

# Olive Growing in New Zealand

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## Main olive growing regions of New Zealand

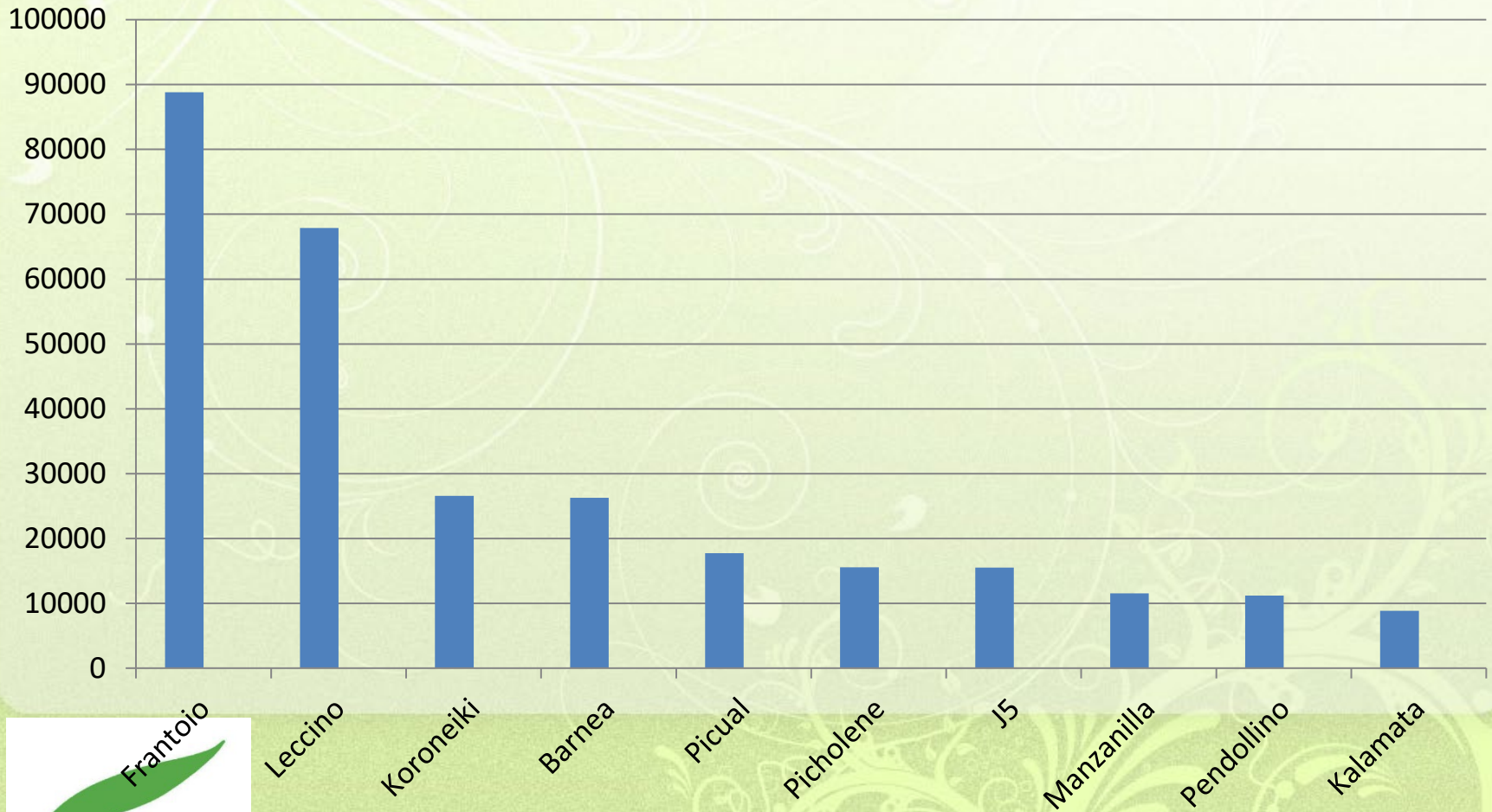


# Key Statistics

- 2,130 ha planted
- Approx 300 groves
- 312,000+ trees
- Up to 400,000 litres produced per annum
- 40 olive mills
- Consumption approx 4.5m litres

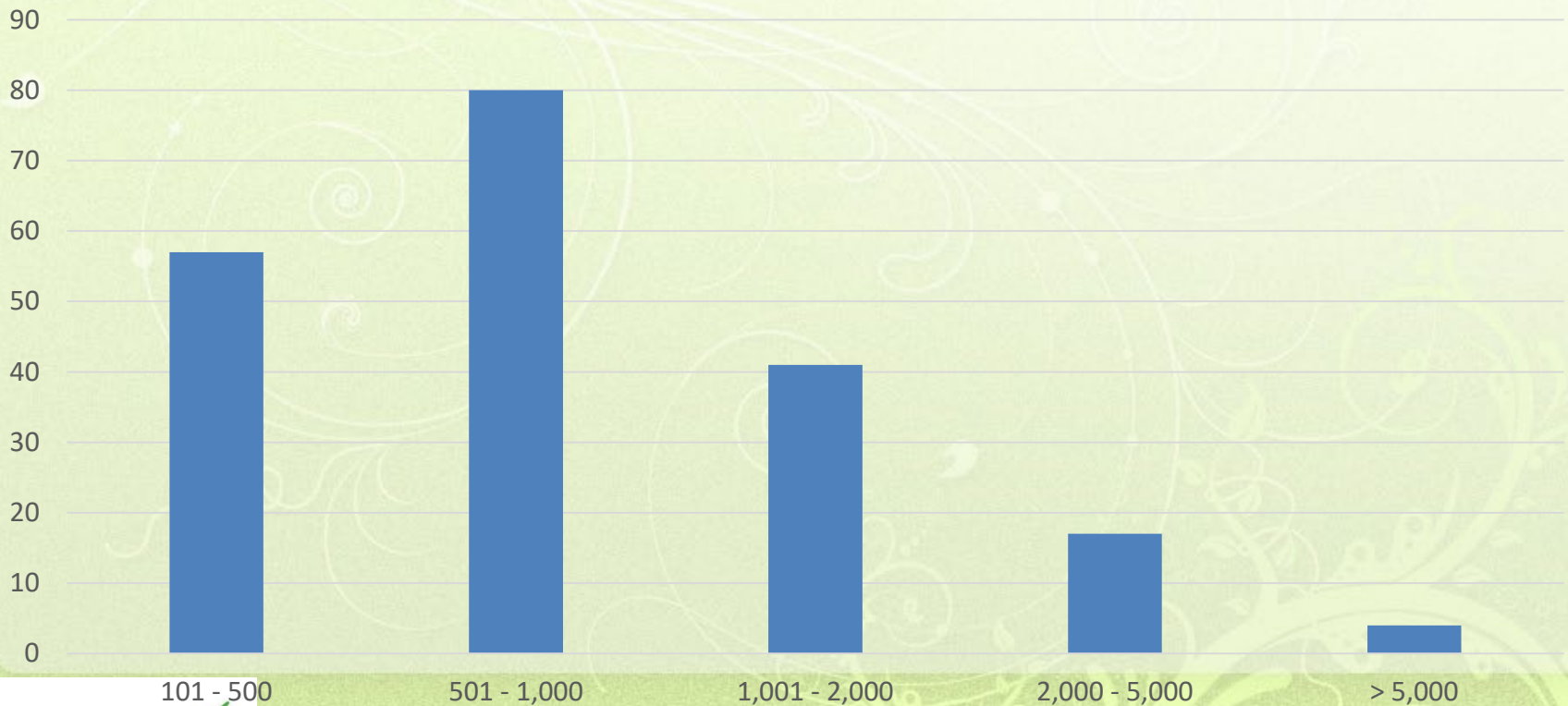


# Most Popular Varieties



# Grove Sizes

Number of Groves



■ Number of Trees



# Other Data

- Less than 30% of groves are irrigated
- Only four groves are certified as organic
- 40% use mechanical harvesters & 47% use branch shakers, balance by hand
- 12% produce table olives
- Continuing growth in flavoured oils

# NZ EVOO Pricing

- Supermarket
  - National brands - \$12 for 250ml, \$15 for 500ml
  - Regional brands - \$16 for 250ml, \$28 for 500ml
- Farmers Markets/Grove Websites/Specialist Retailers
  - \$20 for 250ml, \$50+ for 1 litre is pretty typical.



# Olives New Zealand

- Represents 2/3 of growers
- Executive – elected President, Vice President, Treasurer plus 4 Branch Chairs
- Executive Officer – contract position
- Tiered membership based on grove size
- Conference, Regional Field Days, Research, etc.
- Runs Certification programme (2022 - 186 samples)
- Runs NZ EVOO Awards (2022 – 152 entries)

# Olives New Zealand OliveMark<sup>©</sup>

The OliveMark<sup>©</sup> ensures that the olive oil:

- Has passed the International Olive Oil Council's requirements to be certified as Extra Virgin Olive Oil (Chemical and Organoleptic assessments at an accredited facility)
- Is packaged and labelled appropriately (including showing the Pressed Date and Best Before Date)
- Is fresh and tasty
- Is guaranteed 100% New Zealand Extra Virgin Olive Oil.

**It must be Extra Virgin to have the associated health benefits.**





# Biggest Issues

- Productivity
- Profitability
- Imported oils – labelling, quality, pricing
- Processing capability
- Compliance costs