

# Code of Practice

## Australian Olive Industry Code of Practice



**AUSTRALIAN**  
**EXTRA VIRGIN**

# What is the Code of Practice?

An initiative of the AOA on behalf of the Australian producers to differentiate our fresh authentic Australian product.



# How does the Code differentiate our fresh authentic product ?

- Establishing a clear Australian EVOO Brand
- Backed by credible work at a national & international level
- Provides the process to underpin authenticity
- Drive competitive advantage for signatory producers
- Enhance business and production practices
- Give consumers confidence in the product



# Overview of the Code

- Introduced a little over 3 years ago
- Framework to achieve consistent & high standards of Australian EVOO
- Independent testing regime
  - Testing signatory oils under Annex 2 (AS5264-2011 protocols)
- Compliance committee
  - Independent chair/industry & consumer groups
- Requires producers to have –
  - Good business practices
  - HACCP style food handling system
  - Environmental plan



# Benefits for Producers

- Australian Extra Virgin Campaign driving consumer awareness & recognition
- Practical framework to help signatories deliver high quality products
- Signatory Workshops
- Raise standards across industry
- Farmers Market managers informed about Code & symbol
- Retailer recognition (in progress)
- Food service recognition (in progress)
- Export certificates / export recognition



# Australian Standard AS 5264-2011

- Introduced August 2011
- Long term project of AOA
- Strong relationship to Code
- Underpins Australian characteristics
- Enhances consumer certainty
- Seeks to remove 'lite, 'extra lite/light' and 'pure'



# Status of AS 5264-2011

- Australian Standards are not “law”
- They are ‘**reference**’ documents which allow for updating without cumbersome legislative change
- Regulatory authorities (ACCC, Fair Trading, etc) can adopt a Standard as their ‘reference’ document for the purpose of enforcement of consumer protection
- Motorbike helmets must meet an AS Standard – otherwise not accepted by RTA and insurance invalid.

# Code today

- Over 150 signatories and growing.
- Represents about 90% of production offered for sale in Australia & overseas.
- Consistent with new Australian Standard AS5264-2011
- Independent in-store survey conducted in western Sydney supermarket indicated 28% customer recognition of the COP logo.



Code of Practice

# Signing Up



**AUSTRALIAN**  
**EXTRA VIRGIN**

# There are few limitations

- The smallest signatory produces 20 litres.
- One of those under consideration has ONE tree (about 180 years old with up to 500 kg)



# Signing up is easy!

## 1. Member of AOA

Need to be –

- a financial member of Australian Olive Association
- Become a financial member of Code

*Easily achieved!*



## **2. Compliance program**

**Have a compliance program  
consistent with the Australian  
Standard AS3806-2006**

*Sounds scary, but is quite simply a case of complying with proper business principles – planning, financial, insurances, records, taxation, etc and comply with State/Territory food, fair trading and health laws.*

*If you are a food producer you should already be registered with the appropriate State/Territory/Council agencies*

# **3. Complaints handling**

Have a complaints handling program consistent with Aust Standards AS1002-2006

*Can be very simple or complex depending on size of business – it is basically a written record of how a complaint will be handled, resolved and recorded.*

*You should also have a protocol for recall.*

# 4. Food Safety Program

Have a food safety program  
consistent with HACCP principles

*While complex, this has been enormously simplified by signatories being able to download an AOA produced HACCP-style module that can be adapted to suit a signatory's individual production, processing, storage, packaging and transport activities*

# HACCP STYLE PLAN

PRODUCTION – PROCESSING – BOTTLING



# 5. Product traceability

Have a product traceability system

*This issue is very well covered for signatories by –*

*(a) annex 1 of the Code; and*

*(b) a section of the HACCP-style module in 5 above.*

# 6. Quality labelling

Follow the applicable quality and labeling guidelines in respect of EVOO

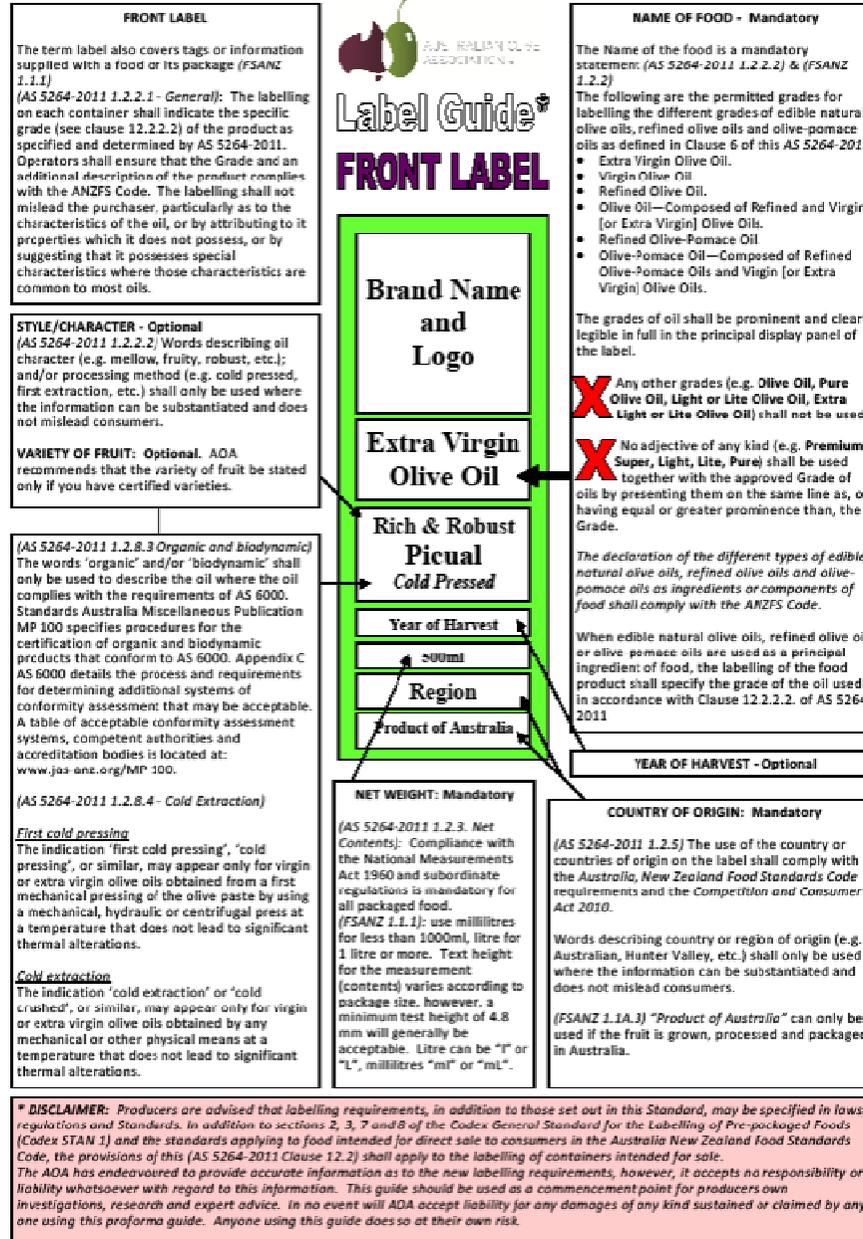
*Requirements are provided in the provisions of –*

- (a) Annex 2 of the Code and*
- (b) the provisions of Australian Standard AS 5264-2011*

See  
AOA  
Web  
Site



## Label Guide<sup>®</sup> FRONT LABEL



# 7. Environment

Production and marketing processes that minimise adverse impacts on the environment

*Basically have an environmental management plan – AOA is developing a module in the same style as the HACCP-style module to assist signatories.*



**APPLICATION FORM**  
(Sole Trader)

**Australian Olive Association Ltd**  
A.B.N. 57 072 977 489-A.C.N. 072 977 489  
P O Box 309  
Pendle Hill NSW 2145  
Tel: 61 2 9863 8735  
Fax: 61 2 9636 4971  
secretariat@australianolives.com.au

I, ....., hereby apply to become a signatory to the Code of Practice for the Olive Industry. I am a member of the Australian Olive Association Ltd., membership ID# \_\_\_\_\_.

I agree to be bound by all the terms and conditions and obligations of the Code, covering compliance with applicable legislation, good production and marketing processes, compliance and complaints handling programs, food safety plans, product traceability, any applicable quality and labelling guidelines, environmental management, record keeping, staff training, and any other matter determined from time to time by the Australian Olive Association Ltd under the Code.

I agree to abide by any applicable rules and processes in relation to logos, certification symbols or other insignia and devices used for Code purposes, and to act in accordance with the requirements of the Industry Compliance Committee.

I acknowledge that any act inconsistent with the requirements of the Code of Practice may lead to action under the Code for breaches of its terms, or to disciplinary action under the constitution of the Australian Olive Association Ltd.

I acknowledge that rights under the Code of Practice apply only to my olive products business and not to any associated legal entity or business.

I agree that I shall cease using Code logos, certification symbols or other insignia and devices immediately that I cease to be eligible to do so because I have ceased to be a member of the Australian Olive Association Ltd or a signatory of the Code, because I have not paid fees as requested or because of any relevant action taken against me under the Code or the Constitution of the Australian Olive Association Ltd.

**CONTACT DETAILS**

<b>Name</b>	
<b>Description of enterprise</b> (including brand names and any trading names other than the name above)	
<b>Postal address</b>	
<b>Telephone</b>	
<b>Mobile</b>	
<b>Fax</b>	
<b>Email</b>	

Please also complete the Checklist

Signed ..... Date .....

Accepted ..... Date .....  
for an on behalf of the Australian Olive Association Ltd



**Australian Olive Association Ltd**  
 A.B.N. 57 072 977 489-A.C.N. 072 977 489  
 P O Box 309  
 Pendle Hill NSW 2145  
 Tel: 61 2 9863 8735  
 Fax: 61 2 9636 4971  
 secretariat@australianolives.com.au

**Code of Practice Checklist**



*Thank you for submitting your code of practice application form. Under the code you have agreed to the following obligations. Please complete this checklist and retain a copy for your records and return a completed copy to the Australian Olive Association.*

(Please tick the appropriate box) Checklist Item	Current Status		Underway or Comments
	YES	NO	
• Member of Australian Olive Association Ltd			
• Comply with State/Territory food, fair trading and health laws			
• Have a compliance program consistent with the Australian Standards AS3806-2006			
• Have a complaints handling program consistent with Australian Standards AS1002-2006			
• Have a food safety program consistent with HACCP principles. (Please provide details if program not a State or territory endorsed program.)			
• Have a product traceability system (see Guidelines Annex 1)			
• Intend to follow the applicable quality and labeling guidelines in respect of EVOO (see Guidelines Annex 2)			
• Production and marketing processes are undertaken to avoid or minimise adverse impacts on the environment. (Please provide indication of relevant activities; eg. Compliance with relevant laws.)			
• Estimate of the amount of oil to be produced in the coming year. (For fee invoicing purposes; can be amended at a later date.)		Estimate:	

Signed: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / 20\_\_

Print name: \_\_\_\_\_

# CoP Fees

- Signing fee (initial, once only fee). \$ 77
- Yearly fee to 15,000 litres \$ 77
- 15,001 to 20,000 litres (inc 2 certificates for bulk) \$ 451
- 20,001 to 25,000 litres (inc 2 certificates for bulk) \$ 902
- 25,001 to 35,000 litres (inc 2 certificates for bulk) \$1,804
- 35,001 to 50,000 litres (inc 2 certificates for bulk) \$2,700
- Over 50,001 litres (inc 2 certificates for bulk) \$3,150
- Additional certificates for bulk oil sales. \$11.00

Code of Practice

# Your Commitment as a Signatory



**AUSTRALIAN**  
**EXTRA VIRGIN**

# A commitment to quality EVOO

## Annex 2 of the Code

- Commit to a minimum of three simple tests and a tasting of their oil.
- By doing this they are making the statement that these products are authentic and high quality and committing to allow testing of their products from the marketplace by independent laboratories.
- Commit to address any problems found by marketplace testing.



# Use of symbol

## Can **ONLY** use symbol if –

- Financial Member of the AOA
- Financial Member of Code
- Abide by the requirements of the Code in relation to testing labelling etc. as well as the applicable rules and processes in relation to logos, certification symbols and compliance
- Applies only to your olive products business and not to any associated legal entity or business.
- Cease using Code logos, certification symbols or other insignia and devices immediately if have not paid AOA & Code **fees** because of any relevant action taken against under the Code or the Constitution of the AOA.

Code of Practice

# AOA Code - support



AUSTRALIAN  
EXTR  VIRGIN

# Operational support

- Manual kit with Code and supporting documents
- Inclusion in Signatory website listing/link to your site
- Point of sale material for Farmers Markets
- Symbol - decals & print version for labels
- HACCP-style Module
- Environment Module (in development)
- CoP workshops
- Continuing development



# Market Support

- AEV Campaign – *Fresher tastes Better*
- PR and media monitoring
- Export certificates
- Specific rules about the use of the AEV symbol and a compliance initiative to protect the brand
- Logo recognition
- Information flyers



# *Fresher tastes better* campaign

With the support of Government market development funds, AOA took space at food shows across the country to educate consumers, demonstrating the freshness of AEVOO compared to imported olive oil. Promotion included branded caps, aprons, T-shirts and information



Code of Practice

# Protecting the brand



AUSTRALIAN  
EXTR VIRGIN

# Compliance

- Specific rules to protect against unauthorised use of the Symbol
- Testing regime to ensure quality / authenticity
- Operational Industry Compliance Committee (ICC)
- Independent Chair and industry + consumer representatives
- Renewals system involving notification of:
  - Continuing adherence to Code requirements
  - Oil test results
  - Auditing(in development)

# Annual review & renewal

- On annual renewal all signatories are contacted to ensure they are abiding by the CoP requirements.
- They are also asked for comments. Responses so far have included:
  - Incredibly positive feedback
  - Experienced positive impact at Markets
  - Would like more promotion
  - CoP is good value for money
  - All had conducted testing as required and agreed submit test results on confidential basis



Code of Practice

# Review of Code 2012/12



**AUSTRALIAN**  
**EXTRA VIRGIN**

# Review

- After 3 years it is necessary to review the Code
- We have found it 'dynamic' and adaptable
- AOA will conduct a complete review in 2011/2012
- Suggestions from the industry are most welcome.



# Some suggestions

Suggestions received to date include:

- All Signatories should be listed on web site unless they choose to “opt out”.
- Loosen up the rules surrounding the use of the logo and “accredit” Shows that agree to adopt the CoP protocols so that those entering can meet their CoP testing obligations – and maybe win a medal!.
- Voluntary independent certification.
- Require submission of test results.
- Introduce 2-stage test sequence for Compliance tests
- Streamline the code fee structure.



# Code of Practice

## Adjustments arising from introduction of AS5264-2011



**AUSTRALIAN**  
**EXTRA VIRGIN**

# Australian Standard

## **Need for a “best before” date – main issue for Code**

- Without a ‘best before’ there is an implied warranty that the oil will last indefinitely! So, “best before” is a protection for both producer & consumer.
- This date can be two years from bottling provided the oil meets the Standard at time of bottling.
- Does not preclude the continued use of ‘Harvest date’ as additional information for customers.
- Those that “bottle to demand” might use 2 years from the date of their last test...subject of course to the oil having been appropriately stored in the interim!

# Latest News

This is YOUR symbol of compliance  
with the Australian Standard



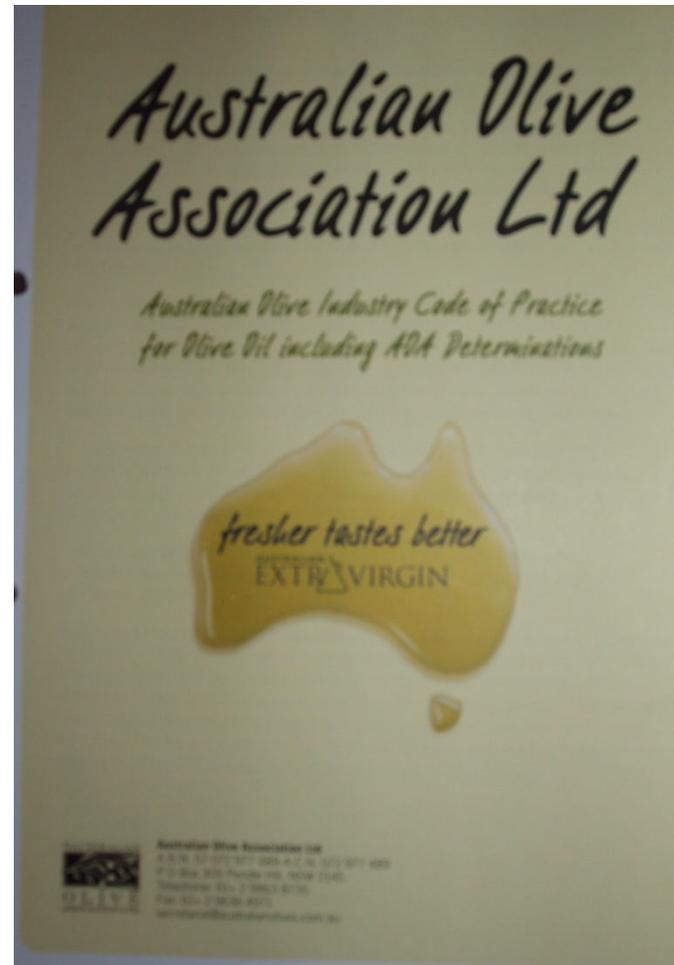
Code of Practices

# Summary

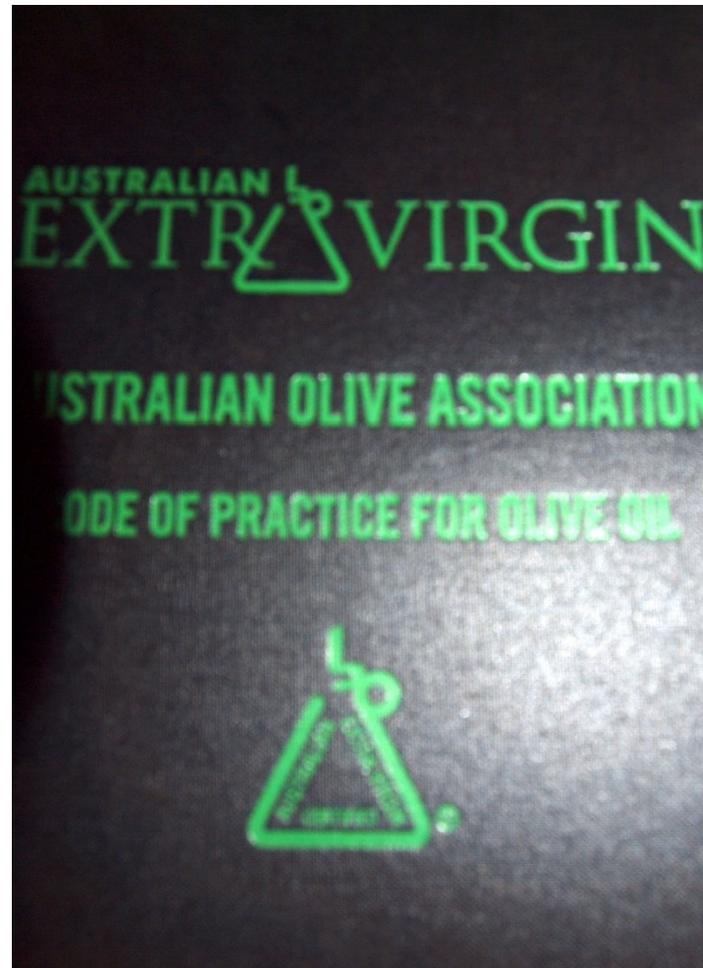


**AUSTRALIAN** LVO  
**EXTRA VIRGIN**

# Code



# Manual



# Modules

- HACCP-style manual
- Environment (in progress)



# Standard AS5264-2011



# More assistance.....

- Research
- Information
- Marketing
- Extension program
- Code Workshops
- Information sheet downloads
- Industry PR support



QUESTIONS?

AUSTRALIAN  
EXTRAVIRGIN



**SIGN UP NOW!**

**AUSTRALIAN**  
**EXTR**  **VIRGIN**

**Thank you !**

**AUSTRALIAN**  
**EXTR**  **VIRGIN**