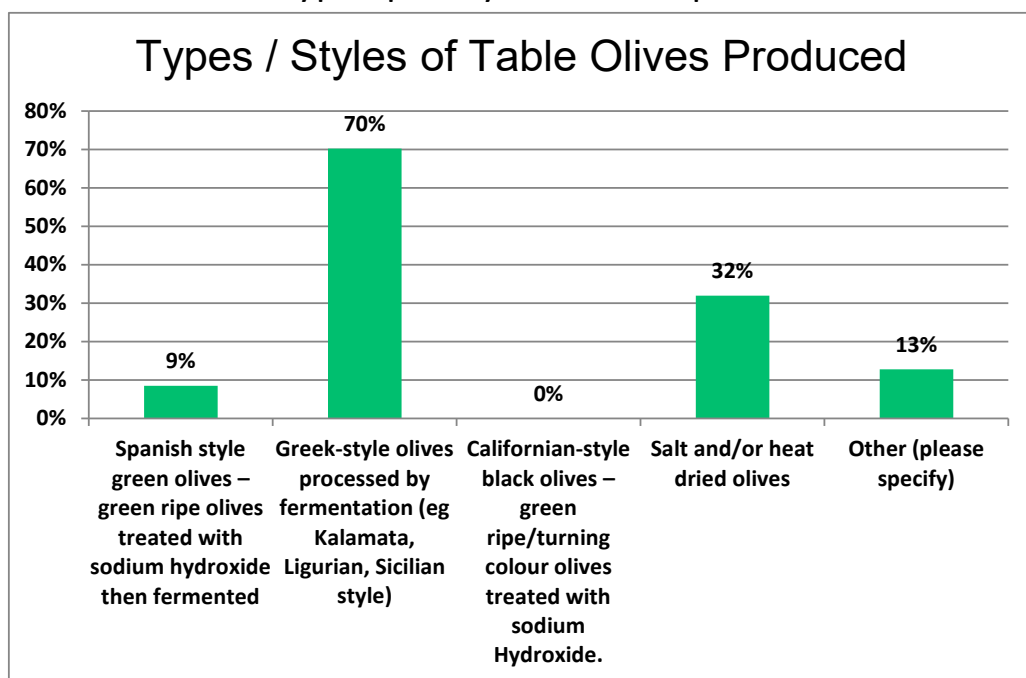
52% of the 2021 Part B survey table olive producers have less than 250 trees, with a total of 79% having less than 500 trees

Survey participants' table olive harvesting methods:



2021 Part B survey participants nominated the most used method of harvesting table olives as hand harvesting (72%), followed by rakes (23%) then tree shakers (19%).

Survey participants' styles of table olives produced:

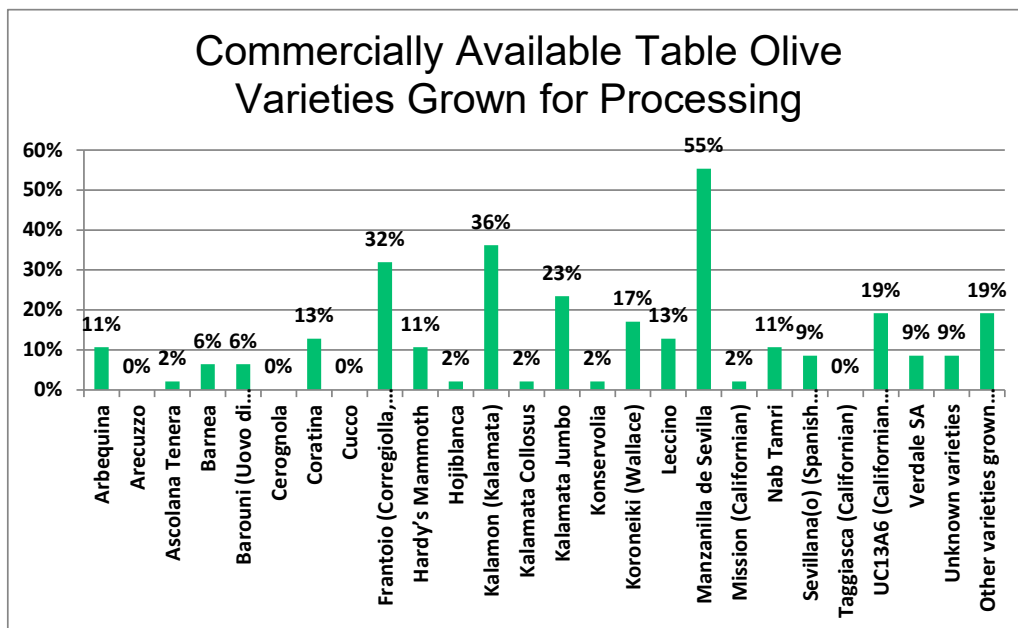


The most popular style of table olive produced by the 2021 Part B survey participants is Greek Style (70%), followed by salt or heat dried olives (32%), and Spanish style green olives (9%).

Other styles of olives produced are:

- Sicilian style green - fermentation using salt
- Pitted no additives
- Pickled, not fermented
- Brine / rock salt - sun dried

Survey participants' table olive varieties grown:

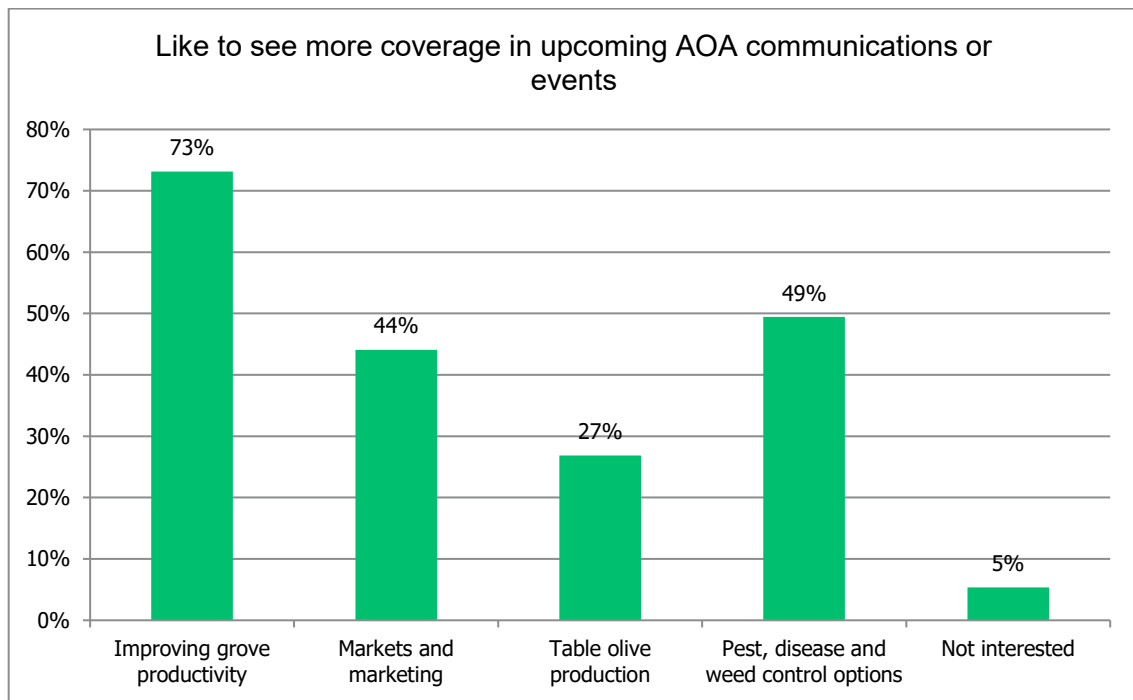


From the 2021 Part B survey, the most common table olive variety grown is Manzanilla de Sevilla (55%), followed by Kalamon (Kalamata) (36%), Frantoio (Corregiola, WA Mission) (32%), Kalamata Jumbo (23%), Koroneiki (Wallace) (17%), UC13A6 (Californian Queen) (19%)

Other varieties nominated:

- Azapa
- Picholine
- Picual
- Volos
- Black Italian
- Olivo a Prugno
- Pigale
- UC 23A9
- Palermo
- Pendolino

Survey participants' future AOA communications:



2021 Part B survey participants want to see more coverage on improving grove productivity (73%), followed by pest, disease and weed control (49%), markets and marketing (44%), and table olive production (27%).

Appendix 4

Grove Innovation e-Newsletter:

Grove Innovation is a monthly e-newsletter on the latest R&D projects, resources and upcoming events related to the Hort Innovation Olive Fund. Released on the second Tuesday of each month; AOA develops the newsletter with an average of five stories on topics of interest to levy payers, such as the latest R&D research findings, industry R&D or technical updates, Hort Innovation news including upcoming events or professional development opportunities.

Metrics for electronic communication channels such as Grove Innovation are tracked via Google Analytics (website), and Constant Contact (email), and are included at the end of Appendix 4.

Grove Innovation News Index: <https://olivebiz.com.au/grove-innovation-news-index/>

2022

August

[Less than three weeks left to enter 2022 AIOA – don't miss out!](#)

[Registration now open for 2022 AOA National Olive Conference & Trade Exhibition](#)

[AOA webinar: Polyphagous Shot-Hole Borer in WA](#)

[New blog dives deep into frying with EVOO](#)

[Upskill on WHS AND HR fundamentals with Agskilled](#)

July

[2022 Australian National Olive Conference & Exhibition gets physical again](#)

[Share your experiences to help beat biennial bearing](#)

[Voting entitlements for 2022 Hort Innovation AGM](#)

[Women & Leadership scholarships](#)

[Webinar series recordings now available](#)

June

[AOA webinar – EVOO shelf life prediction](#)

[Entries now open for 2022 Australian International Olive Awards](#)

[AOA Central NSW olive workshop](#)

[Share your experiences of working in agriculture](#)

[New EVOO virtual sensory kit](#)

May

[OWI webinar journeys from Tree to Table](#)

[Grower case studies – see your levy in action](#)

[Got an issue new Ag Tech may solve?](#)

[National Plant Biosecurity Strategy released](#)

[Strategic Investment Plan performance report now available](#)

April

[Women's health and nutrition the focus of next OWI webinar](#)

[Horticulture industry unites to firm up sustainability approach](#)

[Webinar recording: reducing fertiliser costs with soil carbon](#)

[Nuffield Scholarship for an Australian primary producer](#)

[New multi-levy project tracks consumer trends and marketing effectiveness](#)

March

[2022 Olive Oil Processing Workshop goes physical again!](#)

[New Hort Innovation CEO appointed](#)

[Webinar – Food and Mood: How the Mediterranean Diet and EVOO can impact mental health](#)

[Informing irrigation decisions with remote weather stations](#)

[Australian Horticulture Statistics Handbook 2020/21](#)

February

[March date for AOA Healthy Soils Field Day, Riverina, NSW](#)
[Ongoing funding for national fruit fly management project](#)
[New Annual Investment Plan available](#)
[Churchill Trust information session for horticulture sector](#)
[Five simple steps to re-jig your spray rig](#)

January

[New PHA Strategic Plan 2022-27](#)
[Have your say on National Biosecurity Strategy Consultation Draft](#)
[New Soil Wealth ICP project focus topics for 2022](#)
[Host a young Australian and help start a career in agriculture](#)
[New search function on Hort Innovation website](#)

2021

December

[Third time lucky! Dates set for 2022 National Olive Conference](#)
[2022-2026 Olive Strategic Investment Plan now available](#)
[Ag-tech facility breaking new ground for horticulture](#)
[New Hort Innovation directors, chair and deputy chair elected](#)
[iMap Mobile surveillance unit trial in Victoria's Wimmera region](#)

November

[AIOA Presentation recording now available online](#)
[Hort Innovation AGM 2021](#)
[Provide your feedback on the 2021 AOA National Virtual Conference](#)
[Registrations open for 2021 National Biosecurity Forum](#)
[Annual Report 2020/21 released](#)

October

[Annual industry 'info-fest' starts this afternoon](#)
[Get the facts on heart health in new OWI e-book](#)
[2021 AOA Technical Webinar recordings now available](#)
[New tool to assess and improve SME's digital maturity](#)
[Biosecurity Month at Hort Innovation](#)

September

[Table olives in focus as AOA Technical Webinars continue](#)
[Register now for 2021 AOA National Olive Industry Virtual Conference](#)
[Applications now open for 2021 Women & Leadership development scholarships](#)
[Competition results show OliveCare® is the key to success](#)
[Update on International Trade R&D and Marketing projects](#)

August

[Get expert answers at AOA Technical Webinars](#)
[COVID strikes again! 2021 National Olive Conference goes Virtual](#)
[NSW Riverina AOA Healthy Soils Regional Field Day – COVID update](#)
[New free ebook from the OWI unpacks Immune Health](#)
[Sustainability Framework released](#)

July

[AOA Healthy Soils – Healthy and Productive Groves Regional Field Days: final event, NSW Riverina](#)
[OWI releases new educational resources](#)
[2021 Olive Industry Grove Productivity & Marketing Survey](#)
[New \\$28 million program to improve farm productivity](#)
[2022 Nuffield Scholarships – nominations now open](#)

June

[Deadline extended to provide feedback on Draft Strategic Investment Plans](#)
[Webinar recording: Soil organic matter, biology & mineralisation – the challenges and complexity of estimating mineralisation rates](#)
[New plant biosecurity community established](#)
[OliveCare® Best Practice webinar series](#)
[Final report on sensory training project now available](#)

May

[Production quality: using talc as a processing aid](#)
[2021 Olive Industry Communications Survey – please share your feedback](#)
[Draft 2022-2026 Strategic Investment Plans available soon](#)
[Retention of Permit for Dimethoate use on olives](#)
[Get up to speed on Organic Soil Amendments](#)

April

[IOC Newsletter March 2021 – focus on Australia](#)
[New e-book gets to the bottom of olive products and gut health](#)
[Meet the Hort Innovation Regional Extension Team](#)
[Final Strategic Agrichemical Review Process \(SARP\) report now available](#)
[International Market Access Assessment Panel \(IMAAP\)](#)

March

[AOA Processing Webinars get technical](#)
[Preventing olive product fraud](#)
[2021 National Awards for Excellence nominations now open](#)
[Share your feedback on the OWI's past and future work](#)
[Strategic Investment Plan update process underway](#)

February

[Prepare for harvest 2021 with AOA Processing Webinars](#)
[New chemical permit for olive pest control](#)
[Nuffield Australia webinar series: 2019 scholar presentations](#)
[New OWI podcast unpacks The Importance Of Nutrition And Dietary Guidance](#)
[Australian Horticulture Statistics Handbook 2019/20 launch event](#)

January

[Healthy Soils Field Days to be confirmed by individual event progressively](#)
[Latest ag chemical update available](#)
[National Fruit Fly Strategy released](#)
[New resources from the Olive Wellness Institute](#)
[Help shape the Australian-grown Horticulture Sustainability Framework](#)

2020

December

[Dates for Healthy Soils Field Days announced](#)
[R&D levy investments projected to deliver \\$40.5M of value over 30 years](#)
[New fungal disease found on olives in Australia](#)
[Spray technology: a guide to getting it right](#)
[Find Grove Innovation news easily with new OliveBiz Index](#)

November

[Olives levy payments now overdue: have you paid – and should you?](#)
[2020 AOA National Olive Conference recordings available](#)
[Quality shines through at 2020 Australian International Olive Awards](#)
[2019/20 Hort Innovation annual reports now available](#)
[Plant industries unite against exotic pest threats](#)

October

[2020 AOA Virtual National Olive Industry Conference gets underway today](#)
[Australian International Olive Awards: counting down to the “big gongs”](#)
[New research compares olive leaf extract composition and quality](#)
[Bushfire recovery research underway](#)
[Pest Warriors join the national biosecurity force](#)

September

[Head online for 2020 AOA Virtual National Olive Industry Conference](#)
[Webinar: Upscale Your Table Olives Operation](#)
[IPDM project resources now available](#)
[New online course on plant biosecurity in Australia](#)
[Webinar: Trade initiatives to support the sector through COVID related impacts](#)

August

[Got questions fermenting? Interactive webinar has the answers](#)
[Women in horticulture scholarships](#)
[Olive Wellness Institute keeps the information coming](#)
[Renewed funding for plant biosecurity research](#)
[Annual overview of national plant biosecurity released](#)

July

[Update on Xylella research](#)
[2021 Nuffield Scholarships now open](#)
[Looking for export market access? Hort’s TAP is meeting again soon](#)
[OWI shares olive oil science through Healthed webcast](#)
[Key sustainability issues identified for Australian horticulture](#)

June

[Productivity webinars make their mark](#)
[Apply now for 2020 Masterclass in Horticultural Business](#)
[Webinar: foodservice sector and COVID-19](#)
[Biological Product Database](#)
[New Hort International Trade Hub](#)

May

[Productivity webinars Zoom in to fill the COVID-19 void](#)
[Profitability program: Insights for a successful on-line marketing business](#)
[Learn the ins and outs of Olive Leaf Extract](#)
[Australia joins international plant health research network](#)
[2018/19 Horticulture Statistics Handbook released](#)

April

[Healthy Soils Field Days postponed; Productivity Webinars coming](#)
[Producers set to ferment following AOA-Linda Costa Table Olive Workshops](#)
[Fill your social isolation time with Olive Wellness!](#)
[Review of report on recycling solid waste](#)
[Sensory training continues online with TasteBook®](#)

March

[Boort Processing Workshop cancellation](#)
[Field days highlight importance of soil health](#)
[Ag chemical regulatory updates](#)
[Applications open for 2020 Churchill Fellowships](#)

February

[High-tech map shows orchards impacted by bushfires](#)

[National table olive workshops with Linda Costa: registrations closing soon](#)

[Learn the facts around rancid fats and oils](#)

[Share your pest and disease experiences for the 2020 Strategic Agrichemical Review Process](#)

[Don't miss out: Register now for final Sensory Training Workshops](#)

January

[Information available for growers affected by bushfires](#)

[Venues announced for national table olive workshops with Linda Costa](#)

[Tune in to brand-new Growing Matters](#)

[Take your career further with the 2020 Masterclass in Hort Business – last days to apply](#)

2019

December

[Linda Costa returns for national table olive workshop tour](#)

[Have your say on the sustainability of Australian horticulture](#)

[Liking the OWI's work? Got a suggestion for future offerings?](#)

[2019 Conference presentations now available online](#)

[TasteBook™ Rounds 6 and 7 combine to explore Kalamata olives and flavoured oils](#)

November

[2019 Conference: information, information, information ... and fun!](#)

[Fats and oils in focus as AOA co-hosts 2020 World Congress](#)

[Listen up, because Growing Matters!](#)

[Hunter Valley wraps up 2019 sensory workshop program](#)

[2018/19 Olive Fund Annual Report released](#)

October

[2019 National Olive Conference & Trade Exhibition: learn how integrated systems provide sustainable, healthy local food production](#)

[Register now for final sensory training workshops](#)

[Latest snapshot of plant biosecurity system released](#)

[Leadership development scholarships now available for women in horticulture](#)

September

[Open the door to healthy retail sales](#)

[Olive IPDM Masterclass: is your grove advisor registered?](#)

[Olive groves on the map!](#)

[Explore the use of EVOO as medicine](#)

August

[Nutrigenomics, fats and the Mediterranean diet – make the connection!](#)

[2019 AIOA – much more than just a competition](#)

[Chemical permit update for Olive Lace Bug control](#)

[Olive IPDM Masterclass to upskill professionals](#)

[Come for the Conference ... and then explore Albury](#)

July

[Exercise Fastidious findings strengthen preparedness](#)

[Hort Innovation Strategy 2019-2023 released](#)

[2019 Communications and Extension Survey now underway – it's time to have your say!](#)

[Chemical permit update for Anthracnose control](#)

[Horticulture leads Australian agriculture in value and on-farm efficiency](#)

June

[Research partnership opportunity](#)
[Have your say on Olive Industry Communications: Survey starts 24 June](#)
[Olive Growing manual now easier to reference](#)
[Join Hort Innovation at Hort Connections 2019](#)
[Taste, learn, discuss and share at TasteBook™/OliveCare® workshops](#)

May

[Learn how to pick a Picual with TasteBook Round 5](#)
[Healthy focus for 2019 National Conference](#)
[Hort Internship Program creates future industry leaders](#)
[Put your senses to work at TasteBook™/OliveCare® workshops](#)
[Explore the evidence around olive leaf extract and immunity](#)

April

[Still time to share your ideas for Hort Innovation's new Strategic Plan](#)
[R&D Insights online and accessible 24/7](#)
[Research initiative ramps up plant biosecurity investment](#)
[Plan smarter using latest hort industry data](#)
[April webinar explores the EVOO – fertility connection](#)

March

[WSU-AOA IPDM Field Day resources online and accessible 24/7](#)
[Olive grower agri-chemical use survey](#)
[Hort Innovation launches new easy reference website](#)
[Cultivate your idea through a Hort-funded Churchill Fellowship](#)
[TasteBook Round 5 explores varietal variance](#)

February

[Are you prepared for the new air cargo security requirements?](#)
[Webinars provide health practitioners with olive health facts](#)
[Boost your quality at AOA Olive Oil Processing Workshop](#)
[Xylella co-ordinator appointed](#)
[Latest hort industry data and insights now available](#)

January

[Still time to input on spray drift management](#)
[Final round of IPDM Field Days: don't miss the chance to learn how to protect your grove](#)
[New R&D project boosts protection against Xylella](#)
[New R&D project final reports published](#)
[Share your ideas for Hort Innovation's new Strategic Plan](#)

2018

December

[2018 Conference and IPDM presentations now available](#)
[Have your say on spray drift management](#)
[Exercise Fastidious tests response to Xylella detection](#)
[Are professionals getting the message about olives and health?](#)
[AGM proves diversity is core business at Hort Innovation](#)

November

[IPDM Field Days continue in Vic, SA and Tas – be there and PROTECT YOUR GROVE!](#)
[2018 Conference & Trade Exhibition an outstanding success](#)
[Hort Innovation AGM – 23 November 2018](#)
[Levy Fund 2017-18 Annual Reports released](#)
[OliveCare® Code of Best Practice program extended](#)

October

[Deficit irrigation – less can do more!](#)

[Women in Horticulture: more than \\$135,000 in leadership development funding available](#)

[Event Kit for growers “ready to go” for Conference delegates](#)

[National IPDM Field Day program continues in Queensland](#)

[Grove walks provide a wealth of answers](#)

Grove Innovation Readership Metrics:

Edition	Number Sent	Open Rate (%)	Click through Rate (%)	Bounce Rate (%)	Total Bounces	Unsubscribe Rate (%)	Total Unsubscribe
October 2018	2443	31.6	8.2	5.4	133	0.1	1
November 2018	2432	26.7	9.8	6.0	146	0.1	1
December 2018	2428	28.2	10.1	6.3	152	0.1	1
January 2019	2425	29.1	8.8	6.8	165	0	0
February 2019	2421	29.3	13.6	6.9	168	0.1	2
March 2019	2425	30.1	8.4	7.0	170	0.1	1
April 2019	2427	31.7	5.3	7.4	180	0	0
May 2019	2438	30.0	10.7	8.0	196	0	0
June 2019	2435	30.3	13.1	8.2	200	0.2	5
July 2019	2433	30.3	4.9	8.7	212	0.1	1
August 2019	ND	ND	ND	ND	ND	ND	ND
September 2019	2436	29.8	10.2	11.0	268	0	0
October 2019	2430	30.0	5.2	10.1	245	0.1	1
November 2019	2434	32.0	9.2	10.5	255	0.1	2
December 2019	2439	31.0	10.4	11.0	270	0.1	3
January 2020	2436	29.0	9.0	11.0	269	0	0
February 2020	2445	27.4	12.1	11.5	280	0.1	1
March 2020	2469	30.7	4.8	11.9	293	0.1	1
April 2020	2471	28.8	9.7	12.7	313	0.1	1
May 2020	2471	30.3	8.7	13.6	337	0.1	1
June 2020	2450	29.0	7.6	14.6	357	0.1	3
July 2020	2450	30.3	10.7	14.2	347	0.1	1
August 2020	2458	30.4	7.0	14.5	356	0	0
September 2020	2461	29.2	8.2	14.8	364	0	0

October 2020	2454	24.4	6.5	15.0	367	0	0
November 2020	2510	28.1	8.5	15.0	377	0.1	2
December 2020	2514	23.9	16.3	15.4	388	0	0
January 2021	2520	31.5	8.8	15.9	388	0.1	2
February 2021	2511	29.3	14.4	16.1	398	0.1	1
March 2021	2503	28.4	6.4	16.1	404	0.1	3
April 2021	2507	31.1	10.8	16.0	400	0.1	2
May 2021	2506	28.9	16.6	14.5	364	0.1	1
June 2021	2508	26.7	1.7	17.1	428	0	0
July 2021	2504	28.8	3.0	17.0	425	0.1	2
August 2021	2498	29.3	2.2	17.8	445	0.1	1
September 2021	2506	28.4	2.4	17.6	441	0	0
October 2021	2509	28.4	1.7	18.5	463	0.1	1
November 2021	2511	30.9	1.0	19.0	476	0	0
December 2021	2523	33.3	1.7	18.6	469	0.1	1
January 2022	2520	35.9	1.6	18.7	472	0	0
February 2022	2518	37.8	2.2	19.0	479	0.1	1
March 2022	2518	36.7	1.9	19.4	488	0.1	0
April 2022	2515	36.0	1.5	20.1	505	0	0
May 2022	2515	36.0	1.5	19.8	497	0.1	1
June 2022	2518	39.0	2.4	20.3	511	0	0
July 2022	2523	36.9	4.0	20.1	508	0.1	1
August 2022	2541	36.8	2.5	20.3	515	0.1	1

Appendix 5

R&D Insights Newsletter:

R&D Insights is published quarterly in March, June, September and December each year and is an addition to the quarterly Australian & New Zealand *Olivegrower and Processor (OGP)* publication, an industry-focused magazine with approximately 1800 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.

- The official readership of OGP is approximately 1800, including where the magazine may be read by multiple people within the one household or business.
- In addition, R&D Insights can be viewed / downloaded from the OliveBiz website via the following links:

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.

R&D Insights Index: <https://olivebiz.com.au/grove-innovation-news-index/>

[June 2022](#)

[March 2022](#)

[December 2021](#)

[September 2021](#)

[June 2021](#)

[March 2021](#)

[December 2020](#)

[September 2020](#)

[June 2020](#)

[March 2020](#)

[December 2019](#)

[September 2019](#)

[June 2019](#)

[March 2019](#)

[December 2018](#)

R&D Insights Readership Metrics:

Edition	Page views	Unique page views	Average time on page (hr:min:sec)	Bounce Rate (%)
December 2018	ND	ND	ND	ND
March 2019	34	14	00:01:19	0
June 2019	126	50	00:00:29	0
September 2019	52	19	00:00:49	0
December 2019	28	10	00:00:34	0
March 2020	12	3	00:00:34	0
June 2020	66	28	00:00:23	0
September 2020	70	28	00:00:53	0
December 2020	12	6	00:00:24	0

March 2021	12	6	00:00:42	0
June 2021	12	3	00:00:34	0
September 2021	58	26	00:00:20	66.7
December 2021	21	10	00:00:31	50
March 2022	44	13	00:01:11	0
June 2022	30	13	00:01:23	50

Appendix 6

AOA website user metrics including top page views:

OliveBiz Website https://olivebiz.com.au/	Page views	Unique page views	Average time on page (hr:min:sec)	Bounce Rate (%)
January - March 2019	9,932	3,874	00:00:39	4.53
April - June 2019	11,086	4,337	00:00:39	1.24
July - September 2019	8,631	3,577	00:00:35	1.55
October - December 2019	7,973	3,334	00:00:40	1.67
January - March 2020	11,759	5,004	00:00:52	3.93
April - June 2020	11,496	4,275	00:00:36	1.16
July - September 2020	11,046	4,462	00:00:38	1.52
October - December 2020	17,044	7,216	00:00:39	3.58
January - March 2021	15,382	10,356	00:00:42	6.76
April - June 2021	9,764	4,270	00:00:30	10.06
July - September 2021	11,947	4,961	00:00:36	9.83
October - December 2021	8,922	3,677	00:00:34	16.56
January - March 2022	8,502	3,709	00:00:33	7.91
April - June 2022	9,700	4,334	00:00:31	12.41
July 2022 – 22 nd August 2022	5,376	2,290	00:00:39	5.75











AOA Website https://australianolives.com.au/	Page views	Unique page views	Average time on page (hr:min:sec)	Bounce Rate (%)
January - March 2019	5,078	4,262	00:01:46	73.93
April - June 2019	7,448	6,095	00:01:49	70.52
July - September 2019	7,101	5,756	00:01:55	68.63
October - December 2019	7,310	6,000	00:01:44	65.83
January - March 2020	6,378	5,033	00:02:25	84.24
April - June 2020	7,301	6,046	00:02:05	89.43
July - September 2020	6,564	5,361	00:02:01	85.48
October - December 2020	9,783	7,981	00:01:58	63.33
January - March 2021	12,407	6,046	00:02:10	70.94
April - June 2021	11,626	9,650	2:14:00	67.03

July - September 2021	10,351	8,268	2:02:00	62.39
October - December 2021	11,111	9,041	1:52:00	76.02
January - March 2022	10,626	8,491	2:02:00	67.91
April - June 2022	10,786	8,587	2:05:00	67.60
July 2022 – 22 nd August 2022	6,684	4,956	1:38:00	55.72











Everyday Website https://australianextravirgin.com.au/	Page views	Unique page views	Average time on page (hr:min:sec)	Bounce Rate (%)
January - March 2019	9,373	8,514	00:03:30	88.24%
April - June 2019	21,530	19,682	00:05:06	90.39%
July - September 2019	8,929	7,960	00:03:01	85.13%
October - December 2019	7,784	7,003	00:03:15	86.18%
January - March 2020	10,393	8,973	00:03:54	84.24%
April - June 2020	23,632	21,404	00:04:44	89.43%
July - September 2020	8,346	8,288	00:03:32	85.48%
October - December 2020	9,090	8,116	00:03:12	86.48%
January - March 2021	12,454	11,068	00:03:00	87.18%
April - June 2021	22,480	20,259	4:11:00	89.13%
July - September 2021	8,481	7,252	2:10:00	82.30%
October - December 2021	4,548	4,084	2:43:00	87.48%
January - March 2022	4,676	4,218	3:00:00	88.13%
April - June 2022	11,732	9,015	2:27:00	68.63%
July 2022 – 22 nd August 2022	2,146	1,969	2:53:00	87.44%

Note: Bounce rate is the percentage of single page sessions in which there was no interaction with the page (they land on a page and then they exit the site). A bounce rate below 25% may be an indication there is a technical issue with the website. A bounce rate between 25% to 40% is excellent. Over 70% indicates people are just going to the pages they want and not interested in other content on the site.











OliveBiz website top page views:**OliveBiz website July - September 2019**

Page		Pageviews	% Pageviews
1. /classifieds/		1,025	11.88%
2. /		854	9.89%
3. /sensory-training-workshops/		519	6.01%
4. /2018-national-conference-trade-exhibition/		460	5.33%
5. /events/		458	5.31%
6. /magazines/olivegrower/subscribe/		286	3.31%
7. /event/2019-national-olive-industry-conference-trade-exhibition-albury-nsw/		248	2.87%
8. /olive-groves-on-the-map/		208	2.41%
9. /my-account/		175	2.03%
10. /2018-national-conference-trade-exhibition/powerpoint-presentations/		152	1.76%











OliveBiz website October - December 2019

Page		Pageviews	% Pageviews
1. /		1,072	13.45%
2. /classifieds/		1,061	13.31%
3. /events/		440	5.52%
4. /magazines/olivegrower/subscribe/		225	2.82%
5. /2018-national-conference-trade-exhibition/		184	2.31%
6. /presentations-day-1/		155	1.94%
7. /sensory-training-workshops/		149	1.87%
8. /linda-costa-returns-for-national-table-olive-workshop-tour/		135	1.69%
9. /magazines/olivegrower/rd-reports/		132	1.66%
10. /2019-national-conference-trade-exhibition/		131	1.64%











OliveBiz website January - March 2020

Page		Pageviews	% Pageviews
1. /		1,640	13.95%
2. /classifieds/		937	7.97%
3. /events/		470	4.00%
4. /table-olive-workshops/		468	3.98%
5. /cart/		259	2.20%
6. /sensory-training-workshops/		243	2.07%
7. /attendee-registration/		227	1.93%
8. /magazines/olivegrower/subscribe/		220	1.87%
9. /checkout/		203	1.73%
10. /event/linda-costa-table-olive-workshop-national-tour-sa/		196	1.67%

OliveBiz website April - June 2020

Page		Pageviews	% Pageviews
1. /webinar-registration-form/		1,471	14.01%
2. /classifieds/		1,017	9.69%
3. /		992	9.45%
4. /digital-marketing-series/		399	3.80%
5. /event/aoa-webinar-series-webinar-1/		323	3.08%
6. /events/		321	3.06%
7. /magazines/olivegrower/subscribe/		254	2.42%
8. /webinar-evaluation-of-processing-aids/		228	2.17%
9. /magazines/olivegrower/		180	1.71%
10. /2020-linda-costa-table-olives-sa-workshop-videos/		173	1.65%

OliveBiz website July - September 2020

Page		Pageviews	% Pageviews
1. /webinar-registration-form/		1,249	11.31%
2. /		981	8.88%
3. /classifieds/		780	7.06%
4. /webinar-update-your-table-olives-operation/		440	3.98%
5. /ipdm-project-outputs/		310	2.81%
6. /events/		271	2.45%
7. /magazines/olivegrower/subscribe/		264	2.39%
8. /update-on-xylella-research/		200	1.81%
9. /aoa-2020-virtual-conference/		197	1.78%
10. /webinar-talking-table-olives/		192	1.74%

OliveBiz website October - December 2020		OliveBiz website January – March 2021	
Page ?	Pageviews ? ↓	Page ?	Pageviews ? ↓
	11,650 % of Total: 100.00% (11,650)		12,549 % of Total: 100.00% (12,549)
1. /classifieds/	1,154 (9.91%)	1. /	1,202 (9.58%)
2. /	971 (8.33%)	2. /classifieds/	1,054 (8.40%)
3. /aoa-2020-virtual-conference/	651 (5.59%)	3. /cart/	511 (4.07%)
4. /events/	422 (3.62%)	4. /2021-soil-field-days/	481 (3.83%)
5. /cart/	406 (3.48%)	5. /2021-processing-webinar-series/	480 (3.83%)
6. /event/aoa-virtual-conference-all-sessions/	329 (2.82%)	6. /events/	467 (3.72%)
7. /attendee-registration/	280 (2.40%)	7. /attendee-registration/	403 (3.21%)
8. /aoa-2020-virtual-conference-recordings/	272 (2.33%)	8. /event/2021-processing-webinar-1/	367 (2.92%)
9. /event/2020-aoa-virtual-gala-presentation/	259 (2.22%)	9. /event/nsw-hunter-valley-soil-field-day/	360 (2.87%)
10. /checkout/	253 (2.17%)	10. /checkout/	350 (2.79%)




















OliveBiz website April - June 2021		OliveBiz website July - September 2021	
Page ?	Pageviews ? ↓	Page ?	Pageviews ? ↓
	9,764 % of Total: 100.00% (9,764)		11,947 % of Total: 100.00% (11,947)
1. /classifieds/	1,640 (16.80%)	1. /classifieds/	1,441 (12.06%)
2. /	1,045 (10.70%)	2. /	1,178 (9.86%)
3. /2021-processing-webinar-series/	516 (5.28%)	3. /2021-technical-webinars/	699 (5.85%)
4. /events/	371 (3.80%)	4. /events/	367 (3.07%)
5. /olivecare-best-practice-webinar-series/	232 (2.38%)	5. /olivecare-best-practice-webinar-series/	290 (2.43%)
6. /production-quality-using-talc-as-a-processing-aid/	221 (2.26%)	6. /aoa-2021-national-virtual-conference/	281 (2.35%)
7. /pialisi-olive-oil-press-now-available-to-growers-in-the-mornington-peninsula-and-victoria/	212 (2.17%)	7. /event/aoa-2021-virtual-conference-all-sessions-2/	278 (2.33%)
8. /magazines/olivegrower/subscribe/	194 (1.99%)	8. /2021-processing-webinar-series/	271 (2.27%)
9. /magazines/olivegrower/	185 (1.89%)	9. /olive-oil-facts/	229 (1.92%)
10. /olive-oil-facts/	173 (1.77%)	10. /checkout/	213 (1.78%)

OliveBiz website October - December 2021		OliveBiz website January - March 2022	
Page ?	Pageviews ? ↓	Page ?	Pageviews ? ↓
	8,922 % of Total: 100.00% (8,922)		8,502 % of Total: 100.00% (8,502)
1. /	1,195 (13.39%)	1. /classifieds/	1,391 (16.36%)
2. /classifieds/	885 (9.92%)	2. /	973 (11.44%)
3. /event/2021-australian-international-olive-awards-virtual-gala-presentation/	367 (4.11%)	3. /event/nsw-riverina-2022-healthy-soils-field-day/	547 (6.43%)
4. /events/	352 (3.95%)	4. /events/	308 (3.62%)
5. /aoa-2021-virtual-conference-recordings/	313 (3.51%)	5. /event/2022-olive-oil-processing-workshop/	248 (2.92%)
6. /olive-oil-facts/	279 (3.13%)	6. /2021-processing-webinar-series/	206 (2.42%)
7. /aoa-2021-national-virtual-conference/	260 (2.91%)	7. /magazines/olivegrower/subscribe/	162 (1.91%)
8. /event/aoa-2021-virtual-conference-all-sessions-2/	252 (2.82%)	8. /olive-oil-facts/	159 (1.87%)
9. /checkout/	180 (2.02%)	9. /classifieds/20220127_122720/	149 (1.75%)
10. /2021-processing-webinar-series/	177 (1.98%)	10. /magazines/olivegrower/current/	142 (1.67%)














OliveBiz website April - June 2022		OliveBiz website July – 23 August 2022	
Page ?	Pageviews ? ↓	Page ?	Pageviews ? ↓
	9,700 % of Total: 100.00% (9,700)		5,376 % of Total: 100.00% (5,376)
1. /	2,227 (22.96%)	1. /classifieds/	661 (12.30%)
2. /classifieds/	1,541 (15.89%)	2. /event/2022-central-nsw-olive-workshop/	654 (12.17%)
3. /events/	353 (3.64%)	3. /	593 (11.03%)
4. /event/2022-central-nsw-olive-workshop/	261 (2.69%)	4. /events/	225 (4.19%)
5. /magazines/olivegrower/subscribe/	224 (2.31%)	5. /grove-management-videos/	183 (3.40%)
6. /olive-oil-facts/	224 (2.31%)	6. /checkout/	98 (1.82%)
7. /2021-processing-webinar-series/	188 (1.94%)	7. /2022-australian-national-olive-conference-exhibition-gets-physical-again/	94 (1.75%)
8. /classifieds/20220127_122720/	148 (1.53%)	8. /magazines/olivegrower/	85 (1.58%)
9. /magazines/olivegrower/	133 (1.37%)	9. /share-your-experiences-to-help-beat-biennial-bearing/	80 (1.49%)
10. /magazines/olivegrower/current/	133 (1.37%)	10. /new-blog-dives-deep-into-frying-with-evoo/	76 (1.41%)

AOA website top page views:






AOA website July - September 2019

Page		Pageviews	% Pageviews
1. /		2,430	 33.24%
2. /olive-growing-manual/		325	 4.45%
3. /about-us/		246	 3.37%
4. /industry-snapshot/		242	 3.31%
5. /olive-prices-set-to-rise/		179	 2.45%
6. /australian-standards/		138	 1.89%
7. /404.html?page=/assets/files/pdfs/aoa-forms/TV-ADVERT/4_Why_Australia_needs_t o_mandate_the_Olive_oil_standard_November_2013_current_.pdf&from=		119	 1.63%
8. /product-category/decals/		115	 1.57%
9. /my-account/		99	 1.35%
10. /endorsed-olive-oil-competitions/		95	 1.30%

AOA website October - December 2019

Page		Pageviews	% Pageviews
1. /make-your-own-table-olives/		1,902	 24.43%
2. /brands/		1,441	 18.51%
3. /australian-vegan-blogs/		881	 11.32%
4. /australian-extra-virgin-olive-oil-fresh-best/		842	 10.82%
5. /		689	 8.85%
6. /healthy-cooking-oil-ranking/		668	 8.58%
7. /facts/		148	 1.90%
8. /best-zucchini-slice/		119	 1.53%
9. /top-australian-food-bloggers/		95	 1.22%
10. /about/		81	 1.04%

AOA website January - March 2020

Page		Pageviews	% Pageviews
1. /		2,517	 39.46%
2. /harvesting/		234	 3.67%
3. /about-us/		226	 3.54%
4. /olive-growing-manual/		223	 3.50%
5. /australian-standards/		151	 2.37%
6. /industry-snapshot/		137	 2.15%
7. /olive-prices-set-to-rise/		129	 2.02%
8. /404.html?page=/assets/files/pdfs/aoa-forms/TV-ADVERT/4_Why_Australia_needs_to_mandate_the_Olive_oil_standard_November_2013__current_pdf&from=		106	 1.66%
9. /about-contact-olives-vic/		88	 1.38%
10. /processors-in-australia/		87	 1.36%

AOA website April - June 2020

Page		Pageviews	% Pageviews
1. /		2,254	 30.87%
2. /olive-growing-manual/		300	 4.11%
3. /harvesting/		264	 3.62%
4. /olive-prices-set-to-rise/		243	 3.33%
5. /about-us/		189	 2.59%
6. /industry-snapshot/		161	 2.21%
7. /my-account/		137	 1.88%
8. /australian-standards/		121	 1.66%
9. /victorian-processors/		118	 1.62%
10. /404.html?page=/assets/files/pdfs/aoa-forms/TV-ADVERT/4_Why_Australia_needs_to_mandate_the_Olive_oil_standard_November_2013__current_pdf&from=		116	 1.59%

AOA website July - September 2020

Page		Pageviews	% Pageviews
1. /		1,992	30.35%
2. /olive-growing-manual/		336	5.12%
3. /olive-prices-set-to-rise/		240	3.66%
4. /about-us/		211	3.21%
5. /my-account/		175	2.67%
6. /industry-snapshot/		141	2.15%
7. /my-account/edit-account/		117	1.78%
8. /australian-standards/		114	1.74%
9. /membership-benefits/		107	1.63%
10. /about-contact-olives-vic/		96	1.46%














AOA website October - December 2020		AOA website January – March 2021	
Page ?	Pageviews ? ↓	Page ?	Pageviews ? ↓
	7,827 % of Total: 100.00% (7,827)		12,407 % of Total: 100.00% (12,407)
1. /	1,971 (25.18%)	1. /	2,768 (22.31%)
2. /olive-pests-and-diseases/	583 (7.45%)	2. /bot-traffic.icu	1,911 (15.40%)
3. /about-us/	314 (4.01%)	3. /olive-pests-and-diseases/	951 (7.67%)
4. /olive-growing-manual/	284 (3.63%)	4. /harvesting/	857 (6.91%)
5. /my-account/	234 (2.99%)	5. /olive-growing-manual/	511 (4.12%)
6. /product-category/decals/	171 (2.18%)	6. /about-us/	272 (2.19%)
7. /olive-prices-set-to-rise/	155 (1.98%)	7. /processors-in-australia/	198 (1.60%)
8. /membership-benefits/	122 (1.56%)	8. /olive-prices-set-to-rise/	175 (1.41%)
9. /cart/	121 (1.55%)	9. /new-south-wales-processors/	172 (1.39%)
10. /harvesting/	119 (1.52%)	10. /australian-olive-oil-an-overview-2019/	164 (1.32%)

AOA website April - June 2021		AOA website July - September 2021	
Page ?	Pageviews ? ↓	Page ?	Pageviews ? ↓
	11,626 % of Total: 100.00% (11,626)		10,351 % of Total: 100.00% (10,351)
1. /	2,118 (18.22%)	1. /	3,055 (29.51%)
2. /olive-pests-and-diseases/	764 (6.57%)	2. /olive-pests-and-diseases/	607 (5.86%)
3. /processors-in-australia/	593 (5.10%)	3. /olive-growing-manual/	342 (3.30%)
4. /south-australia-processors/	587 (5.05%)	4. /processors-in-australia/	335 (3.24%)
5. /harvesting/	520 (4.47%)	5. /olive-pests-and-diseases-2/	292 (2.82%)
6. /victorian-processors/	494 (4.25%)	6. /australian-olive-oil-an-overview-2019/	288 (2.78%)
7. /olive-growing-manual/	396 (3.41%)	7. /my-account/	279 (2.70%)
8. /new-south-wales-processors/	298 (2.56%)	8. /south-australia-processors/	251 (2.42%)
9. /olive-pests-and-diseases-2/	259 (2.23%)	9. /olive-tree-nutrition/	240 (2.32%)
10. /australian-olive-oil-an-overview-2019/	246 (2.12%)	10. /about-us/	207 (2.00%)

AOA website October - December 2021		AOA website January - March 2022	
Page ?	Pageviews ? ↓	Page ?	Pageviews ? ↓
	11,111 % of Total: 100.00% (11,111)		10,626 % of Total: 100.00% (10,626)
1. /	2,116 (19.04%)	1. /	2,536 (23.87%)
2. /olive-pests-and-diseases/	1,157 (10.41%)	2. /olive-pests-and-diseases/	1,304 (12.27%)
3. /olive-pests-and-diseases-2/	502 (4.52%)	3. /olive-pests-and-diseases-2/	637 (5.99%)
4. /olive-growing-manual/	335 (3.02%)	4. /management-of-olive-lace-bug-and-bl ack-scale/	609 (5.73%)
5. /my-account/	264 (2.38%)	5. /olive-growing-manual/	346 (3.26%)
6. /australian-olive-oil-an-overview-2019/	261 (2.35%)	6. /processors-in-australia/	318 (2.99%)
7. /processors-in-australia/	260 (2.34%)	7. /australian-olive-oil-an-overview-2019/	284 (2.67%)
8. /management-of-olive-lace-bug-and-bl ack-scale/	256 (2.30%)	8. /harvesting/	277 (2.61%)
9. /olive-tree-nutrition/	211 (1.90%)	9. /olive-tree-nutrition/	229 (2.16%)
10. /product-category/decals/	183 (1.65%)	10. /new-south-wales-processors/	190 (1.79%)

AOA website April - June 2022		AOA website July – 23 August 2022	
Page ?	Pageviews ? ↓	Page ?	Pageviews ? ↓
	10,786 % of Total: 100.00% (10,786)		6,684 % of Total: 100.00% (6,684)
1. /	3,033 (28.12%)	1. /	2,656 (39.74%)
2. /olive-pests-and-diseases-2/	670 (6.21%)	2. /olive-pests-and-diseases-2/	333 (4.98%)
3. /olive-pests-and-diseases/	647 (6.00%)	3. /olive-pests-and-diseases/	276 (4.13%)
4. /processors-in-australia/	366 (3.39%)	4. /australian-olive-oil-an-overview-2019/	164 (2.45%)
5. /south-australia-processors/	302 (2.80%)	5. /olive-growing-manual/	160 (2.39%)
6. /olive-growing-manual/	298 (2.76%)	6. /my-account/	144 (2.15%)
7. /victorian-processors/	297 (2.75%)	7. /processors-in-australia/	140 (2.09%)
8. /australian-olive-oil-an-overview-2019/	266 (2.47%)	8. /south-australia-processors/	140 (2.09%)
9. /new-south-wales-processors/	254 (2.35%)	9. /management-of-olive-lace-bug-and-bl ack-scale/	122 (1.83%)
10. /management-of-olive-lace-bug-and-bl ack-scale/	220 (2.04%)	10. /australian-tree-crop-map/	116 (1.74%)





















Everyday website top page views:**Everyday website July - September 2019**

Page		Pageviews	% Pageviews
1. /make-your-own-table-olives/		3,236	 36.24%
2. /brands/		1,617	 18.11%
3. /australian-extra-virgin-olive-oil-fresh-best/		898	 10.06%
4. /		719	 8.05%
5. /australian-vegan-blogs/		589	 6.60%
6. /healthy-cooking-oil-ranking/		339	 3.80%
7. /facts/		179	 2.00%
8. /top-australian-food-bloggers/		126	 1.41%
9. /about/		121	 1.36%
10. /recipes/		109	 1.22%




















Everyday website October - December 2019

Page		Pageviews	% Pageviews
1. /make-your-own-table-olives/		1,902	 24.43%
2. /brands/		1,441	 18.51%
3. /australian-vegan-blogs/		881	 11.32%
4. /australian-extra-virgin-olive-oil-fresh-best/		842	 10.82%
5. /		689	 8.85%
6. /healthy-cooking-oil-ranking/		668	 8.58%
7. /facts/		148	 1.90%
8. /best-zucchini-slice/		119	 1.53%
9. /top-australian-food-bloggers/		95	 1.22%
10. /about/		81	 1.04%





















Everyday website January - March 2020

Page		Pageviews	% Pageviews
1. /make-your-own-table-olives/		4,484	 43.14%
2. /brands/		1,442	 13.87%
3. /		1,213	 11.67%
4. /australian-extra-virgin-olive-oil-fresh-best/		831	 8.00%
5. /australian-vegan-blogs/		575	 5.53%
6. /healthy-cooking-oil-ranking/		255	 2.45%
7. /best-zucchini-slice/		185	 1.78%
8. /facts/		152	 1.46%
9. /about/		126	 1.21%
10. /top-australian-food-bloggers/		97	 0.93%

Everyday website April - June 2020

Page		Pageviews	% Pageviews
1. /make-your-own-table-olives/		17,143	 72.54%
2. /brands/		1,841	 7.79%
3. /		867	 3.67%
4. /australian-extra-virgin-olive-oil-fresh-best/		740	 3.13%
5. /australian-vegan-blogs/		613	 2.59%
6. /healthy-cooking-oil-ranking/		289	 1.22%
7. /top-australian-food-bloggers/		216	 0.91%
8. /recipes/		193	 0.82%
9. /facts/		150	 0.63%
10. /best-zucchini-slice/		134	 0.57%

Everyday website July - September 2020

Page		Pageviews	% Pageviews
1. /make-your-own-table-olives/		3,497	 37.42%
2. /brands/		1,578	 16.88%
3. /		906	 9.69%
4. /australian-vegan-blogs/		534	 5.71%
5. /australian-extra-virgin-olive-oil-fresh-best/		521	 5.57%
6. /healthy-cooking-oil-ranking/		317	 3.39%
7. /top-australian-food-bloggers/		223	 2.39%
8. /facts/		215	 2.30%
9. /about/		186	 1.99%
10. /recipes/		132	 1.41%

Everyday website October - December 2020		Everyday website January - March 2021	
Page ?	Pageviews ? ↓	Page ?	Pageviews ? ↓
	6,189 % of Total: 100.00% (6,189)		12,454 % of Total: 100.00% (12,454)
1. /make-your-own-table-olives/	1,929 (31.17%)	1. /make-your-own-table-olives/	5,229 (41.99%)
2. /brands/	1,132 (18.29%)	2. /trafficbot.life	1,969 (15.81%)
3. /	926 (14.96%)	3. /	1,661 (13.34%)
4. /australian-vegan-blogs/	355 (5.74%)	4. /brands/	1,167 (9.37%)
5. /australian-extra-virgin-olive-oil-fresh-best/	307 (4.96%)	5. /australian-extra-virgin-olive-oil-fresh-best/	390 (3.13%)
6. /healthy-cooking-oil-ranking/	231 (3.73%)	6. /australian-vegan-blogs/	327 (2.63%)
7. /facts/	94 (1.52%)	7. /healthy-cooking-oil-ranking/	290 (2.33%)
8. /top-australian-food-bloggers/	94 (1.52%)	8. /about/	126 (1.01%)
9. /about/	93 (1.50%)	9. /top-australian-food-bloggers/	120 (0.96%)
10. /recipes/	80 (1.29%)	10. /facts/	99 (0.79%)

Everyday website April - June 2021		Everyday website July - September 2021	
Page ?	Pageviews ? ↓	Page ?	Pageviews ? ↓
	22,480 % of Total: 100.00% (22,480)		8,481 % of Total: 100.00% (8,481)
1. /make-your-own-table-olives/	16,962 (75.45%)	1. /make-your-own-table-olives/	3,089 (36.42%)
2. /	1,725 (7.67%)	2. /	2,201 (25.95%)
3. /brands/	1,240 (5.52%)	3. /brands/	1,070 (12.62%)
4. /australian-extra-virgin-olive-oil-fresh-best/	294 (1.31%)	4. /australian-vegan-blogs/	260 (3.07%)
5. /australian-vegan-blogs/	263 (1.17%)	5. /australian-extra-virgin-olive-oil-fresh-best/	252 (2.97%)
6. /healthy-cooking-oil-ranking/	245 (1.09%)	6. /healthy-cooking-oil-ranking/	168 (1.98%)
7. /recipes/	178 (0.79%)	7. /about/	129 (1.52%)
8. /about/	101 (0.45%)	8. /facts/	98 (1.16%)
9. /top-australian-food-bloggers/	90 (0.40%)	9. /top-australian-food-bloggers/	81 (0.96%)
10. /facts/	80 (0.36%)	10. /recipes/	78 (0.92%)

Everyday website October - December 2021		Everyday website January - March 2022	
Page ?	Pageviews ? ↓	Page ?	Pageviews ? ↓
	4,548 % of Total: 100.00% (4,548)		11,732 % of Total: 100.00% (11,732)
1. /	1,526 (33.55%)	1. /	5,272 (44.94%)
2. /make-your-own-table-olives/	995 (21.88%)	2. /make-your-own-table-olives/	4,675 (39.85%)
3. /brands/	691 (15.19%)	3. /brands/	536 (4.57%)
4. /australian-extra-virgin-olive-oil-fresh-best/	169 (3.72%)	4. /australian-vegan-blogs/	129 (1.10%)
5. /australian-vegan-blogs/	144 (3.17%)	5. /australian-extra-virgin-olive-oil-fresh-best/	91 (0.78%)
6. /healthy-cooking-oil-ranking/	128 (2.81%)	6. /recipes/	89 (0.76%)
7. /about/	71 (1.56%)	7. /healthy-cooking-oil-ranking/	87 (0.74%)
8. /brands-1/	48 (1.06%)	8. /about/	78 (0.66%)
9. /recipes/	48 (1.06%)	9. /brands-1/	55 (0.47%)
10. /aevo-olive-leaf-winter-remedies/	39 (0.86%)	10. /facts/	46 (0.39%)

Everyday website April - June 2022		Everyday website July – 23 August 2022	
Page ?	Pageviews ? ↓	Page ?	Pageviews ? ↓
	4,676 % of Total: 100.00% (4,676)		2,146 % of Total: 100.00% (2,146)
1. /make-your-own-table-olives/	1,530 (32.72%)	1. /make-your-own-table-olives/	715 (33.32%)
2. /	1,380 (29.51%)	2. /	399 (18.59%)
3. /brands/	574 (12.28%)	3. /brands/	315 (14.68%)
4. /australian-extra-virgin-olive-oil-fresh-best/	138 (2.95%)	4. /australian-vegan-blogs/	87 (4.05%)
5. /australian-vegan-blogs/	113 (2.42%)	5. /about/	62 (2.89%)
6. /about/	98 (2.10%)	6. /healthy-cooking-oil-ranking/	46 (2.14%)
7. /healthy-cooking-oil-ranking/	95 (2.03%)	7. /australian-extra-virgin-olive-oil-fresh-best/	44 (2.05%)
8. /facts/	62 (1.33%)	8. /brands-1/	40 (1.86%)
9. /brands-1/	57 (1.22%)	9. /best-zucchini-slice/	37 (1.72%)
10. /best-zucchini-slice/	55 (1.18%)	10. /the-healthy-substitute-for-butter/	32 (1.49%)

Appendix 7

Updating of seminal industry information & technology transfer resources:

- Review and update of 32 Agrifutures Australia (previously RIRDC) olive R&D publications:
<https://olivebiz.com.au/rirdc-resource-updates/>

Other industry resources:

- Chemical Permits - updated summary of APVMA olive agri-chemical permits:
<https://australianolives.com.au/chemical-permits/>
- Updated list of Hort Innovation Olive Levy funded projects:
<https://olivebiz.com.au/magazines/olivegrower/rd-reports/>
- Biosecurity Risk Management – an overview of on-farm biosecurity best practice strategies:
<https://australianolives.com.au/bio-security-plan/>
- Olive Industry 2020 statistical snapshots:
 - Olive oil: <https://australianolives.com.au/olive-oil-overview-2020/>
 - Table Olives: <https://australianolives.com.au/industry-snapshot/>
- Olive product labelling guides for EVOO, Flavoured olive oil and table olives posted at:
<https://australianolives.com.au/labelling-information/>
- Significant pests and diseases of the olive tree posted at:
<https://australianolives.com.au/significant-pests-and-diseases-of-the-olive-tree/>
- *Xylella fastidiosa*, OQDS and Leaf Scorch resources posted at:
<https://australianolives.com.au/xylella-olive-quick-decline-syndrome-oqds-leaf-scorch-xylella-fastidiosa/>
- Consolidated list of olive production references:
<https://australianolives.com.au/wp-content/uploads/2021/09/Olive-Production-References-01.09.21.pdf>

Appendix 8

National Olive Conference and Virtual Conferences:

2018 National Conference & Trade Exhibition Presentation Videos & PowerPoints
<https://olivebiz.com.au/2018-national-conference-trade-exhibition/>

2019 National Conference & Trade Exhibition Presentation Videos & PowerPoints
<https://olivebiz.com.au/2019-national-conference-trade-exhibition/>

AOA 2020 Virtual Conference Recordings
<https://olivebiz.com.au/aoa-2020-virtual-conference-recordings/>

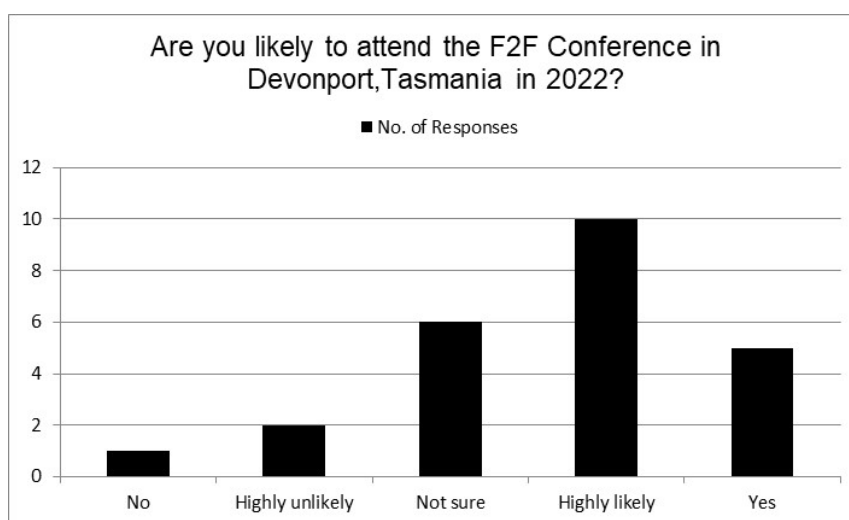
AOA 2021 Virtual Conference Recordings
<https://olivebiz.com.au/aoa-2021-virtual-conference-recordings/>

Click on the links above to access the conference session recordings. You can choose to watch the session in full or per presentation. Viewing the full session will provide access to the Q&As, which, in itself is invaluable content.

Passwords are required to access the videos. Please email secretariat@australianolives.com.au for the passwords.

AOA 2021 Virtual Conference Summary:

- Respondents were happy with the presenters, rating them as very good to excellent.
- Respondents were happy with the content of the presentations, rating them as very good to excellent.
- Respondents identified Day 3: Factors Influencing Olive Yields as being the most useful information for their business.
- The time slot and the length of the presentations each day suited the majority of respondents.
- Most respondents found the Q&A sessions useful.
- Respondents were generally happy with the presentation format of recorded presentations and live Q&A. However, a number of respondents commented that face to face presentations with live demonstrations was the preferred format.
- Most respondents indicated that they would attend a virtual AOA conference again and for those who paid thought it was generally good value.
- Most respondents said they were likely to adopt something they heard or saw during the conference in their olive business.
- The majority of respondents rated the virtual conference as very good.
- Most respondents said they are highly likely to attend the conference in Devonport next year.



Appendix 9

Field Days:

The 10 contracted field days for OL18000 have been completed.

The 10 field days comprised six half day sessions covering 'Risk Management, Biosecurity, Continuous Improvement and Technical Support' held in association with OL17001 IPDM field day sessions between November 2018 and February 2019; plus 7 full day "healthy soils – healthy and productive groves" field days were completed in February / March 2021, with the final healthy and productive groves field day held in March 2022 near Wagga after COVID19 travel restrictions.

Videos of the Roseworthy IPDM Field Days:

[Risk Management and Biosecurity – Peter McFarlane](#)

[Principles and Practices of IPDM part 1 – Dr Robert-Spooner-Hart](#)

[Principles and Practices of IPDM part 2 – Dr Len Tesoriero](#)

[Roseworthy Q&A](#)

[Roseworthy field trip](#)

The field days were organized in conjunction with Western Sydney University to explore appropriate IPDM extension services focused particularly on black scale, olive lace bug and anthracnose.

The IPDM field day program is part of the project: An integrated pest and disease management extension program for the olive industry (OL17001).

Healthy Soils – Healthy and Productive Groves Regional Olive Field Days

"Highlighting the role and management of healthy soils in producing healthy trees and lifting grove productivity".

2021 and 2022 Olive Grove Day Dates and Venues:

2021

<https://olivebiz.com.au/2021-soil-field-days/>

- **Sunday 14 February 2021** – Lentara Grove, 2670 W Tamar Hwy, Exeter, TAS 7275
- **Sunday 28 February 2021** – Peninsula Providore Farm - Nangkita Olive Grove, 2250 Bull Creek Road, Tooperang SA 5255.
- **Sunday 7 March 2021** – Hunter Valley NSW - Hunters Dream Estate 149 Deasys Rd, Pokolbin NSW 2320
- **Sunday 14 March 2021** – aFthonia Farms (Organic-in conversion), 69 Brennan Rd, Hampton 4352 (via Toowoomba), QLD.
- **Sunday 21 March 2021** – Lisadurne Hill Olives, 159 Heily Rd, Rushworth, Victoria 3612
- **Sunday 28 March 2021** – Preston Valley Grove, 209 Lowden-Grimwalde Rd, Lowden (via Donnybrook) WA 6240

2022

- **Sunday 27 March 2022** – Parafield Olives, 277 Cloughs Rd, Yarragundry, NSW 2650

Feedback from 18 of the 36 participants that attended the field day at Yarragundry rated the pruning session at 4.9/5 and the soil compost session at 4.5/5. Overall field day organization was rated at 4.9/5.

○ <https://olivebiz.com.au/event/nsw-riverina-2022-healthy-soils-field-day/>

○ "Information gold at Healthy Soils field days" and "Golden rules of pruning" [OGP-JUN-2022-issuu.pdf](#)
(olivebiz.com.au)

Appendix 10

Video Technical Resources:

All 3 contracted AOA Video Technical Resources are complete:

- Grove Practices / Canopy Management - Pendleton Estate, SA
[AOA - Andrew Taylor - Tree Pruning on Vimeo](#)
- Table Olive Production – The Australian Olive Company, SA
[AOA - Making Table Olives on Vimeo](#) and
[AOA - Brining & Fermentation on Vimeo](#)
- Remote Sensing, Soil Health & Composting – Peninsula Providore, SA
[AOA - Remote sensing and automation \(1\) on Vimeo](#) and [AOA - Peter Wadewitz & Mel Hollick - Making Compost \(updated\) on Vimeo](#)

The story board and video production work for the videos was done by Rory Noak from PodBooth and uploaded for use in webinars / podcasts during 2020 in lieu of the impact of Covid-19 on regional field days / workshops.

More videos are available at:

<https://olivebiz.com.au/> and <https://vimeo.com/ausoliveassociation>

Appendix 11

Webinars:

All 25 contracted webinars were delivered including the four 3-hour 2020 Virtual Conference sessions. The Webinars facilitated online technical transfer activities to maintain momentum of on-farm knowledge and technology uptake to unpin productivity improvement during disruptions to the project by Covid-19 - these are posted at www.olivebiz.com.au Projects / Webinars.

The webinars were run on Zoom and registration for each webinar was required. Registration details were emailed to levy payers on the day before the webinar.

The webinars ran for a maximum of one hour with 40 minutes allocated to a prepared presentation followed by up to 20 minutes of live Q&A and participant discussion. Each webinar was recorded and made available on the OliveBiz website for reviewing, or for those who did not make it live to the webinar. Levy payers wishing to participate in the webinars needed to register for each webinar they wished to attend on a dedicated webinar registration section of the OliveBiz website.

Once registered, participants received a receipt from the system advising the details of the webinar they registered for, and advice that they will receive an invitation to join the webinar on the day before the event is scheduled. Participants needed to click on the link in the invitation 5 mins before the scheduled start time to be automatically connected to the webinar.

Notices for each webinar were emailed to all levy payers a week before each webinar was scheduled. The invitation to join a webinar was only sent to those who registered.

Webinar Number	Title	Date of Webinar	Number of Registrations	Vimeo Views to 23/8/22	Total Vimeo/Webinar Views
1	Overview of Remote Sensing Project	5/05/2020	47	40	87
2	Olive Grove Mapping Project	12/05/2020	44	28	72
3	Update on Irrigation Trials	19/05/2020	53	28	81
4	Digital Marketing 1	26/05/2020	63	36	99
5	Digital Marketing 2	2/06/2020	68	20	88
6	Digital Marketing 3	9/06/2020	48	26	74
7	Evaluation of Processing Aids	16/06/2020	74	48	122
8	Talking Table Olives with Linda Costa	25/08/2020	73	50	123
9	IPDM Resources & How to Access Them	1/09/2020	58	26	84
10	Upscale Your Table Olives Operation	22/09/2020	87	138	225
11	2020 AOA Virtual Conference Soil Management	13/10/2020	135	19	154
12	2020 AOA Virtual Conference Grove Management	14/10/2020	129	7	136
13	2020 AOA Virtual Conference Olives & Health	15/10/2020	119	2	121
14	2020 AOA Virtual Conference Olive Marketing	16/10/2020	119	7	126

15	EVOO Processing 1	10/03/2021	60	18	78
16	EVOO Processing 2	25/03/2021	63	36	99
17	Olive oil storage issues with Pablo Canamasas	3/08/2021	75	3	78
18	Pest & disease management with Alison Mathews	31/08/2021	79	21	100
19	Table olive cultivars with Professor Stan Kailis	28/09/2021	72	17	89
20	EVOO Storage considerations with Jamie Ayton	5/10/2021	83	12	95
21	Influence of agronomic factors and olive oil filtration with Pablo Canamasas	8/04/2022	29	22	51
22	EVOO shelf-life prediction with Claudia Guillaume	22/06/2000	100	44	144
23	Reducing fertilizer costs with soil carbon – John Barton	23/06/2022	58	35	93
24	The Mediterranean Blessing – Olive leaf as a herbal medicine with Ian Breakspear	5/07/2022	92	26	118
25	Polyphagous Shot-Hole Borer in WA with Kylie Ireland	16/08/2022	32	0	32
TOTAL			1,860	709	2,569

The webinars attracted between 32 and 135 registrations per event with the most popular subjects being soil management, table olive processing, EVOO processing, EVOO shelf-life prediction and storage and olive leaf extract.

In addition to the total 1,860 webinar registrations, there were an additional 709 post webinar views, with total webinar viewing to 23/08/2022 being 2,569.

People have also been able to view and download the presentation slide pdf files.

Webinar Number	Title	Date of Webinar	Webinar Links
1	Overview of Remote Sensing Project	5/05/2020	https://olivebiz.com.au/webinar-1-overview-of-remote-sensing-project/
2	Olive Grove Mapping Project	12/05/2020	https://olivebiz.com.au/webinar-2-national-olive-grove-mapping-project/
3	Update on Irrigation Trials	19/05/2020	https://olivebiz.com.au/webinar-3-update-on-the-irrigation-trials/
4	Digital Marketing 1	26/05/2020	Digital Marketing Webinar 1 (vimeo.com)
5	Digital Marketing 2	2/06/2020	How to drive online sales using free digital marketing (vimeo.com)
6	Digital Marketing 3	9/06/2020	Digital Marketing Webinar3 on Vimeo
7	Evaluation of Processing Aids	16/06/2020	https://olivebiz.com.au/webinar-evaluation-of-processing-aids/
8	Talking Table Olives with Linda Costa	25/08/2020	https://olivebiz.com.au/webinar-talking-table-olives/
9	IPDM Resources & How to Access Them	1/09/2020	https://olivebiz.com.au/webinar-ipdm-project-resources/
10	Upscale Your Table Olives Operation	22/09/2020	https://olivebiz.com.au/webinar-update-your-table-olives-operation/

11	2020 AOA Virtual Conference Soil Management	13/10/2020	Soil Management full session on Vimeo
12	2020 AOA Virtual Conference Grove Management	14/10/2020	Grove management full session on Vimeo
13	2020 AOA Virtual Conference Olives & Health	15/10/2020	Olives and Health full session on Vimeo
14	2020 AOA Virtual Conference Olive Marketing	16/10/2020	Olive Marketing Full recording on Vimeo
15	EVOO Processing 1	10/03/2021	2021 Processing Webinar 1 on Vimeo
16	EVOO Processing 2	25/03/2021	https://olivebiz.com.au/technical-aspects-of-evoo-making/
17	Olive oil storage issues with Pablo Canamasas	3/08/2021	Olive Oil Storage and Filtration Webinar (vimeo.com)
18	Pest & disease management with Alison Mathews	31/08/2021	Pest Management in Olives Webinar Aug 21.mp4 (vimeo.com)
19	Table olive cultivars with Professor Stan Kailis	28/09/2021	Table Olives Cultivars with Stan Kailis.mp4 (vimeo.com)
20	EVOO Storage considerations with Jamie Ayton	5/10/2021	https://olivebiz.com.au/wp-content/uploads/2021/03/Review-of-storage-conditions-and-storage-containers-on-olive-oil-quality-projects-09-160-12-008-and-12-024-for-AOA.pdf
21	Influence of agronomic factors and olive oil filtration with Pablo Canamasas	8/04/2022	Large file - contact AOA
22	EVOO shelf-life prediction with Claudia Guillaume	22/06/2000	https://vimeo.com/722853914/dab1d564a3
23	Reducing fertilizer costs with soil carbon – John Barton	23/06/2022	https://vimeo.com/723312983/740a90abad
24	The Mediterranean Blessing – Olive leaf as a herbal medicine with Ian Breakspear	5/07/2022	https://vimeo.com/726894413/072d496af9
25	Polyphagous Shot-Hole Borer in WA with Kylie Ireland	16/08/2022	https://vimeo.com/739915801/7ceeb24f19

Summary feedback from webinar viewers for the last 5 webinars presented since the last milestone report:

Webinar Number	Title	Date of Webinar	Number of Responses	Webinar usefulness average value/5	Learn new information?	Will you change practices?
21	Influence of agronomic factors and olive oil filtration with Pablo Canamasas	8/04/2022	11	4.8	Yes = 11 No = 0	Yes = 9 Maybe = 2 No = 0
22	EVOO shelf-life prediction with Claudia Guillaume	22/06/2000	13	4.6	Yes = 13 No = 0	Yes = 11 No = 2
23	Reducing fertilizer costs with soil carbon – John Barton	23/06/2022	5	4.6	Yes = 5 No = 0	Yes = 5 No = 0
24	The Mediterranean Blessing – Olive leaf as a herbal medicine with Ian Breakspear	5/07/2022	4	4.8	Yes = 4 No = 0	Yes = 2 No = 2
25	Polyphagous Shot-Hole Borer in WA with Kylie Ireland	16/08/2022	4	4.5	Yes = 4 No = 0	Yes = 2 No = 2

Appendix 12

Best Practice Workshops:

All 10 contracted workshops have been completed, comprising:

1. Boort olive oil processing best practice workshops with Pablo Canamasas (4 completed)

The olive oil processing workshops were held over 2 days at Boort, VIC on:

16-17 April 2019

- ‘Processing workshop puts theory into action’, R&D Insights: June 2019, pp 4-5:
 - <https://olivebiz.com.au/wp-content/uploads/2019/06/GI-OGP-June-2019.pdf>

and

13-14 April 2022

- ‘Processing course puts theory into practice’, R&D Insights: June 2022, pp 1-2:
 - <https://olivebiz.com.au/wp-content/uploads/2022/08/June-2022-RandD-Insights.pdf>

Summary of Participant Feedback from April 2022 Boort, Vic Olive Oil Processing Workshops:

Number of workshop attendees	Number of Responses	Usefulness of Day 1, morning session/5	Usefulness of Day 1, afternoon session/5	Usefulness of Day 2, /5
28	11	4.6	4.7	4.8

Day 1, Morning tour of Cobram Estate Olives & Salute Oliva. What was most useful?

- Very interesting seeing how things are done at other groves.
- Tree structure - pruning strategies were completely different in both places - but the light interception via pruning was new. And the re-planting strategy - direct mulching trees on site and replanting with different varieties.
- asking my questions
- It was great to see such a contrast to our grove and how massive the operation is.
- Seeing the different methods of pruning the trees
- to see how others are doing it
- seeing what a large processor does and looks like
- Understanding the scale of what was happening at Cobram & the techniques that had been developed at Salute. Great to compare the two.
- seeing the whole process on a large scale and on a small scale

Day 1, Afternoon presentations by Pablo Canamasas. What was most useful?

- Pablo is a very good lecturer. Knowledgeable and passionate helps people engage with content
- The one-on-one chat with Pablo about our specific issues. Especially malaxing and temp of olives going into malaxer. It was great that so many of us were of the same scale - and the one-to-one discussions with others also was really informative.
- everything
- Learning techniques. How to increase yield. Small things we can implement to help with processing.
- all
- practical

Additional comments for Day 1:

- Would be nice to have more formal interaction amongst the processors themselves and understand issues they faced and how they overcame them - not sure how this would have been presented, perhaps as a forum discussion? But there is a wealth of practical learning here - perhaps a few might present their set ups on a screen - their particular issues and a brainstorm of solutions would be a great practical learning more broadly.
- Speaking to the participants is an important part of the 2 days.
- if possible longer time required to fit everything in and a few more breaks more regularly.

Day 2. What was most useful?

- Got to be involved in the calculation and see the effect of processing aids
- The fact that it was more akin to our scale of operation - the comparison between the two different batches and how they were handled - speed and temp variations etc. The strategy they have adopted in pollarding of the trees = great
- hands on
- EVERYTHING!!!! I absolutely loved seeing what they are doing and how they do this. Loved seeing the different type of processing equipment and how it works. Their willingness to share and help teach was so motivational. I am very thankful!
- to see how others are doing it and to see other equipment in operation
- seeing a smaller operation, practical applications. Pollarded older trees
- Interesting experiment to gauge the difference between the 2 varying methods of processing.
- seeing the operations and being able to ask questions, the interaction between all the participants and leaders.

Additional comments for Day 2:

- maybe have split groups work parallel to calculate the ripeness index etc
- Would have liked to have understood how they would deal with the huge ant problem being experienced - it was an eye opener. It would be nice to see videos of the re-growth of Salute's trees this coming season - and to understand the consequences of the pollarding. Also, a video of both sets of olives being processed. Having it as a refresher when we get closer to harvest would be helpful. And how both processors will deal with the biennial bearing this year after such a large crop last year.
- Was good
- We need a method to remove nuts and bolts and foreign matter as we still don't want to pre-wash prior to crushing. Is there any other method to overcome this?
- Thank you so much. A great course and I will be following very closely to see if any other educational sessions are offered.
- I am immensely grateful to Pablo and the AOA for doing this workshop
- Can we get names and contact details? OK for my details to be passed on.
- Thankyou. i found the info and format invaluable

2. Table olive best practice workshop series with Linda Costa (6 completed)

South African expert Linda Costa delivered a series of 6 x full day table olive best practice workshops in TAS, VIC, SA, NSW, ACT & WA in February and March 2020, involving a total of 113 industry participants and ensuring industry-wide access to her expertise. The program covered all aspects of table olive production.

Workshop regions, venues, dates and registration details were provided via the *OliveBiz* website 'Events' page – <http://www.olivebiz.com.au>

Podbooth also recorded a video production of the SA workshop.

Click on the links below to view content delivered at the 2020 South Australian Table Olives Workshop.

- [Linda Costa Table Olive Workshop National Tour – Introduction](#)
- [Linda Costa Table Olive Workshop National Tour – part 1](#)
- [Linda Costa Table Olive Workshop National Tour – part 2](#)
- [Linda Costa Table Olive Workshop National Tour – part 3](#)

- [Linda Costa Table Olive Workshop National Tour – part 4](#)
- [Linda Costa Table Olive Workshop National Tour – part 5](#)
- [Reactions: Linda Costa Table Olive Workshop National Tour – 2020](#)

3. Central NSW Olive Workshop – July 28-29, 2022:

This workshop was organized in response to address the issues that growers in central NSW and the Hunter Valley specifically have endured over the past few years:

- Drought and fires
- Rain and flooding
- Lace Bug
- New Olive growers – there have been many olive groves which have changed hands and the new growers need industry information and support to produce olives profitably and to process the olives into high quality EVOO and/or Table Olives.

The program and other information can be found at: <https://olivebiz.com.au/event/2022-central-nsw-olive-workshop/> - 34 people attended the workshop with feedback being very positive. The following is a pre-publication article for the September edition of R&D Insights on the workshop:

Late July saw an extra event added to the AOA's calendar for 2022, with a comprehensive two-day olive workshop addressing issues being experienced by growers in central NSW and the Hunter Valley.

They've endured quite a bit over the past few years: first drought and fires, then torrential rain and flooding, and through it all an increasing level of olive lace bug infestation. A number of groves have also changed hands and it was recognised that the new growers needed industry information and support made readily available, to ensure both the viability of their olive businesses and the continuing high quality of EVOO and/or table olives produced across the region.

Held at Rylstone Olive Press, AOA CEO Michael Southan described the workshop as "a one-stop-shop for growers keen to get more information".

"It covered pretty much everything, from the Australian Standard, *OliveCare* and keeping records to grove management, table olive production, and pests and diseases. We also looked at testing, what's important in olive and EVOO judging, and marketing issues like how to get into food service and what's happening with supermarkets," he said.

"Plus we had a number of industry sponsors there, so people were able to talk to experts about the best equipment for their own set up.

"We had an enthusiast gathering of around 50 all up, and attendees ranged from very experienced 'old timers' to people with very small groves and 'weekend farmers'.

"Not surprisingly, the stand-out areas of interest centred around grove management: pruning, soil health, nutrition - compost vs other fertilisers - and diagnosis and control of pests and diseases.

"There was a lot of interest in sustainability too, and people were keen to hear from the organic growers there about how their management systems work.

"Feedback overall was really positive and we've heard that many started pruning as soon as they got back from the workshop, some even sharing photos on WhatsApp. That's a great outcome!"

Attendee Ben Wilmot has 700 olive trees, planted 20 years ago by his parents on their property at Putty. Unfortunately they weren't successful and the grove is now in need of some serious TLC, so Ben went to the

workshop for help on what to do.

“I don’t live there full-time, and they’re mature trees which need a lot of attention, so they’re in a state of disrepair,” he said.

“But I’ve got a second wind of trying to make something of the grove, and I found the information from the workshop extremely useful.”

Ben said the main problem they’ve had is lace bug, with previous sporadic spraying not successful. Earlier machine pruning had also created a dense canopy of regrowth in which the lace bug flourished.

So it’s not surprising that his main take-away topics were “spraying and how to treat lace bug, and the type of pruning”, along with organic vs non-organic, the importance of soil, and discussion around ground cover vs mowing.

“There were some excellent presenters and it was interesting to hear what people had to say - including some varying advice from a range of different perspectives. Everyone’s situation is different, so it gives you the chance to find out which may work on your own property.

“The most valuable element for me was Andrew Taylor on pruning. That was very interesting and helpful.

“It’s my number one focus, because all my trees need severe pruning now due to the lace bug damage. I also didn’t realise that ongoing pruning was such a crucial thing for good production.”

Having learned that now, Ben said he’s already turned information into action in his grove.

“I’ve started in hard with the pruning,” he said.

“I’d done a bit before but the knowledge from the weekend was very valuable and encouraging, and has given me confidence to get on with it.

“The next thing will be the chemical spray regime, and then potentially working on the soil and ground covers. I think for now that’ll be enough to keep me busy.”

Fellow attendees Carrie and Tony Nakad have 200 Frantoio trees in their Bathurst grove, now up to six years old. Having originally planted 100 trees ‘for fun’, they now have an end goal of 700-800 trees and an olive business.

They’re still on a big learning curve, Carrie said, and they’ve had plenty to deal with already - frost, drought and damaging rains. The AOA workshop was a chance to learn more about how to deal with it all.

“We’re still finding out way, so we went to meet more people in the industry, to reiterate the knowledge we do have and to learn new things,” she said.

“Also to draw on the knowledge of not only the presenters but also the attendees. It was a wealth of information, with everyone happy to have a chat and share.”

They came away from the workshop with “A lot of information, a lot of enthusiasm and a refresher course - it looked at a lot of information and elaborated on it,” Carrie said.

“There was also the opportunity to ask questions. You can read all the books you want but that first-hands experience and knowledge from someone who’s done the hard yards is invaluable. And it was in our general region, so a lot of it was very specific for us.”

Carrie said there were a number of stand-out sessions across the two days.

“Because we’re starting, Westerly Isbah’s presentation on marketing was right on target. She got you to think about the different factors involved if you want to get into food service, and how you would go about it,” she said.

“Robert Spooner-Hart and Len Tesoriero’s IPDM information is always great, and I know Tony really enjoyed Andrew Taylor’s pruning session. He took a lot of information from that presentation, especially about technique: we’re getting to that stage so that was really valuable.

“And I loved John Barton’s compost session. His knowledge is prolific and his passion is so obvious – you could listen to him all day. It was very inspiring - I went home and got my pitchfork out straightaway.

“Also Mike Thomsett on grove health and nutrition. Again, he knows so much and understands how to make it work in a practical way.”

To anyone contemplating attending an AOA workshop or field day in the future, Carrie said ‘do it’.

“Regardless of where you sit in the industry – new, five years in or 30 years’ experience – it’s invaluable,” she said.

“The amount of information on the AOA website is fantastic, and a lot that people presented on is on there, but it was a chance to get more in-depth explanations on that information and ask questions that relate to your situation.

“It’s also about the people you meet. All the presenters are just so passionate about their particular field, and it’s a nice opportunity to catch up with everyone again.”

Ben seconded the sentiment:

“If there’s an AOA workshop or field day you can attend, definitely do it. Having just done this one, I’d love to go to the Tassie (Conference) too!”

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