



MEDIA RELEASE

The best is yet to come – organic industry one step closer *Acting peak body unites as the industry awaits*

16 February 2018 – The organic industry came together this week to celebrate the launch of the *Love Organic Symposium*, in Canberra. With the Government about to close submissions this month on the review of the only protective organic legislation in Australia, industry leaders joined forces to determine a new representative that would take the industry forward.

In agreeance to form an Acting peak body was Anni Brownjohn (Ozganics), Marg Will (Organic Systems & Solutions Pty Ltd), Owen Gwilliam (Organic Advice), Rick McDougall (Australian Organic Director), Ben Copeman (CEO ACO), Jan Denham (NASAA Chair) and Don Murray (Nature's Haven) to name a few in the group who will collaborate over the coming months to serve as the Acting peak body while a permanent structure is being finalised. Several options were presented by a number of consultants, government personnel and industry leaders, resulting in this body being formed.

The driving force behind continued growth in the industry is Australia's largest and most recognised industry powerhouse for organics, Australian Organic Ltd (AOL). For some time now, AOL has been vocal in urging industry members and stakeholders to join in the journey of this organic unification.

Soon to be a stand-alone, member owned, not for profit industry services group, AOL will continue to support and protect its members, ensuring their members and stakeholders from the broader have the opportunity for their collective voices to be heard.

“The AOL group will receive advice and consultation from and with the acting peak body, and our members will have their own say in this before we make further moves later this year. In the meantime, AOL will complete the demerger endorsed by its members at the AGM last November, whilst establishing the new structures that will most efficiently and professionally represent the Australian organic industry,” said Dr. Andrew Monk, Chairman of Australian Organic.

Key guest speakers included 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), with Prime Minister Malcolm Turnbull attending the *Love Organic Symposium* BBQ later that evening.

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.



For those who were unable to attend the Symposium, 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

KEY OUTTAKES:

- Industry leaders joined forces to determine a new representative Acting peak body that would take the industry forward
- It was determined that an Acting peak body will collaborate together over the coming months to serve the industry while a permanent structure is being finalised
- 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

¹ 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.