



Meeting the demand for NZ extra virgin olive oil



Snapshot

Industry partner:
Olives New Zealand

Project length: 3 years

Start date: 1 October 2019

Estimated completion date:
November 2022

Industry funding: \$65,280

MPI funding: \$43,520

Olives New Zealand aims to increase the average yield of established olive groves in New Zealand.

The opportunity

There is already an established market for olive oil in New Zealand of \$35m per annum. The New Zealand industry accounts for less than 10 percent of this. The demand for New Zealand extra virgin olive oil currently exceeds supply.

The solution

A 3-year MPI-funded project, completed in October 2019, succeeded in increasing the average olive harvest tonnage of less than 10kg per tree to 20-35kg per tree. This project aims to increase the production of established olive groves by an additional 5kg per tree by further refining growing and harvesting methods. The project will also investigate the effectiveness of alternate and more organic approaches to olive grove management, which are also more affordable for smaller groves.

The benefits

If successful, this project will benefit New Zealand by:

- increasing market share for New Zealand's olive oil industry;
- developing best practice methodologies, resulting in more efficient and environmentally friendly use of the land;
- increasing employment opportunities.