



## **MEDIA RELEASE**

### **Booming industry unites, paving the way for future growth**

*Organics industry in final stages of harmonising its voice to Government*

**12 February 2018** – Valentine’s Day takes on a whole new meaning this year when the organic industry comes together to celebrate the launch of the *Love Organic Symposium*, in Canberra on Wednesday. With the Government about to close submissions this month on the review of the only protective organic legislation in Australia, industry leaders will join forces and stand united in creating a single, harmonised voice to Government.

Paving the way for future growth in the industry is Australia’s largest and most recognised industry powerhouse for organics, Australian Organic Ltd (AOL).

Soon to be a stand-alone, member owned, not for profit industry services group, AOL believes it is well positioned to represent the industry and its members. For some time now, AOL has been vocal in urging industry members and stakeholders to join in the journey of this organic unification.

“This is a great opportunity to unite and bring our industry together and present recommendations. Collaboration builds strength and enables us to create a clear vision for the future growth of organics,” said Rhonda Vohland, Acting General Manager AOL.

Taking place at Parliament House over two days, symposium attendees will hear from international and local industry leaders on growing a business through export and innovation. Recommendations for the structure and governance of the proposed peak body including presentations on all viable options as well as discussions on developing a road map for Australia’s Organic Industry will be heard.

Key guest speakers include David Cunningham (Assistant Secretary, Export Standards Department of Agriculture and Water Resources), Hon David Littleproud (MP Minister for Agriculture and Water Resources), Mrs Nola Marino (MP) and Hon Joel Fitzgibbon (MP).

On Thursday 15<sup>th</sup> February, Deloitte will host a public consultation to discuss a review of the regulation of organic product exports, aimed at improving direct market access for Australian organic producers.

A national survey conducted last year, revealed that organic food has a firm foothold in Aussie shopping baskets, with more than two out of three households purchasing organic products in the last year and this exciting growth trajectory is predicted to continue.

Furthermore, the 2017 Australian Organic Market Report revealed Australia officially holds the largest amount of organically managed farmland in the world at 53% - local demand coupled with increasing export opportunities will further support growth in this booming industry.



To find out more or book a ticket for the Love Organics Symposium please click [here](#). Guests are also encouraged to book tickets to the BBQ held on Wednesday evening at Old Parliament House by emailing [loveorganic@organicindustries.com.au](mailto:loveorganic@organicindustries.com.au).

For those unable to attend, support can be shown through an online submission, direct to the [Have Your Say](#) website.

Consultation on the review of regulation of organic exports closes 23 February.

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### **About Australian Organic Ltd. (AO)**

Australian Organic has played a major role in the organic industry since 1987. It is Australia's member owned, not-for-profit, industry services group.

The Australian Organic Market Report is a highly respected annual publication commissioned by Australian Organic Ltd. that tracks trends in the Australian organic marketplace. This year's Report incorporates independent research by University of New England, Horticulture Innovation Australia and Mobium Group.  
[www.austorganic.com](http://www.austorganic.com)

#### **KEY OUTTAKES:**

- Inaugural Love Organic Symposium to be held in Canberra on 14-15 February at Parliament House
- Industry stakeholders to discuss growing exports, reducing barriers to exports and creating a new peak representative body
- Government about to close submissions this month on the review of the only protective organic legislation in Australia
- Consultation on the review of regulation of organic exports closes 23 February

<sup>1</sup> Mobium Group's organic survey has tracked the attitudes of Australian consumers toward organic products in five public opinion polls in 2009, 2010, 2012, 2014 and 2016. In the survey referenced in this report. In the latest survey, the primary grocery shopper in 1,024 households were polled over a week in June 2016. Roughly half of respondents were female and half were male, spread across all states, with a range of age groups and income profiles. About a third of those surveyed had children under 16 years living at home and 41% had attained or were attaining a university degree. For the statistically minded, the sample reliability at a total survey level was 95% (+/-3.1%), which shows a high degree of reliability.