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## The Australian Olive Association (AOA), is the national peak industry body representing Australian olive growers.

### Upcoming Events

OCT 28 October 28 @ 8:00 am - October 30 @ 5:00 pm

**The National Olive Industry Conference & Trade Exhibition**

## New website makes industry resources easier to find and access

The Australian Olive Association (AOA) has a wealth of invaluable resources to help manage, grow and market your olive business, compiled over the past 30 years as Australia's peak industry representative body. The really great news is that it's just become much easier to find and access them, thanks to a new industry website launched in May.

The new site was created to consolidate the AOA's technical and news resources, previously housed across both the *Australian Olives* and *OliveBiz* websites, providing a complete repository of the organisation's reference material in the one place.

### User-friendly search capability

AOA Administration Manager Liz Bouzoudis has led the website project

from concept to launch, working alongside the developers with guidance from the AOA Board. She said the new site has been designed with a focus firmly on users and an emphasis on searchability.

"The number one priority was easy access," she said.

"The feedback we'd had was that information was often difficult to find and that users couldn't remember where to go to access something they had previously seen. So the first thing we did was remove the need to go to two different websites, by making all of the AOA's reference information accessible in one place.

"Then we ramped up the searchability, to make it easy to find things once you're there. We have an incredible library of resources but many were

hard to find - buried in the body of the website, so it took multiple clicks to find them.

"Now news items and pages on the site are searchable via keyword or topic via the search bar located on each page, with a wide range of additional documents added and searchable by category listing in the **Resources Library** from the **Resources** section of the website.

### Single login

Ease of use has also been enhanced by a single login to access all member or restricted features of the website.

"We wanted to minimize any inconvenience with the website changeover, so we kept the same user login details for the AOA **Members Lounge** and the *OliveCare*® section,

with that login now also providing direct access to discounts on workshops and **Classifieds** postings,” Bouzoudis said.

“At this stage the National Conference & Exhibition and the Australian International Olive Awards are still on their respective websites but we’re looking at also incorporating them into the future.”

### Improvements, enhancements and additions

Easier access is just one of the many improvements to the new website, Bouzoudis said, with a number of additional features also upgraded and an extensive range of new information added.

### Putting processors on the map

Another major improvement is to the **Processor listing**, which has been updated to include a map function.

“A grower can now enter their location and find processors listed on a map, making it easier to find those closest to them,” Bouzoudis said.

“Previously people would ring and say ‘I’m in Geelong, who’s my closest processor’ and it was really difficult to work out where each of them was just from location names. Now with the processors shown on the map, it’s easy to find those near to you. That’s going to be a real help for growers at harvest time.

“It also means it’s now even more important that processors keep us up to date with their status for each harvest, so we can keep the listing as accurate as possible. And we don’t have information for all processors, so if you’re not on the list, please email me at [secretariat@australianolives.com.au](mailto:secretariat@australianolives.com.au) with the details of your processing offer.

### Grower-to-grower Classifieds go DIY

The AOA’s highly successful intra-industry **Classifieds** service has also

had an upgrade, with growers now able to post, update and renew their listings directly on the website.

“New ads previously had to be organised through the AOA and were posted by our production team on a Friday, which was a little frustrating if you had something you wanted to list urgently,” Bouzoudis said.

“And if you wanted to edit an ad once it was posted - if you sold some items but not others, for example - that same tech process and time constraint was involved.

“The new DIY system is much more convenient for sellers, as you can post your ad whenever you’re ready and update it if anything changes. That includes uploading or removing images.

“There’s now also a direct contact form as part of each ad listing, making enquiries and offers much easier and more professional, and we’ve created specific classified listing categories - *Selling olives or oil, Selling used equipment, Seeking olives or oil, Seeking used equipment, Seeking staff, Seeking a job* - to make the listings even more relevant to your potential audience.

“The other elements of the **Classifieds** service remain the same: it’s still a paid function, with a heavily discounted rate for AOA members; it takes your ad straight to your target market; and all new ads also get listed on the following *Friday Olive Extracts* industry e-newsletter for extra visibility.”

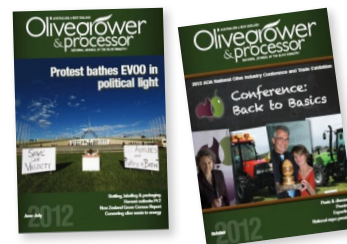
### Open access to Olivegrower & Processor back issues

One of the major additions to the new website is open access to the AOA’s industry journal, *Australian & New Zealand Olivegrower & Processor* (OG&P). Previously available only

by paid subscription, every edition from June 2012 to the final published in December last year can now be accessed online for free through the **Resources** section of the new website.

The digital version is identical to the previous print edition and can be read in full, from cover to cover, in flip-read mode. Users can also access index pages, making it easier to find articles on specific topics and interests.

2012



2018



2024



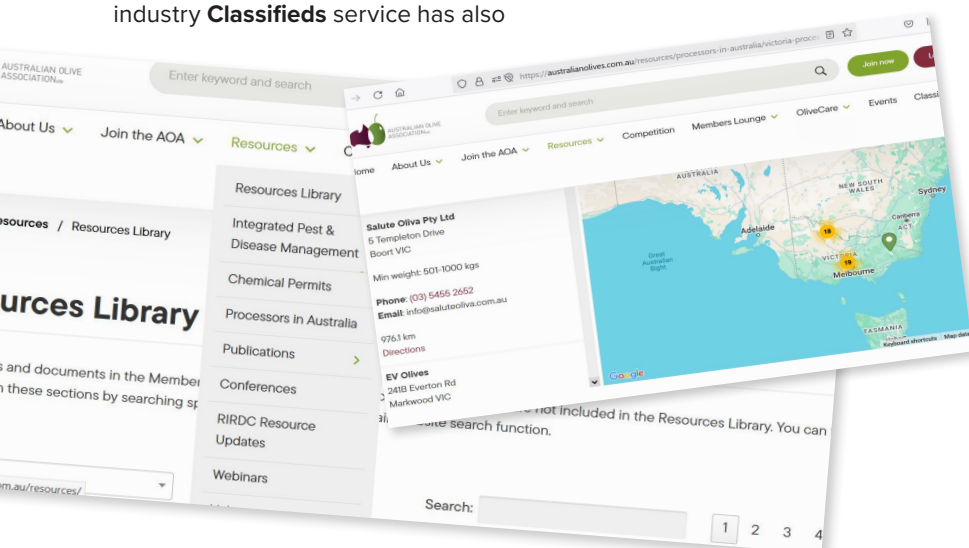
### Maximising industry knowledge

Extending access to industry information even further, many of the resources previously housed within the *Australian Olives* website’s **Member’s Lounge** have now been made publicly available.

AOA CEO Michael Southan said it’s all about increasing the knowledge base across the industry.

“The AOA Board recognised that for the whole industry to grow and prosper, it’s important that growers have the maximum amount of information available to them,” he said.

“AOA Members get plenty of exclusive benefits, including significant discounts on event registrations and AIOA entry, and





opening up more of our resources works with our aim to improve productivity and profitability right across the industry. To do that, knowledge is key, so we're providing that key.

"And the website, which already housed substantial resources created through the Communications and Extension project and other levy R&D projects, is the obvious place to ramp up that knowledge-sharing process.

### Ongoing refinement

"We'll also be reviewing the site on an ongoing basis to continue making improvements as we go, adding more features and more resources.

"The site has been a long time in development and the final design incorporates a lot of feedback we've received along the way, along with changes identified through several test reiterations. We wanted to get it up and running now, and we'll be refining it as we find any elements which may benefit from further improvements."



### Take a look around

The new website houses way more resources than we can expand on here, so why not take a look around the site yourself and see what's available. To get you started, here's direct access to the site and features we've discussed above:

[Home page](#)

[Resource Library](#)

[AOA Classifieds](#)

[Olivegrower & Processor back issues](#)

[Processor listing](#)

The website upgrade has been undertaken as part of the Olive levy project Australian olive industry communications and extension program (OL22000), funded by Hort Innovation using the Hort Innovation olive research and development levy, co-investment from the Australian Olive Association and contributions from the Australian Government.



# Fundamental focus for 2025 National Olive Conference

The program for the 2025 AOA National Olive Industry Conference & Exhibition is almost complete, with topics focusing firmly on this year's theme of **Productivity and profitability**.

AOA CEO Michael Southan said the theme is in response to the outstanding success of the AOA's Back to Basics (B2B) field day program, which saw sell-out events across four states.

"We got a clear message from the success of the B2B field days: that when it comes to knowledge-sharing events, what people want to know more about is the fundamentals of olive growing and running a successful olive business.

"We had some very experienced growers at the B2B events, who all went away having learned something, and very glad they came. So we're building on that information, looking at the nitty-gritty of olive production and then expanding from there with topics covering wider issues around profitability.

"Together with the ongoing opportunity for questions, answers and discussion that a Conference setting brings, our aim is for a two-day event which will inform and inspire producers across all levels of the industry."

### Details – Save the dates

Where: Hotel Grand Chancellor, Adelaide, SA

When: Tuesday 28 October (optional Field Day)

Wednesday 29 and Thursday, 30 October

The program will include:

- Field tour (optional) - program TBC
- Plenary sessions
- Industry Trade Exhibition
- Conference Dinner – Wednesday 29
- 2025 Australian International Olive Awards Presentation Dinner – Thursday 30 (optional)

While several of the sessions are still to be confirmed, the draft program is available on the Conference website [here](#).

### Get a room!

Registrations will open in early July. In the meantime, the AOA has organised a special delegate rate for rooms at the venue, so if you want to secure your accommodation at the discounted rate you can book directly [here](#).

The National Olive Conference & Trade Exhibition is facilitated by the Australian Olive Association, partially funded by Hort Innovation using the Olive R&D levy, with in-kind contributions from the Australian Olive Association and funding from the Australian Government. The event is also supported by industry sponsors and exhibitors.

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# Olive Wellness Institute makes sensory exploration easy

The number one aim of Olive Wellness Institute (OWI) is to educate and inform around the many benefits of olive products.

One of the many ways they do that is through evidence-based, user-friendly resources to help share that information. Some are created for specific target groups - health-care professionals, chefs and the food service industry, growers/producers and consumers - while others are more generic, and all provide invaluable tools to assist in sharing the benefits and attributes of our health-giving products with a wider audience.

One of the most useful for that purpose is the OWI's Virtual Sensory Kit. A comprehensive guide through the five key steps for conducting an oil tasting, the kit explores factors that influence taste and smell, common flavours, types of EVOO, and how to detect poor quality oil.

It's a great way to introduce people to the sensory nuances of EVOO and also helps reinforce the concept that,

unlike most other cooking oils, EVOO can be treated as a core ingredient - as the sensory properties vary between bottles, one of the key benefits of cooking with EVOO is the unique flavours and aromas it adds to food.

And one of the best ways to experience the differences in aromas, tastes and flavours is through a tasting.

## Virtual Sensory Kit

The sensory kit steps you through how to conduct an extra virgin olive oil tasting and provides information around the various sensory characteristics, covering six main topics:

- Influences
- Flavour
- Detecting poor quality
- Conducting a tasting
- Types of EVOO

Here's an overview of the information covered.

## Influences

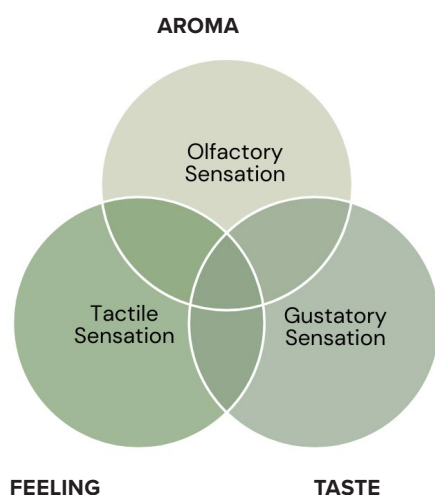
Describes the factors influencing the sensory characteristics of EVOO, including:

- variety of olive - the biggest impact on oil flavour;
- maturity at harvest - unripe olives = more pungency, bitterness and 'green' flavours; ripe olives = milder and more buttery, less bitter and riper fruit notes.
- climate and weather – particularly temperature during oil accumulation;
- other factors - irrigation, extraction methods and practices.

## Flavour

Goes through the sensory factors which combine to influence the overall flavour of an oil - aroma, taste and mouthfeel - along with intensity and freshness. It's not always easy to describe those factors, even for experienced olive people, so the OWI's explainers are information gold. Here's an edited version - the kit provides even more detail, along





### Complexity and persistence

A complex oil has an interesting and diverse range of aromas and flavours. Persistence is the length of time the flavour is perceived after swallowing (aftertaste).

\*The kit includes a list of flavour profiles associated with different varieties, providing the opportunity for tasters to try and identify the source varietal/s.

### Detecting poor quality

We know bad quality olive oil will display 'defects', which are

commonly caused by poor handling of the olives before and/or during processing, or during storage. They're not always easy to identify, so the kit provides an overview of the most common defects and how they occur. It also includes a list of descriptors for each defect to assist with identification of each defect.

### Causes

Common causes of defects include:

- Storage time and temperature before fruit is processed: defects = fusty, musty, winy.

with a list of aromas commonly found in EVOO to aid identification.

### Aroma

The sensations perceived by the olfactory organ when tasting food. In EVOO, should be pleasant and enticing, predominantly of olive fruitiness, can be intense or mild, should be balanced and harmonious.

### Taste and mouthfeel

Good quality EVOO should taste very fresh, pleasant and clean. May also be associated with familiar foods such as green vegetable, tomato, banana, citrus or salad leaves. Bitterness and pungency follow and are positive characteristics of EVOO as long as they do not overpower the level of fruitiness: the flavour profile should be well balanced.

### Fruitiness

Varietal characteristics from sound, fresh olives, fruitiness can be detected in both the nose and the mouth (aroma and taste).

### Bitterness

Perceived on the back of the tongue, the bitterness of an oil depends on fruit ripeness at harvest, along with other factors such as variety.

### Pungency

A biting tactile sensation perceived in the throat or tingling sensation perceived on the tongue, pungency in oil is often described as 'peppery' and may make you cough. The pungency of EVOO is due to polyphenols, specifically oleocanthal, and the intensity is generally relative to the polyphenol content.



You don't need much to conduct an EVOO tasting, just a glass of some sort and a palate cleanser like apple or crackers. And a selection of Australian EVOOs, of course!

### Conducting a tasting

The OWI team have provided a simple, step-by-step guide to the actual tasting process. It's practical and user-friendly, no matter what your knowledge level, covering:

**Step 1: Choose the right glass** – looks at why blue glass is used professionally and what you can use instead.

**Step 2: Prepare the oil** - describes the process of warming the oil to release the aromas.

**Step 3: Smell** - how to evaluate the aroma of the oil, using the list of common aromas under the 'flavour' tab to identify what you experience.

**Step 4: Taste** - takes tasters through the process of tasting for maximal release and assessment of the aromas, flavours, bitterness and pungency in the oil.

**Step 5: Cleanse your palate** - an important heads-up on how to clear your palate between oils without ruining your tastebuds for the next, so you can ...

*Repeat with a selection of different extra virgin olive oil varieties!*

## VARIETIES DESCRIPTORS

Frantoio	Leccino	Barnea	Picual	Coratina	Koroneiki	Arbequina
Buttery	Caramel	Banana	Tomato fruit	Green grass	Green grass	Red apples
Floral	Toffee	Banana skin	Tomato leaves	Woody	Cut grass	Confectionary
Dried herbs	Vanilla custard	Buttery	Fig tree	Cut grass	Green tomatoes	Tropical fruit
Green almonds	Condensed milk	Shallots	Ripe guava	Leafy	Green banana	Creamy
	Vanilla biscuits	Grassy	Overripe apples	Nutty	Timber	Berries
	Cream	Woody		Green almonds	Pine	Ripe fruit

- Poor condition/damage of fruit: defects = wet hay, stewed fruit, grubby.
- Time and temperature during processing: defects = burnt, overheated, cooked.
- Storage containers and practices: defects = muddy, rancid, metallic.

### Common defects

If an oil contains any of the defects listed below, it cannot be called *extra virgin* olive oil.

**Rancid:** rancid oils have undergone intense oxidation and are essentially 'off'. The most common defect, caused by incorrect storage (exposure to heat, light or air) and age.

**Fusty:** occurs when fruit stored for too long before processing, resulting in anaerobic fermentation.

**Musty:** a mouldy flavour from processing of mouldy fruit, often from storage in humid conditions, also from dirt or mud.

**Winey/vinegary:** usually due to aerobic fermentation, resulting in a sour or vinegar-like taste.

**Metallic:** develops from prolonged contact with metallic surfaces during processing or storage.

**Frost:** occurs when fruit has been affected by frost before processing.

**Burnt/heated:** occurs when the oil is processed using too high temperatures.

**Dried:** develops in oils made from olives affected by drought, or stored for too long in a refrigerated cool room.

**Earthy:** occurs in oils produced from unwashed olives carrying earth or mud.

### Types of extra virgin olive oil

The final section of the kit looks at the different styles - light/delicate, medium and robust – and the sensory characteristics and culinary uses for each.

**Light/Delicate:** has a lighter and more subtle taste, usually made from riper olives. The lower polyphenol content (<100ppm) means it is less bitter and reduces pungency. Has flavours and aromas of ripe fruit, tropical notes

Usage: perfect for baking, as a butter substitute, or when you want the flavour of the other ingredients in the dish to be the star.

**Medium/Classic:** generally uses fruit at both earlier and mid-stages ripeness. Produces a light tingling in the throat, and the flavour will be more pronounced. Fruity flavours and aromas of both ripe and green fruit, phenol levels of 100-250ppm will provide moderate bitterness and pungency.

Usage: good all-rounders, ideal for everyday cooking and on vegetables.

**Robust:** will have a much stronger/bolder flavour and a peppery

aftertaste. Typically displays 'green' characteristics with unripe fruit aromas, and the higher phenols (>250ppm) provide a firm bitterness and pungency (aka tickling or burning in the back of the throat).

Usage: perfect for cooking hearty dishes like casseroles and roasts. Also for drizzling over cooked meals, or in salad dressings and marinades.



It's all great information which makes sharing the intriguing flavour nuances of extra virgin olive oil easy, no matter what your experience and knowledge level.

You can access the Virtual Sensory Kit on the Olive Wellness Institute's website [here](#) and use it to host a tasting for your friends, farmers market customers, or potential food service clients. It's also a great way to increase your own understanding of the what, why and how-to of EVOO sensory characteristics.

### About the Olive Wellness Institute

The Olive Wellness Institute (OWI) is a scientific repository on the nutrition, health and wellness benefits of olives and olive products.

Established in 2018, it delivers peer-reviewed, evidence-based information to key target audiences, with the aim of increasing demand for Australian olive products within Australia and key overseas markets.

The Olive Wellness Institute's work is delivered via the Hort Innovation strategic investment project *Increasing awareness of the health benefits of Australian olive products* (OL22001). The project is funded by Hort Innovation using the olive research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit [www.horticulture.com.au](http://www.horticulture.com.au).

## Australian Horticulture Statistics Handbook 2023/24



Image: Hort Innovation

Australian Horticulture  
Statistics Handbook  
2023/24

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# Olives



## 2023/24 Australian horticulture statistics published

The latest edition of the Australian Horticulture Statistics Handbook is available on the Hort Innovation website, providing insights on horticultural production, markets and international trade during the 2023/24 financial year.

Published annually, the Handbook brings together data covering 75 horticultural products across the fruit, nuts, vegetables, nursery, turf and cut flower production sectors.

The new data shows positive overall trends, with both the production volume and value of Australian horticultural products continuing to climb, while exports reached record highs and imports fell.

### Overall horticulture figures 2023/2024

Total production volume for all Australian fresh horticulture sector products profiled in the Handbook was 6,888,861t, an increase of 6.6% from 6,463,772 in the previous year. Vegetables were the leading category at 3,833,980t, followed by Fruit at 2,754,956t.

Total production value was \$16,983.6M, a 4.3% increase from \$16,253.8M in 2022-2023. The leading categories reversed,

however, with Fruit the top earner at \$6,816.2M and Vegetables second at \$5,701.2M.

*Note: olives are not included in the total fresh fruit category.*

### Key movements

- It was a record year for fruit production value, with berries, bananas and citrus all climbing substantially in value. Citrus set a new record, reaching more than \$1 billion in value for the first time.
- Overall fresh fruit and vegetable production increased by 5.6% in volume and 2.9% in value.
- Maturing fruit tree plantings, especially in citrus and avocados, contributed to increased yields, while fresh berry production also increased. Lower table grape production shifted domestic market demand towards other fresh fruit categories.
- Nut production recovered, led by significant production increases in almonds (38.7%) and macadamias (10.7%) production, with increased volumes exported. Production value for both also increased significantly, up 63.3% and 94.1% respectively.

- International trade saw a positive shift, with export volumes increasing by 8.7% and export values by 8.4%. Fruit and nuts experienced stronger export growth than vegetables, driven by robust export performance for almonds, citrus, avocados, and summerfruit.
- Imported volumes declined by 10.2% over the year, indicating the ability to meet domestic market needs with expanded local production.

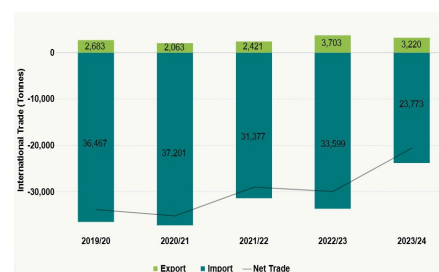


Image: Hort Innovation

### Total exports/imports

For the year ending June 2024, Australia exported 807,680t of fresh horticultural products, up 8.7% from 742,714t in 2022/23. The total fresh export value was \$2,754.7M, a 17% increase on \$2,349.7M in 2022/23 and a record high.

Total fresh imports into Australia for the year ending June 2024 were 148,787t, a minimal decrease from the previous year's 150,122t. Fresh import value was \$959, up 5% from 2022/23.

Fresh fruit was again the leading export category in both volume (56%



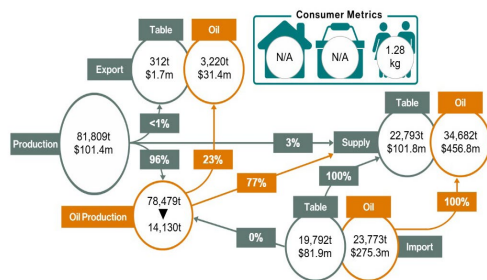


Image: Hort Innovation

of total) and value (53%), as well as production value (40%), fresh supply wholesale value (30%) and, perhaps surprisingly, fresh import volume (43%). Fruit accounted for 32% of fresh import value over the year.

### Olives Overview

The *Olives Overview* is included in the *Fruit* section of the Handbook and provides a snapshot of the Australian olive industry for the 2023/24 year across six data categories.

Key statistics include:

#### 1. Production

- The state-by-state production share remains unchanged from previous years, at (approx.) Victoria 69%, South Australia and WA 11% each, New South Wales 9%, and Queensland and Tasmania both <1%.
- The production area recorded grew minimally to 33,619ha, up from 33,595ha in 2022/23.
- Annual fruit production was 81,809t, a decrease of 19% from the previous year's 100,536t (an 'on-year' production increase of 31% from 2021/22).
- This was reflected in the production value of \$101.4M, also down 19% from the 2022/23 figure of \$124.7 (\$95.5M in 2021/22).

#### 2. Oil production

- 96% of fruit produced (78,479t) was extracted for oil, producing 14,130t of olive oil. We cannot provide the oil production comparison figures for previous years.

#### 3. Table olive production

- The remaining 4% of fruit was

used for table olive production, almost all for the domestic market.

- While less than 1% (312t) of table olives were exported, the \$1.7M value figure demonstrates the potential of table olive exports for Australian producers.

#### 4. Wholesale value

- The wholesale value of total oil supply in Australia in 2023/24 was \$456.8M, up 25% from \$364.8M in 2022/23 and a 55% increase on the 2021/22 value figure of \$251.8M.

#### 5. Consumption

- Per capita consumption of olive oil in Australia (based on volume supplied) was 1.28kg, a substantial decrease from the 1.80kg figure for 2022/23 and also from 1.58kg for 2021/22.

*Note: no other information is provided for table olives, as much of the additional data collected relates to fresh produce only.*

#### Olive oil international trade

The international trade figures for 2023/24 saw reductions in quantity for both olive oil exports from and imports to Australia – alongside increases in the value of both:

- 3,220T of olive oil was exported, down 13% on the 2022/23 figure of 3,703T but a vast increase on the 2,421T exported in 2021/22, and the previous two years;
- the value of those olive oil exports, however, increased by 13% to \$31.4M, up from \$27.9M in 2022/23. This continues the positive trajectory in recent years, with an increase of nearly 57% on the \$17.8M figure in 2021/22;
- olive oil imports were also substantially lower in 2023/24, the 23,773T representing a 21% decrease from the 2022/23 figure of 33,599T and a turnaround from that year's 7% increase from the 31,377T imported in 2020/21;
- meanwhile the value of olive oil imports mirrored those of exports, with an increase of 20% to \$275.3M from the 2022/23 value of \$229.3M – itself a 37% increase from \$167.3M in 2021/22.

#### Important note regarding revised figures

*The previous years' figures referenced in this overview have been updated in the recent edition of Handbook and therefore differ from those included in the 2021/22 and 2022/23 overviews, which were prepared using the data published in those respective Handbooks.*

*The Handbook compilers report that this is due to an increase in the Harmonized System (HS) codes used by the Australian Bureau of Statistics (ABS) to classify imported and exported goods for statistical purposes, which has added more detail to the profiling of export and imports of olive oils.*

*It is therefore important that, when accessing statistical information for decision-making purposes, only the figures published in the 2023/24 Handbook should be used.*



#### Search online or download

The 2023/24 Handbook can be viewed via the interactive *Online dashboard*, which provides search functionality enabling the extraction of product-specific data across various information categories. The interactive format is available on both computers and mobile phones.

The original handbook format is also available as five separate downloadable PDFs with olive data on pages 178-181 of the *Fruit* document.

Both versions are available on the Hort Innovation [here](#).

*The Australian Horticulture Statistics Handbook 2023-24 was published by Hort Innovation and produced by the multi-industry levy investment project Australian Horticulture Statistics Handbook 2021-22 to 2023-24 (MT21006).*