



MEDIA RELEASE

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Nine Aussie food companies pack bags for China

A high profile chocolatier, winemaker and a pet food manufacturer are among nine Australian businesses heading to Asia's largest food and beverage show in May.

SIAL China attracts 55,000 visitors each year and has over 2,000 exhibitors.

Australian Organic is exhibiting at the event for the first time, in conjunction with Australian businesses; Arcadian Organic & Natural Meat Company, Coolibah Herbs, Eco Farms, Gemtree Wines, Kialla Pure Foods, Murray River Organics, Nature's Gift, Pana Chocolate and OZGANICS Organic Foods.

Australian Certified Organic is a subsidiary of Australian Organic, the largest organic industry group in the country.

The Australian Certified Organic Bud logo appears on over 14,000 products and is the most recognised organic logo amongst consumers.

Australian Organic's General Manager of Commercial, Joanne Barber, says China's appetite for certified organic is expected to grow 20% each year until 2020.

"According to Mintel research, 80 per cent of urban Chinese shoppers believe it's worth paying more for organic food and drink. Australian certified organic products offer safe food options, which have thorough traceability.

"They are audited each year to make sure they comply with strict organic standards. Some of the businesses joining us at SIAL China already sell into Asia, while others such as raw chocolate makers Pana Chocolate and herb and vegetable growers Coolibah Herbs are in the position to export and are interested in making their products available across the Australasia region."

You can get a taste of these amazing companies at the Australian Certified Organic stand number W1 D 105 at SIAL China from 6-8 May.

We are also pleased to announce that Australian Organic ambassador Jessica Rudd has been invited by SIAL to give a presentation during the expo about trading within the Australasia region.

After spending five years living in China, Jessica has a professional interest in international trade and joins Australian Organic as a trade ambassador and facilitator between Australian Certified Organic clients and Chinese buyers.

Images available. Media: Kathy Cogo, kathy.cogo@austorganic.com.

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About the Australian exhibitors

Arcadian Organic & Natural Meat Company has over 120 certified organic suppliers in Australia. It is one of Australia's largest suppliers of certified organic beef and lamb products, which are free-range, pasture-fed and grown without synthetic hormones. 70% of its products are exported, predominately to the United States.

Coolibah Herbs sells 30,000 units a week of organic spinach, kale, wild rocket and washed salad leaves. Its certified organic range is grown on 480 hectares without synthetic pesticides and herbicides. All products are grown and packed to rigorous standards and strict quality assurance procedures. With around 60% annual growth rate, organic comprises over 20% of the company's turnover.

Eco Farms was established in 1986 and it is now one of Australia's largest dedicated suppliers and exporters of certified organic food. It has a full range of certified organic fresh produce and an extensive range of organic grocery lines. The grocery lines – from chips and spreads to oils and pastas – are free from artificial chemicals, flavours, colours and preservatives.

Gemtree Wines is a family owned winery dedicated to growing better wine, naturally. With minimal intervention in the winemaking process and an environmentally conscious farming system, Gemtree Wines produces biodynamic and certified organic wines which are powerful, concentrated, and express the true characteristics of each grape variety and the region.

Kialla Pure Foods was established in 1988 and has become one of Australia's leading processors of certified organic cereal grains. It sources over 20 different grains from organic growers. Grains are processed into organic flours and other products for manufacturers, artisan bakers, hospitality and retail. Kialla's products are produced under the SQF Quality Assurance system and have Chinese organic certification.

Murray River Organics is Australia's largest vertically integrated certified organic grower, processor, packer and marketer of premium organic sultanas, currants, sun muscat raisins and muscatel clusters. The fruit is grown without synthetic pesticides and herbicides and processed without sulphur. Its vineyards are in the heart of the Murray-Darling Basin, an area known as the Sunraysia and fed by the mighty and iconic Murray River.

Nature's Gift produces natural and certified organic pet food using high quality Australian ingredients. It has been producing premium pet food for 20 years, making a selection of wet food, dry food and treats for dogs and cats. It distributes to local and international markets. The company is 100% Australian owned and made and starts its recipes using fresh Australian meat.

Pana Chocolate is a phenomenally successful Australian company, which makes certified organic raw chocolate in Richmond, Victoria. It has 130,000 followers on Instagram and 24,000 Facebook followers. It has recently opened a second store in Sydney. All products are made free from synthetic additives.

OZGANICS Organic Foods is a multi award-winning company recognised for quality product manufacture and innovation. It produces condiments, noodles and coconut products under its brand OZGANICS and Organic Noodle Kitchen. OZGANICS also develops and manufactures for private label brands sold in over 20 countries. Founder, Anni Brownjohn was awarded the prestigious Telstra Businesswoman of the Year for Innovation, which recognised her ability to create foods that meet the consumer's demand for health, wellness and flavour.