

Pickled & Pressed Spring 2006

Here's the latest news from around our groves, the Association, the VOC and The Food Company.

In this edition you can read about our Manzanillo evening and about an environmentally friendly way to control hoppers. You can see some of us enjoying our Harvest Dinner, the initiative by Simply Olives, what went on at the AGMs, what the Food Company and the VOC have been, and are up to, and an around the grove story from Tom Stianos.

We also have a date for your diary. Iain and Alana Towers have invited us to their grove for a **pruning demonstration and Christmas lunch on 18th November** – real mature trees, feral trees, with real wood to come off and also some young trees that will be given their first taste of the secateur. Put this date in your diary. I will send out a flyer with more details later this month.

Tut, tut ...! Most members have paid their subscriptions but not all. Please renew your subscription and get it back to Iain Towers if you intend to do so.

Missing – One half-tonne fruit bin that belongs to the Food Company. If you have it please let Les Ridd know.

Irene Laing

Contact Details for Committee members

Andrew Laing	9397 3008	president.GSOGA@mac.com
Iain & Alana Towers	5790 3323	iaintowers@hotmail.com
Kaye Ashton	5790 4363	sweetlan@mcmmedia.com.au
David Camichael	9736 3227	gonepostal@iprimus.com.au
Rob Mitchell	5778 9564	mandarob@bigpond.com
Catriona King	5796 2661	catrionaking@bigpond.com
Irene Laing	9397 3008	irenelaing@mac.com

Feedback and Contact Details :

Please advise Kaye Ashton of any change of address. Corresponding by e-mail is preferred. Kaye Ashton: sweetlan@mcmmedia.com.au
Pickled & Pressed: Irene Laing 9397 3008 e-mail: irenelaing@mac.com

Link to our website: <http://www.goulburnstrathbogieolives.com.au>

President's Report



"Keep the ideas coming Tell us what you need Write two paragraphs"

As your new president, I am not sure that being married to the editor of Pickled-&-Pressed is such a good idea; life moves quickly too: "Pickled-&-Pressed due out today; no breakfast 'til you write the President's Report". So it is early morning and I am into serious writing!

We have just been thro' the AGMs - of GSOGA and the Food Company, and the new GSOGA committee has held its first meeting. The discussions at these meetings highlighted our achievements, challenges and opportunities:

>GSOGA is a successful and growing association - with a reputation in Victoria for being active and energetic; the Food Company has built its management processes and made a very significant step into the export market. The success of GSOGA is a direct result result of the hard work and clear thinking of Robyn Vroland and the previous committee.

> The olive industry in Australia is continuing to grow rapidly and smaller growers, including many of our members, are working to find a place in the maturing market alongside the bigger groves.

> Last year's GSOGA seminars were seen as being very helpful to smaller growers - and attracted people from well outside our region

> There is an evolving discussion - involving GSOGA, the VOC and now the Dept. of Primary Industry - about how to help growers respond as the industry matures; and there is some financial support available for building skills.

So we are working from a good base, we have an energetic new committee, and we have the right links with other people to get support. But the committee does need to make sure that we put our energy into going in the right direction.

So, can we ask you to do three things:

1. Write me a two-sentence email now (president.GSOGA@mac.com) telling us about one successful achievement in your grove which you would be happy to share with other members - and one problem area where GSOGA might be able to help you find an answer. Rob Mitchell will be looking for your help with some rather more systematic questions soon.
2. Take five minutes to talk to a committee member about how we make sure that GSOGA offers activities which really are useful to you.
3. Come to the pruning day at Iain & Alana Towers' grove on the 18th

November; see some real pruning action and enjoy a GSOGA Christmas lunch – all food provided but BYO chairs and drinks.

Best wishes for a good spring; let's hope we all get some rain soon

Andrew Laing

Ahhhh Grasshopper.....

No, not the Karate Kid “Grasshopper” but the little monsters that have a “penchant” for Olive leaves and the bark of very young Olive trees.

In January 2006 about 5 months after we had planted 750 young Olive trees, the conditions became favorable to the hatching of literally thousands of hoppers – these guys polished off the grass in no time and then turned their attention to the newly planted Olives. Firstly they ate the leaves then much to our horror began to eat the bark from the trees.

Stomping on them was not a viable option and the use of some toxic insecticide was something we did not want to do to our environment. We discovered (from a radio program) that the CSIRO had a new product on the market that attacks grasshoppers in an environmentally friendly way.

Essentially the product, “**Green Guard®**”, is part of CSIRO’s Bio-control program and is based on the naturally occurring fungus *Metarhizium*. It is a biological pesticide which is primarily effective against locust and grasshopper. Spores of the fungus are suspended in oil, then after being mixed with several hundred litres of water, the suspension is applied as an aerial spray to locust bands and swarms.

The biggest bonus for us was the absence of environmental effects especially on aquatic organisms and birds. It leaves no residues in meat or crops and it can be used in organic stock and horticultural areas where the use of chemical pesticides is undesirable.

Once applied the fungus takes 10-14 days to kill a locust and thus is used more for preventative control on organic properties and in environmentally sensitive areas rather than for prevention of crop damage. Its cost is comparable with that of chemical insecticides.

As we are approaching a very dry summer we could be in for another plague of these pests and timely spraying with this product will save damage to our Olive trees.

We found “**Green Guard®**” was available from [E.E. Muir & Sons Pty Ltd](#) agricultural suppliers (web address - <http://www.eem.com.au>) though it may now be available from local agricultural suppliers or ask your agronomist.

Rob Mitchell
GSOGA Committee

Happy Workers are a virtue – To thine own staff be true

Personal file The Age 19th September



I saw an article with this title in The Age with the picture below of one of our members, Tom Stianos, CEO, SMS Management & Technology Ltd, on his tractor.

The article set out Tom's values – 'Life-work balance is very important when you have a family and a consuming job. With no mobile reception, good fishing and 900 olive trees, this is where I go to preserve myself as a person, which in turn makes me a more

effective CEO. He involves his manager Ian Dwyer to look after the trees and asks him what he thinks. That way he gets the benefit of Ian's ideas and Ian gets more satisfaction and makes a greater contribution. Tom thinks Ian is more proud of the olive grove than he is.

Having read the article I felt I should track him down and get him to write an article for us in P&P. Here is what he came up with.

We spent 18 months working on the condition of the soil before we planted a single tree. Most of this involved application of lime to get the pH up and this required us to give it time to activate in the soil.

This proved critical because we had much more control over the process without trees in the way. We initially broadcast lime, then double ripped the rows to allow the lime to work down. We then poured lime directly over the ripped rows followed by a rip and mound. We then waited another year, applied more lime and then rotary hoed the mounds to prepare the soil for planting.

We made regular soil tests and had heavy involvement and advice from Ian Dwyer from Clearstream. In choosing the olive varieties we studied published reports on which varieties did well in which soils and microclimates. We then compared this research against the local conditions. When we got the shortlist, we then checked it against the experience of local groves, what had worked and what had not. This got us to a short list of four which we then had verified by a horticulturalist from Modern Olives. He confirmed our final choice and we proceeded with the following varieties (all of which were good in cold climates): Frantoio (from Tuscany), Leccino (from Tuscany), Piccoline (France), Picual (Spain).

We have a total of 900 trees with equal numbers of each variety. Stage 2 in the next paddock will involve planting a further 1,100 trees bringing the total to 2,000 trees. We delayed the stage 2 planting to see the result of the variety selection in the first stage and make any adjustments necessary.

We planted the four varieties in alternating rows so that we could get maximum cross-pollination. This effectively meant that each tree had two other varieties in the immediately adjacent rows and the third variety two rows away. Ian Dwyer also established an automated irrigation system so that we could schedule watering of the four banks without the need to have someone go to turn the system on and off. This

cost more up front but has saved us time and labour (money).

We also fertilise through the irrigation system which minimises the quantity of fertiliser needed. We do precise calculations of the trees requirements and deliver it via drippers direct to the tree. During the first two years, we also foliar sprayed selected nutrients according to the tree's requirements. Twice a year we got lab analysis of the soil and the leaf and had Ian Dwyer implement a tailored fertigation and irrigation plan to meet the specific needs of the trees as indicated by the soil and leaf tests results.

The two attached photo's are of the same tree, the first was taken the day after it was planted and the second exactly two years later. This is a good indication of the growth and health achieved by this plan. Getting soil pH right has been a big factor in getting the grove off to a good start.



The grove development has been a real partnership between us and Ian Dwyer - I believe you need to collaborate effectively to get the maximum benefit. We are confident of mature and productive trees in another three years and we believe that the surrounding area has great potential to produce cool climate full flavoured oil.

Given this, our next challenge will be to ensure we have a market that will appreciate quality olive oil we expect to come out of this region and consequently we have become members of GOSOGA. We also believe that the future success of the area lies in all growers collaborating effectively to establish a critical mass of production and a regional identity in the market. We don't believe that many of the groves will be viable individually. That is all for the future. In the mean time we are focussed 100% on growing healthy trees and producing the best quality oil we can.

This project started off being a retreat from our other careers but it has quickly become a passion giving us lots of satisfaction and fulfillment.

Tom Stianos



Cultivar Discussion Night - Friday 14th July

GSOGA Members have approximately 11,000 Manzanilla trees in the ground. Some of them are doing well with good crops and but many are not doing well at all. The Committee felt that there was a lot of Manzanilla experience among members and that it would be a good idea to have the opportunity to get our heads together and devote part of an evening to how we could possibly improve our yields.

Members were invited to tell us about their soil, climate, pre-planting preparation, pruning, irrigation, feeding regimes and yields.

Observations: Manz. appear to be more "sensitive" (especially to nutrition) than many other varieties; Frantoio can grow well where Manz. is quite sickly.

They seem to be more sensitive to low PH/ calcium deficiency than Frantoio - and a shift of one number from 5 to 6 makes a significant difference. [We have isolated trees on "high" PH patches which grow better]

Almost everyone seems to have bought their stock from Olives Australia, and there is at least a question about whether some of it was "grown from suckers" and therefore is slow to mature - "7 years before fruit".

Almost everyone planted the stock in much the same way - rip/lime/ crusher dust/chook poo.

There seem to be several examples of Manz. growing well initially and then "slumping" - good fruit in year 3 and then downhill.

There is an open question about whether altitude (say >250 m) is a problem.

Chook poo seemed to feature several times in the reports from people who are doing well.

Basic conclusion; we have been starving our trees - depriving them of Ca, N, P, K - as starters! And the advice we have been getting has been based on poor sampling and probably inadequate estimates of nutrition requirements for growing trees in Australian conditions.

Get the PH up - say to above 6 - or in Mikhail's terms make sure the exchangeable calcium is adequate. We think we are just about getting there - but after 10 tonnes lime per hectare! And put enough on to cope with local variations across the paddock.

Take soil samples deep enough - from the soil the trees are actually growing in, rather than the surface layer; don't depend on leaf samples. Surface samples a year ago led us to believe we were doing well - and we probably were, for growing pasture. So that sample showed OK levels of most things. And the leaf samples looked OK except for Ca. But then we took another soil sample this year - down to 150 to 200 mm - totally different result. The Ca was coming right (another year and another 3 t/ha on) but the N,P,K levels were all catastrophic.

So try applying (in our, organic, terms) 5 kg composted chook poo, per tree, per year, in say five doses each year. Trees younger than five years old get less. This is what Neutrog (who make Rooster Booster, and the "professional" equivalents)

advise. But "they would say that wouldn't they"!

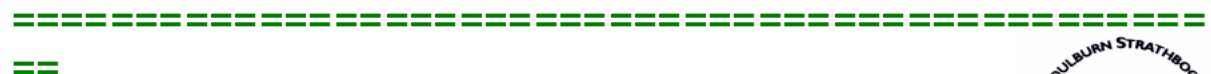
This level of input is higher than implied by much of the professional advice, and by the advice derived from other places - like California. [The American advice seems to say "Don't fertilise your trees; they're tough and they don't need it - which may be right if you start with fertile soil.] And so this might explain the "fruit in year three, then slump" syndrome.

Andrew Laing

Harvest Dinner - Saturday 5th August - Terip Terip Hall



Excellent food and wine and another chance to get together to talk about this year's harvest, taste some of our oils and speculate on what we'll do next time.



GSOGA Food Company Pty Ltd



PO Box 226
Euroa Victoria 3666

Extract from Chairman's Report 2005-06

It is with pleasure that I present an edited report to the Association on the activities of the GSOGA Food Co Pty Ltd for the year ended 30th June 2006.

The growth of the Company has been remarkable with the sale of all 2005 harvest oil from our growers in the Goulburn Strathbogie area. We have made export sales of 46,500 half-litre bottles to a single US customer.

Staffing.

On her return from the US and as a result of ongoing ill health our Executive Officer, Margaret Morphet submitted her resignation to the Board effective 14th August 2006. John Phillips, the Director responsible for marketing, was asked by the Board to assume the marketing role, formerly undertaken by Marg, on a paid basis until a

permanent appointment could be made. We wish Marg well and thank her for her assistance over the past two years. Elaine Smith of Yarralane Bookkeeping at Longwood has been appointed our bookkeeper, and now has assumed responsibility for our financial records

The Board during the year has invested considerably in the growth of the Company through marketing and the purchase of oil storage vats. However while we have achieved considerable success in our export activity we cannot rest on our laurels. We must redouble our sales efforts if we are to continue to build on the achievements of 2005-06. In addition the natural growth in our groves is reflected in the improved quality and quantity of product we get from our Shareholders which in turn applies more pressure on the Company's marketing arm.

It is pleasing to note the Shareholder confidence in the Company's performance, which is reflected in thirteen shares being taken up by eligible Association growers. At the same time there have been a few properties sold with the share returning to the Company for resale.

Marketing

During her time in the US Margaret Morphet attended the Chicago Restaurant and Food Fair and made many contacts. Since his appointment as interim Marketing Director John Phillips has been following up on these and concentrating on our domestic markets. He has also organized and manned a Company display stand at the Fine Foods Australia Exhibition at the Melbourne Exhibition Centre, a food trade only event. The enthusiasm for our products was most encouraging, a number of useful contacts were made and a lot of sales opportunities, both locally and internationally, established. Thanks to Denise Pavic for her assistance to John at this most worthwhile promotion. Its ultimate worth will, of course, be measured through the order book.

One of the tasks given to John on his appointment was to review our whole marketing effort. John has submitted an interim report to the Board and a report to the Shareholders at the AGM. I thank John for the diligence and enthusiasm he has shown in the role.

Quality

Approved Supplier requirement remains the cornerstone of the Company Quality program. The 2007 harvest sees phase two of implementation i.e. the desktop auditing process is to be overseen by David Carmichael. Not only does the Company seek compliance with the program outlined last year before committing to purchase your oil but processing facilities will require evidence of compliance before they will process your fruit. More details on these requirements will be circulated in the near future. To set "Oi" apart from cheaper imports as a boutique, high quality product, implementation of the Company quality program is imperative.

Labels and Promotions

The new Oi label has been promoted at several events during the year and has been positively accepted as representing a boutique quality product. Thanks to Denise Pavic for her efforts in organizing these events and to the Shareholders who have given their time to man the stalls. Denise has also updated our website to be one to be proud of.

Board of Directors

During the year the Board meets monthly, except in January. This is a big commitment by the Directors who devote considerable unpaid time and effort to the development of the Company and the provision of an outlet for Shareholder product at a very competitive price. Denise travels from Mt Eliza, John from Sandringham

and Craig from Lilydale whilst the others are relatively local, each makes a considerable commitment on your behalf both at Board Meetings and on other tasks for the Company. I thank them for their time, diligence, enthusiasm and inspiration; it is this that keeps the Company working and growing. I thank Daryl Cox for being my backstop. Daryl has a steady as you go positive manner and I thank him for his advice and support. Also I give thanks to our wives, husbands and partners who have allowed us at considerable time and financial cost to continue with our passion. It has been a pleasure to work with the Association and outgoing President Robyn is to be commended for her commitment, and the training sessions conducted throughout the year have been beneficial to the growers and the industry as a whole. For my part, I enjoy the challenge and the satisfaction of perceived success and the opportunity to work with the other Board members.

Les Ridd (Chairman)

Visit: GSOGA Food Co. Pty Ltd's updated web page at www.oiolives.com.au

Report to GSOGA Food Co P/L Shareholders 24th Sept 2006 – John Phillips



Company display stand at the Fine Foods Australia Exhibition at the Melbourne Exhibition Centre, a food trade only event. Board members John Phillips and Denise Pavic.

As most of you know, since Marg Morphet's resignation, I've had the opportunity to take a much more "hands on" role in the area of Sales & Marketing, and my first and fairly immediate reaction was that the role we handed to Marg was pretty demanding. As the Executive Officer of the company, she was not only responsible for our sales results, but also the day to day administrative functions of the organisation. I would like to take the opportunity to thank Marg for the energy and enthusiasm she applied to the task and I'm sure we all wish her well in future endeavours.

We've had quite extensive discussions on the issue of job roles at Board meetings since and there is general agreement that looking to the future, there needs to be a separation and re-allocation of some of these roles to enable a much stronger and uninterrupted focus on the Sales & Marketing side, which is obviously vital to the future of the company.

In my interim role over the last 7 weeks, I've been asked to review and make recommendations on the sales & marketing side of the business and it's timely that I'm able to talk about this today.

We are a trading company and source our income from three areas:

1. Sale of bulk oil within Australia

This is the low margin side of the business. We have bulk oil available and there are markets for it right now but not at attractive prices, in fact given the price we paid to you – the Shareholders, it would be a loss situation.

The things we have to weigh up:

Do we punt on the price going up and sit tight or do we sell some now, become a bit more cashed up and look at other sales areas to offset the loss and give us an overall positive margin. Some industry people are spreading the word that the price for oil will fall, with the US harvest close at hand and various other things, but of course everyone has reasons and agendas for spreading this sort of opinion. So we try to keep up with where the market's at with local bulk oil sales - Les and Daryl have a good circle of contacts and keep a very close eye on this, but I should remind you that if you hear of any sales opportunities, don't assume that we're aware of all of them – it's worth picking up the phone.

2. Export Sales.

Whether it be bulk oil, private labelling or, packaged product – this is the area everyone is competing for and while it can be obviously rewarding, there is no guarantee of ongoing business. We've had some success with our export sale to the US and if Americans develop a taste for our oil and stocks run low, then we're in good shape for another shipment. If that doesn't happen they'll be just as ruthless as the major stores are here. They'll quit the line and look for something else. I recently went to an Austrade seminar on the Japanese market and one figure that stuck in my mind was that only 5% of new product introduced to their major supermarket chains made it as an ongoing line. Selling to the big players is a tough game, probably supported by some serious marketing dollars, so it's important to find your niche in overseas markets just as much as it is here. It might be better to look for operations that target our market a bit more accurately. However, looking to the future and with increasing volumes of product to sell, it's obvious that export sales have to be a major contributor.

3. Local Wholesaling of our Oi Range.

The third sector is the one which is less spectacular than the first two in terms of immediate dollars but it can be the activity which helps to fund export ventures and can also subsidise the lower margin sales of bulk oil. This will take some time, but I think there is great potential to improve this side of the business.

At present there are logistical issues which need to be addressed with distribution of wholesale product. Most of our stock is held at Euroa, which worked out reasonably well when Marg was handling it, but it now presents some problems and there may need to be some changes in that area to improve the level of service to our wholesale customers.

Much of the hard work has been done with the development of a good range and brand name but what we need to do is develop a much bigger network of outlets, particularly in the Melbourne metropolitan area, and service it efficiently on a regular

basis. There is no reason we couldn't have 25 – 30 outlets across Melbourne and a substantial increase through regional Victoria.

An extra 50 outlets each spending \$500.00 four times a year increases our sales by \$100,000. We operate on very low overheads and that sort of income then becomes useful in helping us pursue other endeavours. The other vital thing it achieves is building of a brand, which can become a very valuable asset for the company.

The need to expand this side of the business was one of the main reasons we recently parted with \$5000.00 and participated in the trade show, Fine Food Australia, earlier this month at the Melbourne Exhibition Centre.

This is a major trade event - Biggest Food and Hospitality Show in Australia and generally alternates between Melbourne and Sydney.

- Total of 912 exhibitors produced record crowds this year with over 30,000 attendees.
- Of these, nearly 2200 were international, 3800 were from interstate and just over 24,000 were Victorian.

We didn't exhibit under the name of GSOGA Food Co P/L but used Oi Olive Products on our name - board. Putting our brand name and product up there got the message across to people at a glance and I'm pleased to say that the interest and enthusiasm in olives and our range generally was terrific, not only from retailers, but from chefs and others involved in the hospitality sector who showed a high level of knowledge and awareness towards olive oil.

The fact that we didn't do any written business at the show didn't really surprise or disappoint me. We were advised prior that this would probably be the case. This was a show where people were kept busy and on the move trying to cover a fairly large event. The secret was to be armed with good point of display material (which we were with the sales flyer we had prepared). This had good product images on the front, company background on the back and an order form attached. We distributed about 400 of these and I believe this is where new business will come from over the next few weeks and maybe even months.

I also left a quantity of these at the Media Centre.

We had 4 or 5 reasonably solid overseas leads which have been followed up by email and will be kept in touch in the future. I also spoke to Steve Pantelos from South Australia who is on the board of the Australian Olive Association. He was genuinely interested in our company structure and was very complimentary on our range and its branding. His comment was that having our own brand was important in that it gives the shareholders in a company like ours a sense of ownership and asset value. It was encouraging to hear that from a reasonably high profile person in the industry.

I also made some handy industry contacts with people from the shipping and export consolidation areas, event management, and a corporate hamper supplier who deals with some large companies and is interested in including Olive Oil in a presentation.

It was also interesting to talk to the President of a San Francisco based specialty food distributor who was in Australia looking for suitable products. There may be possibilities there in the future, as another avenue into the U.S market.

So the main strategy in doing this show was to build a stronger wholesale network as efficiently as possible, and only time will tell whether it achieves that for us. But this was also a great networking opportunity at many different levels and when it returns to Melbourne in a couple of year's time, I'm fairly confident that I'd be recommending our participation.

I would also like to pass on my thanks to Rob and Denise. Rob helped me set things up on the Saturday prior and to Denise who helped out on the stand 3 out of the 4 days of the event.

This was great support.

I hope this has given you some insight into where we are with our sales & marketing side. There is potential there to build in the areas I've mentioned. There are also opportunities with website sales and developments in that direction. But a website is not of much value unless you are able to make people aware of it and direct them to it. That's a bit further down the track for us as it usually requires a media budget that's not currently available, but we should be aiming towards it.

Because I think we all agree that the brand name "Oi" has fantastic advertising possibilities.

Taste of Goulburn – 28th October

The next event is the Taste of Goulburn at Seymour on October 28 from 10-4. I currently have two people to assist at this very worthwhile event. If you are free, please let me know.

Denise Pavic e-mail: pavic@netlink.net.au



Euroa Show & Shine – 1st October



Robyn Vroland, Marg Henderson, Andrew & I manned the Food Company's stall at the Euroa Show and Shine. This was the first time Andrew and I had done it so we

were grateful that Robyn and Marg were willing to spend some time showing us how to sell the produce especially as we were kept busy the whole time. It was a well attended event, everyone seemed to feel good-humoured and relaxed. The stall was under the south western section of the verandah at the Seven Creeks Hotel – an excellent shady spot with good passing punters. A busker, playing his accordion was close to the stall and that seemed to encourage people to stop, listen, taste and buy Oi products. The main activity was in the middle of the day and the early afternoon – by 3.00 p.m. or so everyone was thinking about going home.

Many customers were very receptive to the “locally produced” description we were giving to the product – i.e. Oi olive products – professionally produced quality products from the Goulburn-Strathbogie region – not just people up from a company in Melbourne.

If you haven't done it before then go for it and man a stall, it's good fun and a very sociable occasion – I am sure Denise would love to hear from you – Seymour on 28th October is your next opportunity.

Simply Olives – 6th August



Geoff Stephens and Phil Ward of Simply Olives are looking to buy Manzanillo and other varieties of table olives next year.

GSOGA members were invited to a BBQ at Geoff and Deidre Stephens' grove at Mt. Razorback Estate, Euroa on Sunday 6th August – the day after the Harvest Dinner in Terip.

Phil and Geoff gave members advice on how to feed, water and prune their trees to produce the quantities and quality that Simply Olives requires. They also gave a fairly firm indication of prices that members will be offered for their fruit.

About 40 members turned up to find out how manage their groves to produce fruit that the market is demanding. Lots of questions and answers, good advice and a fantastic lunch provided by Deidre (in the background above) all in beautiful surroundings on a warm winter's day.

VOC

Rob Catherall, President of the VOC came to talk to members at the AGM about what the VOC's objectives and also encouraged members to come to the AGM at Modern Olives on 18th November.

VOC Objectives:

- Support a unified peak body
- Facilitate educational activities to support regional members
- Coordinate communication to industry stakeholders: regional associations; growers; govt. at all levels; investors
- Provide support to implement the Victorian Olive Industry Sector Action Plan 2006 - 09

Farming zone legislation

Rob also talked about how new Farming zone legislation will affect olive growers and this is something the VOC is looking into. Under new farming zone rules olive growers will not be able to sell oil from their premises unless it has been processed there. Rob Catherall referred to an article from 13th September's Weekly Times. Markwood olive processor and grower Eberhard Kunze said 'most growers took their fruit to a local processor because they could not afford their own press. 'It costs \$300,000 for a proper (oil) extraction machine, so it would be ridiculously inefficient for everybody to have their own'. It's like saying every wheat farmer should have his own header. It's not viable. Mr Kunze said a third of his income came from farm-gate sales and he knew some producers who sold all produce this way. We can sell it at retail margins at the farm gate, otherwise you have to sell it at a wholesale price and get half the margins.

The article in The Weekly Times then went on to describe the situation of an Alpaca breeder who was refused permission to set up a shop to sell garments made from their alpaca fleece on his farm because the garments had been processed off site. They had planned to spin the yarn and pay elderly women in the Castlemaine district to knit scarves, beanies and socks, which would be sold at the farm.