

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.



Conference aims for health from the ground up

2019 National Olive Industry Conference & Exhibition - 17-19 October, Albury NSW

The program is out and if improving the health of your business is your aim (and whose isn't!), this year's AOA National Olive Industry Conference & Exhibition is the place to be.

Being held in Albury, New South Wales on 17-19 October, the 2019 Conference program takes what AOA CEO Greg Seymour describes as "a smorgasbord approach" to industry improvement.

"There's something in there for everyone, no matter what your production level or approach to growing," he said.

"We know that different people do things differently – and that some growing methods work better for some operations than others – so we're providing ample opportunities to find out how things can be done,

and importantly, how we can be doing them better.

"And it won't just be via 'listen and learn' presentations. Those opportunities will be presented by both the structured learning and also what you hear from other people in the industry, many of whom are dealing with issues just like you.

"Open discussion of ideas, problems and solutions is one of the most valuable elements of the annual industry conference, which is why interactive sessions are an integral part of our 2019 conference program."

Building on the success of last year's event, the program will be run over three days, with a full day of plenary sessions on the Thursday and also on Friday morning. Friday afternoon will

incorporate a field visit to an organic working farm and training centre, while the Saturday will once again offer a range of industry workshops and a regional field tour.

Program highlights include:

Conference sessions

- Best You, Better Business - how looking after yourself can increase your effectiveness as a business owner
- Remote Sensing - the limitless opportunities presented by this new technology
- Climate Change - what's really happening?
- Frost Management – how not to get burned

- Opening The Door To Grove Retail Sales – a small business owner's experience
- Cybersecurity - keeping you and your business safe
- Digital Marketing For Small Business – getting your head around online promotion
- Field Visit to TAFE NSW National Environment Centre (NEC) - a case study in sustainable grove management

Social activities:

- Welcome function – 5.15-7.30pm Wednesday, 16 October
- Conference Dinner - Thursday, 17 October
- Australian International Olive Awards Gala Presentation Dinner - Friday, 18 October
- Final Dinner - Tuileries Restaurant, Rutherglen – Saturday, 19 October

Super Saturday Workshops & More

- TasteBook™ Live EVOO & Olive Sensory Workshop – Dr Soumi Paul Mukhopadhyay
- Facebook, Instagram and SEO Workshop – Lauren Hamilton
- The Economics of Table Olives Production From Set-Up To Sales – Linda Costa, South Africa



Field sessions put presentation theory into practice.

- Olives and Wine Field Tour – various locations

AOA AGM

The Australian Olive Association will also hold its 2018 Annual General Meeting in conjunction with the Conference, scheduled for Wednesday 17 October from 3.30-5pm. This will be followed by a cocktail welcome function and the official Exhibition Opening, where delegates will be introduced to the exhibitors and their services.

Registration

Registration is now open via the Conference website - www.nationalconference.com.au – where you can also view the full program, find information on accommodation options and local attractions, and learn about this year's event Sponsors and the Exhibitors.



Q&A time at the end of each plenary session provides the opportunity to clarify, query and confirm.



Delegate feedback from the 2018 Conference & Exhibition

"It's been the best conference for over a decade – and that's been the talk of everyone who's been going to them for years. We think 'Wow, it's back!'"

"We have attended a lot of conferences and can see a big difference: this conference is so robust, so interesting, and so supportive of local produce."

"It was great to bring back the Conference dinner - the pre-dinner drinks, the meal, the place, everything was wonderful."

"Having Linda Costa over was just wonderful. The only thing I'd say is we could have had more of her, she could have talked more about those health benefits. Everyone's talking about eating 10-20 olives a day now!"



Event Schedule

Wednesday, 16 October – AOA AGM, followed by Cocktail Welcome Function & Exhibition Opening

Thursday, 17 October – Conference, followed by Conference Dinner

Friday, 18 October – Conference, followed by AIOA Presentation Dinner

Saturday, 19 October – Optional Workshop and Field Visit Program



The river city of Albury offers modern conference facilities, accommodation options galore and great opportunities for recreational activities around the event.



Following a sell-out table olive workshop at the 2018 Conference, South African table olive expert Linda Costa is returning to explore the economics of table olive production.

Making the \$\$\$ tally in table olive production

Last year's Conference reflected the increasing interest in table olive production among Australian growers, with packed attendances across all of the table olive sessions. A global gathering of experts in table olive growing, production, quality and marketing were kept busy during the Q&A sessions, as delegates took the opportunity to explore the hows, how nots and whys of all things table olives.

Among the presenters was South African expert Linda Costa, whose table olive workshop during the optional Saturday program was booked to (well over) capacity.

The strong demand for the workshop has seen Costa invited to return for this year's conference and she will again present a half-day workshop as part of the Saturday optional program.

Titled *The Economics of Table Olives Production from Set-Up to Sales*, the comprehensive workshop will cover all aspects of establishing and running a table olive production facility, including equipment, requirements of raw material, processing issues, storage, monitoring, packaging, labelling and

pasteurisation. And to show how worthwhile all that care and attention is, the workshop will finish with a tasting session.

Costa said she was thrilled with the enthusiastic response to the workshop, and impressed with the event overall.

"I am still savouring the great memories of the conference. I was taken aback by the amazing welcome I received and felt," Costa said.

"There seemed to be a very good mix between orchard and product matters, as well as a good coverage of horticultural challenges, and I really enjoyed the presentations on the health aspects of olive products.

"Research is validating these claims inexorably and with the current improved awareness of the benefits of natural, healthy, unprocessed foods, I believe that olive products will gain more and more traction."

Costa is also positive about the future for table olive production in Australia.

"In terms of opportunities for the table olive sector, the market seems to be growing in a very encouraging way," she said.

Event details:

Optional Program Workshop

What: The Economics of Table Olives Production From Set-Up To Sales

When: 8-11:30am Saturday, 19 October

Who: Linda Costa, Olives in Fact

Bookings: www.nationaloliveconference.com.au.

"This translates into producers having to manage larger harvests, which in turn necessitates more advanced methods of handling larger volumes of table fruit. Methinks many producers may be outgrowing their facilities - a rather pleasant situation to find yourself in!

"Good planning for any expansion, large or small, can play a substantial role in the success and efficiency of future table olive production."



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

2019 National Olive Industry Conference & Exhibition - October 17-19, Albury NSW

Learn how to make Google love your website

Digital marketing: for some it's the yellow brick road to sales and for others it's a stress-inducing brick wall they don't know how to get over.

For those in the latter category, one of the guest presenters at this year's AOA National Industry Conference will help alleviate that stress and help you turn onto the road to increased sales. Digital marketing expert Lauren Hamilton is heading to Albury with a practical, user-friendly breakdown of the opportunities available, what you need to do to make the most of them – and why some elements might not be right for you and your business.

Lauren is the creator of the Digital Narrative collective, an agency which specializes in helping small business owners punch above their weight in the digital marketing arena. A self-confessed “small business addict”, she says her aim is to demystify and simplify both the concept and processes involved in digital marketing.

“I love working with people and helping them realise that it's not an all-or-nothing situation, that you don't have to do everything. Also that it's not all really technical and difficult, and it doesn't have to be confusing; you can get the fundamentals and apply them yourself.”

Digital marketing 101

Recognising that growers come from a wide range of backgrounds, and will have varying degrees of online interaction already, Lauren said her presentation will cover small business digital marketing generally.

“I will talk about your online presence and how to ensure you've done

everything you can do to have a presence online that reflects who you are and lets people know what you're about. Also where you are, so you can be found - to market your business as a destination, flag your presence at the weekly farmers market or let them know where your products are stocked,” she said.

“We'll go through the various elements of digital marketing:

- websites - do you have one, do you need one and what's the best type for you
- how to ensure you're ranked by Google so you come up early in searches
- social media – what the different platforms do and why you would want to have a presence on them.

“We'll also discuss not doing things for the sake of doing things. For example, your audience may not be on Instagram so don't flog yourself trying to work it out at the expense of other things which are more valuable to your business.

“Maybe pick one platform and do it really well rather than do three or four poorly. Streamline your online activity to reach your target audience and do it really well, rather than do everything possible.

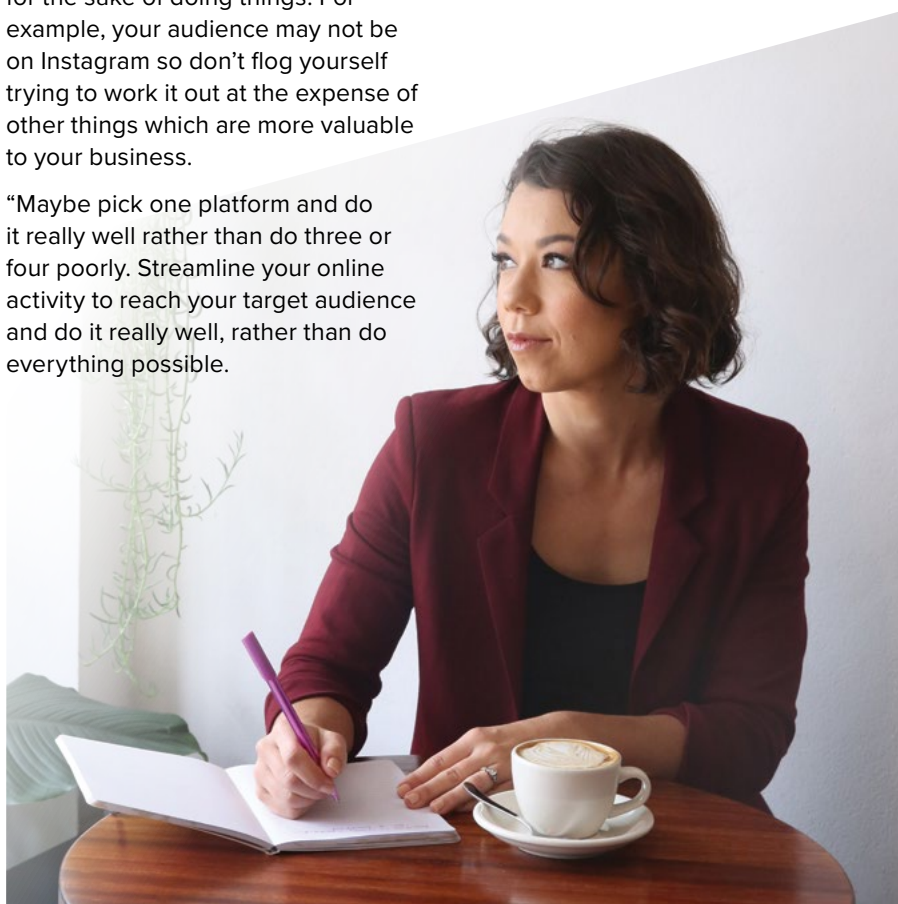
“And your take out might be to go away and think ‘I don't want to do that’ because it doesn't work for you and your business. If you do that because you know how it works and what's involved, rather than because it all just seems too hard, then that'll be a good outcome.”

Saturday workshop – devices welcome

Friday's presentation will be backed up by a hands-on digital marketing workshop, being held as part of the Saturday optional program. Run in a 'show and teach interactive' format, Lauren said it will focus on the two major areas of social media and search engine optimisation (SEO).

“Within social media we'll then break it down again into content and engagement: how to do gold star content and best practice engagement,” she said.

Small business specialist Lauren Hamilton is passionate about sharing her knowledge to empower others to take charge of their online presence, with confidence.





“You’re not going to get there all the time but if you know what you’re aiming for you can keep on track. So we’ll look at what good content really is, and also why you have to engage and how you do that.

“SEO really means how to make Google love your website. You want to come up on page one to three of any search because no-one looks after that.

“Getting found on Google is probably more important than social media - if I was going to Mudgee on holiday and wanted to go olive oil tasting, I wouldn’t look on Facebook to find it, I’d just Google it. So it’s more critical

to your business to have those good search results than to have that social media presence.

“But people get bamboozled by it, and it’s generally very expensive. It’s not rocket science, though, and we’ll go through some basic stuff you can do to have the ducks in a row from the start. If you have it configured right in the first instance, you’re in with a fighting chance to turn up in the early search results.

“The aim is to give people a basic understanding of what they need to do, whether they have the technical skills to do it themselves or need to get someone to do it for them.

Event details:

Conference Presentation

What: Digital Marketing for Small Business

When: 11.30am Friday, 18 October

Who: Lauren Hamilton, Digital Narrative

Optional Program Workshop

What: Facebook, Instagram and SEO workshop

When: 8-11:30am Saturday, 19 October

Who: Lauren Hamilton, Digital Narrative

Bookings: www.nationaloliveconference.com.au.

“So please tell everyone to bring their laptops, phones or tablets to the workshop, so they can actively participate and walk away with practical knowledge that they can build-on when they get home.”

Collect your grower Event Kit at the 2019 National Conference

Among the wealth of resources available in the *Olive Wellness Institute website* repository is an Event Kit for olive growers and processors, providing factual, user-friendly resources to take along and use at events or local farmers markets.

All downloadable for immediate use, the resources include:

- a FAQ for Growers booklet, containing evidence-based facts and answers to questions commonly asked about EVOO
- leaflets on the Health Benefits of Extra Virgin Olive Oil and Cooking with Extra Virgin Olive Oil

- posters on EVOO and Olive Leaf

You can access the Event Kit on the OWI website – www.olivewellnessinstitute.org - under Resources and download it yourself or if you’re heading along to the 2019 National Olive Conference & Exhibition in October, the OWI team are happy to provide you with a hard copy while you’re there.

So they can ensure enough are on-hand, please pre-order your Event Kit by emailing a.dolphin@olivewellnessinstitute.org and you can collect it from the Olive Wellness Institute booth in the Conference Exhibition space.



The OWI team are once again providing hard copy grower resource kits for collection at the 2019 National Olive Industry Conference & Exhibition.

Agri-chemical regulation

The use of agri-chemicals on food crops is regulated by the Australian Pesticides and Veterinary Medicines Authority (APVMA), and in the state of Victoria under their Control-of-Use laws. An up-to-date list of chemicals approved for use on olives is available on the AOA website at: www.australianolives.com.au/chemical-permits.

Full details for all current and past permits for use on olives can also be found on the APVMA website: www.portal.apvma.gov.au. Click onto the Permit Search tool and type in 'olives' to view the list and download the required permit.



Grower input needed for olive agri-chemical review

A number of agri-chemicals available for use by olive growers are currently under review both in Australia and overseas. Depending on the outcome of the reviews, these chemicals may be withdrawn from use.

To assist in ensuring future industry requirements are met, the Australian Olive Association (AOA) is seeking feedback from all olive growers on their use of the agri-chemicals under review. This is being done via a three-part survey, each covering a different group of agri-chemicals:

- Part A - Insecticides/Miticides
- Part B - Fungicides
- Part C - Herbicides

Each part is a 'mini' survey comprised of between six and 11 questions and should take no longer than 5-10 minutes to complete.

Please take part at your earliest convenience. Your feedback is important in ensuring both the maintenance and improvement of pest and disease control options available to olive producers.

Part A - Insecticides/Miticides

Chemicals under review:

- Chlorpyrifos (Lorsban) - PER14575- Version 2: Group 1B Insecticide/ Olives for control of Ants, African black beetle, Light brown apple moth (LBAM).
- Dicofol (Farmoz Miti-Fol Ec

Miticide) - Registered Product: Group 2B Insecticide/Olives for control of Spotted mite (Red spider mite).

Regulatory issues: dietary and environmental exposure.

IPDM issues: broad spectrum contact anti-cholinesterase (ChE) enzyme insecticide – moderate to high toxicity to bees, predatory mites, ladybirds, lacewings and parasitoids.

Part B - Fungicides

Chemicals under review:

- Pyraclostrobin + Metiram (Aero) - PER87332: Group 11 & M3 Fungicide/Olives for control of Anthracnose (*Colletotrichum gloeosporioides*)

Regulatory issues: Dithiocarbamate group nominated for APVMA review in 2021 – cumulative risks of operator exposure and dietary intake.

IPDM issues: implement a resistance management strategy.

There are several alternative Anthracnose control options also currently available.

Notes: These fungicides are also likely to have efficacy to the *Fusicladium spp* (Peacock spot), *Pseudocercospora spp* (Cercospora/Grey mould) as well as to the *Colletotrichum spp* (Anthracnose) fungi.

This survey also seeks feedback on the use of alternative fungicide treatments.

Part C - Herbicides

Chemicals under review:

- Paraquat + Diquat (Spray Seed) – PER 85411 (Version 2): Group L Herbicide/Olives/Range of broadleaf and grass weeds (as per label)

Regulatory issues: current APVMA review. Paraquat - concerns relating to the environment, public and occupational health and safety. Diquat - concerns relating to the environment, public and occupational health and safety, and residues.

IPDM issues: weed resistance management.

Note: This survey also seeks feedback on the use of alternative herbicide treatments.

Direct links to the three survey sections are available from the OliveBiz website - www.olivebiz.com.au. Go to Events - Calendar - Agri-Chemical Use Surveys.

For further information or any queries, contact OliveCare® Code of Best Practice Administrator Peter McFarlane at peter@mc.com.au or on 0418 839 836.

The Agri-Chemical Use Survey is being facilitated through the ongoing strategic investment project Olive industry minor use program (OL16000), funded by Hort Innovation using the Olive Fund research and development levy and contributions from the Australian Government.

OWI keeps spreading the word on olive wellness



It's an exciting time for the team at the Olive Wellness Institute (OWI), with two recent major announcements around the organisation's ongoing activities.

Project extension

Top of the list is the extension of the olive levy project *Educating health professionals about Australian olive products* (OL17002), delivered by the Olive Wellness Institute via Boundary Bend. Originally contracted for one year until April 2019, the project has been extended until February 2020 to facilitate the continuation of the Institute's highly successful work.

Listen and learn

Equally as exciting is the Institute's new podcast series, launched on 3 September. Appropriately called Olive Wellness, the podcasts – like all of the OWI's resources – are evidence-based, drawing on scientific knowledge from top health professionals from across the world.

The OWI's Abby Dolphin said new podcasts will be added every two weeks, with presenters including nutritionists, dietitians, scientists, doctors and academics.

"Our first guest is Dr Joanna McMillan, one of Australia's best-known nutrition scientists and dietitians. A regular on television and radio, Joanna is a presenter on the ABC's science show, Catalyst, and has a wealth of knowledge around the dietary effects of extra virgin olive oil," she said.

"Joanna was the ideal person to start off our podcast series, where we discuss the nutritional qualities of EVOO, the research behind its health benefits and how EVOO is synonymous with the Mediterranean diet."

You can access the podcasts via Spotify, iTunes podcasts and Google podcasts, and listen live or download them and listen at your convenience.



A new fortnightly podcast, Olive Wellness, is the latest addition to the Olive Wellness Institute's activities, providing evidence-based information from guest health professionals.

Learn more ...

There are also two more in the Olive Wellness Institute's series of informative webinars still on offer, with the next scheduled for early October. The interactive series continues to garner enthusiastic participation, with health professionals embracing the opportunity to learn – and ask – more about the science and practices around the health benefits of olive products.

Food is Medicine: the use of extra virgin olive oil in clinical practice will be presented on 4 October by Mary Flynn, a research dietitian at the Miriam Hospital and Associate Professor of Medicine at Brown University, and will explore how EVOO can improve a number of risk factors for chronic diseases that would conventionally be treated with medicine.

The event is primarily aimed at health professionals in the USA so the scheduled time of 6am AEST makes it a pretty early start for locals. Luckily, the event will be recorded and posted on the OWI website for those not up for a dawn hook-up!

And learn even more

And finally, in order to keep the information coming, the OWI team is heading to the 2nd International Yale Symposium on Olive Oil and Health in Greece this December.



Research Recap

PROJECT NAME: *Educating health professionals about Australian olive products* (OL17002)

PROJECT AIM: To increase the use of olive products in the daily lives of consumers by equipping Australian health care professionals with the knowledge they need to advise about their health benefits and uses

PROJECT PARTNER: Boundary Bend Limited

FUNDING: Hort Innovation Olive Fund

PROJECT ENDS: February 2020.

"We'll be accessing all of the very latest research and findings from with world experts in the field, and I'll be sharing all the information I learn via our social media pages," Abby said.

"There'll no doubt be some great new evidence-based facts to share with your customers, so keep an eye on our Facebook page - @olivewellnessinstitute - and Instagram page - @Olive_Wellness_Institute - and we'll keep you posted."



Wagga Wagga attendees



Western Australia attendees



Adelaide attendees



Geelong attendees

Olive industry sensory training workshops

It's now four months since the commencement of the olive levy R&D project *Australian olive industry sensory training program* and interest from industry stakeholders has been keen.

Project lead Dr Soumi Paul Mukhopadhyay, a Sensory and Consumer Research Scientist with the NSW Department of Primary Industries, said one of the main outcomes of the project was to build confidence in product assessment skills across the industry via a nationally consistent framework of sensory training for extra virgin olive oils and table olives.

"The training is being offered to all industry members and across all fields of industry involvement – growers, producers, industry professionals and olive business owners – and from beginners throughout experience levels to competition judges," she said.

"A series of nine sensory training workshops have been organised around the various production states in Australia, with five already completed in Adelaide, Geelong, Wagga Wagga, Mt Hawthorn, WA and Wangaratta. More than 120 participants from various sectors of the Australian olive industry have

participated to date and we expect to reach another 80-plus in the upcoming workshops."

The program

The full-day training program comprises *TasteBook™* sensory training with Dr Mukhopadhyay, combined with *OliveCare®* Code of Practice quality information provided by Administrator Peter McFarlane.

"The sessions complement each other, with the full program covering the sensory aspects of tasting olive oils and table olives, including identifying various positive and negative attributes, and also the more technical elements of production quality like freshness tasting and best-before-dates," Dr Mukhopadhyay said.

"Peter even goes into aspects like how to read and understand a test report, along with grove best management practices and checklists. It's very comprehensive in terms of the elements which affect quality and how you achieve them in your production.

"The feedback from participants to date has been very positive. For more than half it was their first experience of sensory training and they said they found it both stimulating and challenging, gaining an understanding



Workshop details

South Australia - Saturday, 12 October

Hunter Valley, NSW – Saturday, 27 October

Tasmania – Saturday, 2 November

Toowoomba, Qld – Friday, 15 November

Venue details will be announced in coming weeks. Check the OliveBiz Events calendar at olivebiz.com.au for further information.

and appreciation of the subtle nuances of the various sensory attributes of olive oils and table olives.

"Among elements highlighted were the presentation style, regional guest speakers, samples tasted, sensory tasting and explanations, and the open and receptive communication between and among participants and presenters. They're even loving the venues and the catering, so we're confident we're providing a great day of industry learning!"

The remaining workshops will be held in South Australia, Hunter Valley, Tasmania and Queensland.