

OTHER FRUIT & TREE NUTS

Organisations

- > [Olives New Zealand](#)
- > [Oliveti](#)
- > [NZ Macadamia Society](#)
- > [Passionfruit New Zealand](#)
- > [Persimmon Industry Council](#)
- > [Tamarillo Growers Assoc.](#)
- > Other...

Vision

Olives NZ

- To foster a healthy and positive environment for the NZ olive industry to be the best producer of premium quality extra virgin olive oil and olive products
- To promote the health benefits of olive oil

Initiatives

National Northland



Current

- Oliveti – Olive Oil Tasting Trail throughout Northland; promoting testing of their olive oil for total polyphenol count and polyphenol spectrum to promote health benefits; undertaking a Health Soils programme on a trial grove (in third year of implementation)



Planned

- Oliveti – Olive Awards; field days at selected groves

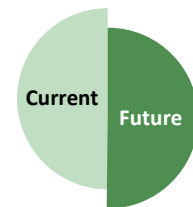
1927
Year of NZ's first commercial planting of purple passionfruit, in Kerikeri

45
Olive growing members of Oliveti Northland Inc., situated from Auckland to the Far North

4-6 tonnes/ha
Yield from NZ's top macadamia orchards, similar to the best overseas

These include:

- T&G Fresh
- NTL Horticulture Fruitpackers (avocado and persimmon)
- Savour Northland
- Northland Inc
- Plant & Food Research



- Green Kiwi Supplements
- ... are there others?

Collaborators



Challenges

- **Pests and diseases** – e.g. passionfruit vine hopper, green vegetable bug and guava moth (which damage macadamia)
- **Global warming** – although this may actually mean more subtropical/tropical crops can be grown e.g. rice and soybeans (but these will require water)
- **Rebranding** – marketing olive oil as a health supplement as opposed to just a food

Opportunities

- **Viability of macadamias** – they are drought tolerant, thrive in warm coastal areas, low-maintenance, have a low environmental impact, and are in high demand
- **Market development of persimmon** – gradually expanding exports into China and USA
- **Suitable climate** – Northland climate is well-suited to crops such as passionfruit, persimmon, tamarillos, peanuts, olives if planted in the right place
- **Niche olive market** – Northland's Oliveti growers have found a niche in the boutique olive oil domestic and export markets

Potential cross-sector collaboration



- **Share seasonal staff with other fruit sectors** – e.g. could staff harvesting winter crops (persimmon, passionfruit, tamarillo) help alleviate labour shortages in summer by helping with local berry harvesting?

- **Improve market access** – there appear to be excellent opportunities for growth of macadamia nuts in NZ
- **Encourage tourism** – explore linking the existing Olive Oil Tasting Trail to existing or potential attractions in other primary sectors. Are there other niche crops that could be of interest to tourists, e.g. bananas, macadamias?

- **Undertake R&D** – could other fruit and tree nuts' work expand or establish themselves within the Ngawha Innovation and Enterprise Park?

References

