



AUSTRALIAN ORGANIC ASSOCIATE MEMBERSHIP

The most effective way to address critical issues facing your organic business and support the industry is by joining Australian Organic.

ABOUT US

Australian Organic Limited (AOL) is the leading peak industry body representing Australian organic certification bodies and certified operators. AOL is a not for profit member owned organisation that advocates on behalf of the certified organic industry by lobbying government and driving awareness.

Established in 1987 and formerly Biological Farmers of Australia (BFA), AOL has been the major force in ensuring organic standards remain robust and are in line with global export markets. AOL is the owner of Australia's most recognised certification logo, The Bud. This logo is now recognised by more than 51% of shoppers and appears on nearly 33,000 products both domestically and internationally.

Australian Organic should not be confused with any of the Australian certification bodies, which are separate entities. Currently, ACO Certification Ltd and AUS-QUAL Pty Ltd are able to licence to The Bud.

OUR STRATEGIC PLAN

Australian Organic has developed and implemented a strong Strategic Plan to:

Protect and **Promote** the interests of the industry, and to continue to

Engage and **Consult** with government and key sectors to understand and address our industry's needs and challenges.

MEMBERSHIPS

Certified organic operators who are licensed to use the Bud logo are eligible to apply for membership including, importantly, a vote in the direction and management of the industry.

However, if you are not licenced to The Bud, you can join using either of the below two options:

1. Associate Non-Voting Membership - \$550 incl. GST

Associate Non-Voting Membership is for any business, organisation or individual looking for a trusted resource on all things certified organic.

2. Associate Voting Membership - \$1,800 incl. GST

Associate Voting Membership is for any business, organisation or individual looking for a trusted resource on all things certified organic and secures voting rights at Australian Organic Ltd Annual General Meetings.

Become a member today and be informed.

Contact Shari Burke:

E: shari.burke@austorganic.com | Tel: (07) 3350 5716

www.austorganic.com

MEMBER BENEFITS

Our current list of membership benefits are as below:

- Lobbying and advocating on behalf of the certified organic industry to government and regulatory bodies
- Information seminars, workshops and field trips
- Quarterly Australian Organic Connect E-Magazine
- Monthly E-Newsletter
- Monthly CEO Update
- Opportunity to participate in Advisory Committees
- Opportunity to participate in Annual Industry Awards Evening
- Opportunity to participate in Australian Organic Awareness Month
- Opportunity to be involved in Expos and Trade shows that we attend
- Opportunity to host field trips
- Advertising and Marketing opportunities, including opportunities to reach out to over 7,000 Bud Club members (consumers), and social media advertising to reach over 115,000 consumers
- Sponsorship opportunities and attendance at social and networking events
- Exclusive members-only portal with access to a full resource library, including the Australian Organic Report 2019, Press releases, industry information and more (launching June 2020)

TOGETHER WE ARE STRONGER

Australian Organic continues to work on our most pressing goal on behalf of our members by continuing strategic discussion on the pathway to Domestic Regulation. Australian Organic has presented submissions into the ACCC for non-compliant products labelled "organic", and we actively advise consumers to look for certification marks on their organic products. Domestic regulation will also assist in obtaining equivalency within the organic export market.

As a member, you can also participate on one of our advisory committees, including:

- Grain Committee
- Allowed Input Committee
- Livestock Committee
- Vigneron Committee
- Horticulture Committee

INFLUENCING DECISION

Australian Organic also engages regularly with The Department of Agriculture, attending several forums including Australian Grains, National Biosecurity, and most recently the National Bushfires round tables.

As well as domestic partnerships such as with the National Farmers' Federation, Australian Organic is establishing global partnerships with international industry bodies such as Organic Trade Association (USA), and Australia China Business Council in order to promote awareness of the Australian organic industry.



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FREQUENTLY ASKED QUESTIONS

Q. Why is certified organic important?

A. It is sustainable and biodiversity friendly, fair trade and supports farmers, is free range and not tested on animals, and non-GMO and synthetic chemical free.

Q. What is the difference between Australian Organic and ACO Certification Ltd or any other certification body?

A. Australian Organic is the peak industry body representing all certification bodies and certified organic operators. ACO Certification Ltd is one of six Department of Agriculture approved certification bodies that provides certification and audit services. Australian Organic and ACO Certification Ltd de-merged in 2018.

Q. Who do I contact to organise certification, or if I have any questions relating to my certification?

A. Please contact your certification body directly to answer any certification questions, including suspension, withdrawals and audits.

Q. Why can't I use The Bud logo if I am certified organic?

A. You must be certified through either ACO or AUSQUAL and pay a tiered licence fee in order to use The Bud on your packaging.

Q. What is Australian Organic doing to increase consumer awareness?

A. Please see the following page for an infographic showing all of our consumer touchpoints in 2019.

Q. Do you have any insights into the organic industry?

A. Yes, every two years Australian Organic commissions a market report. Some insights from the 2019 report can be found in this pack. A comprehensive hard copy of this 85 page report will be sent to you upon joining Australian Organic as a member.

JOIN NOW AS AN ASSOCIATE MEMBER 

Become a member today and be informed.

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AUSTRALIAN ORGANIC MARKET REPORT INSIGHTS 2019



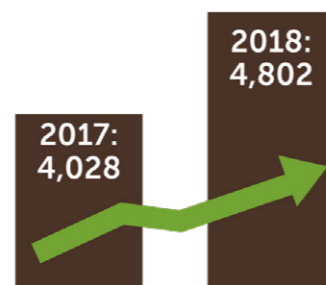
1,829 Producers include primary producers who undertake plant and/or animal cultivation, fishing and/or pearling, tree farming and wood harvesting (ATO 2018).

896 Handlers include transport/storage firms, wholesalers, retailers, and importers who deal with organic produce post-farm gate. Handlers are not involved with manufacturing or processing products and only handle the organic produce along the organic value chain.

2,077 Processors process the plant, animal and fibre produced by the primary producers for distribution to wholesalers, retailers and others in the organic value chain.

Number of Certified Operators

Increased 19% in 2018



“ Half of shoppers now buy organic as they became more aware of the impact of food & cosmetics on personal health ”

85% of shoppers use online search engines to research organics

Better for myself, environment and peace of mind

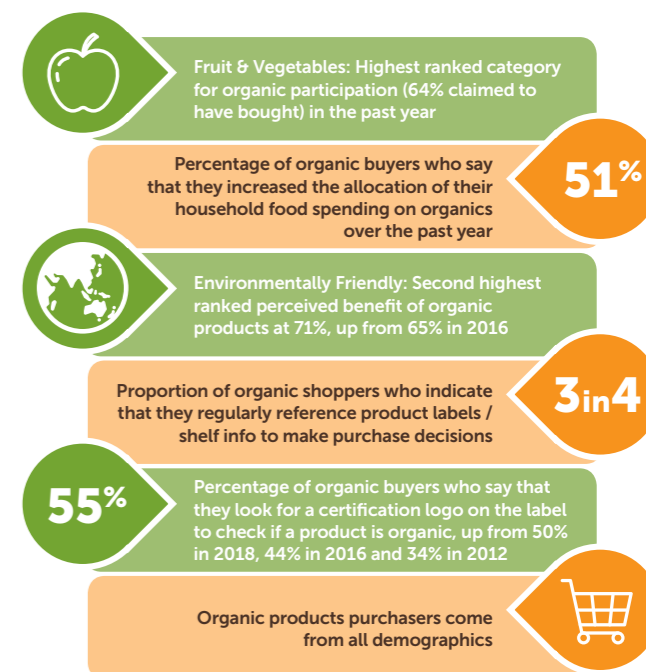
51% of shoppers recognise the 'Bud' certification mark



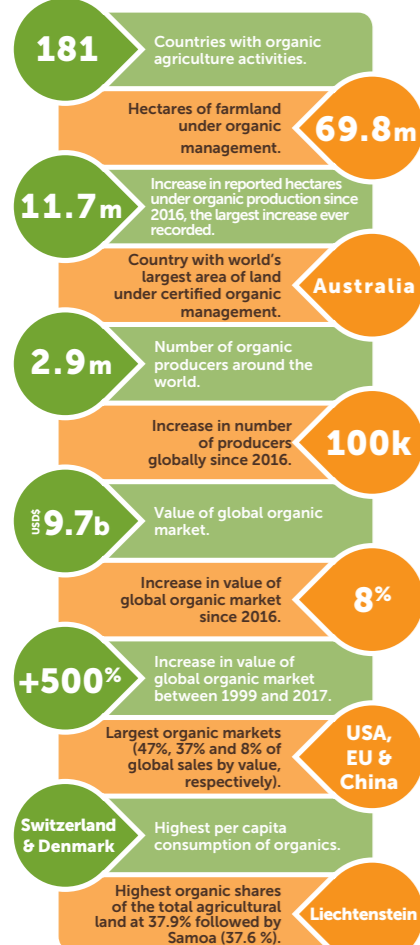
Concerns about pesticides used in food production



Australian Organic Consumers Quick facts

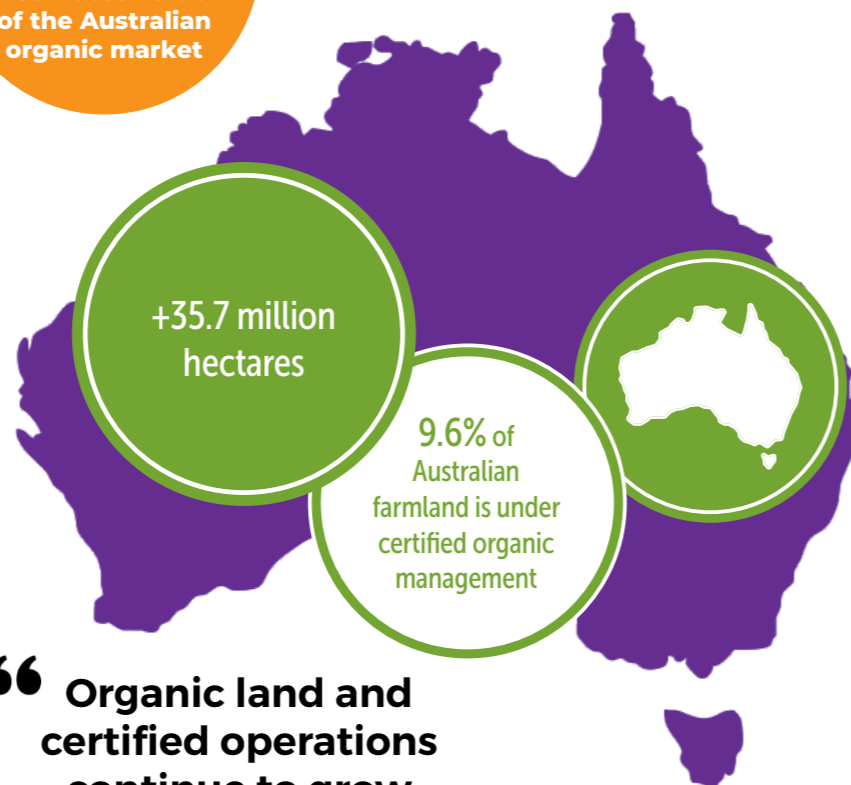


Organics globally Quick facts



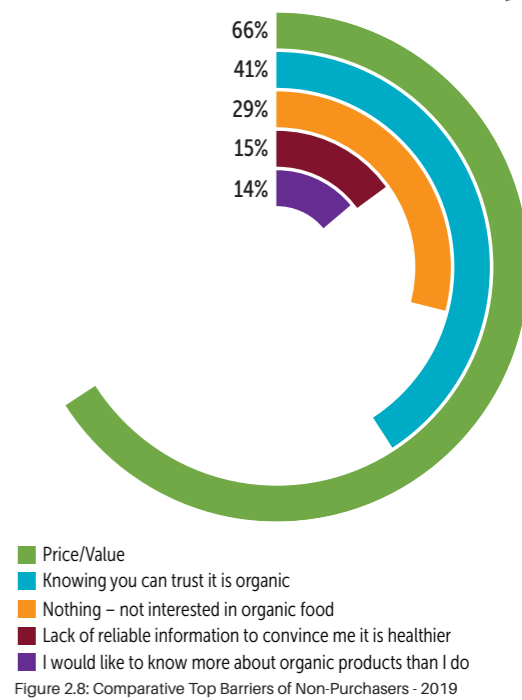
“ Australia holds around 51% of the global total area of organic certified farmland ”

\$2.6 billion Estimated value of the Australian organic market



“ Organic land and certified operations continue to grow ”

“ Price & 'value for money' still the number 1 barrier for non-purchasers ”



(Source: 2019 World of Organic Agriculture yearbook)