



Brand of the Year | Kialla Pure Foods Greenmount, Queensland



Organic industry pioneer Kialla Pure Foods has been crowned Brand of the Year at the 2022 Australian Organic Industry Awards, hosted by peak industry body Australian Organic Limited (AOL).

Kialla proudly displays its ACO Certification number 41 as a nod to its heritage – with ‘4’ denoting Queensland and ‘1’ reflecting the fact it was the first certified organic processor in the state.

From its inception in 1988, Kialla has been at the forefront of the organic movement. It hosted the inaugural Biological Farmers of Australia (now AOL) ‘open day’ in its first year of operation attended by thousands of organic enthusiasts, and is today a global icon in the market it helped create.

Purchased in 2006 by Quentin and Michelle Kennedy, themselves farmers and committed organic supporters, Kialla’s flour mill is one of the last remaining in Australia which operates in the farmland where the grains are grown.

“We’re proudly based in the heart of the Darling Downs, surrounded by the rich black alluvial soils that run through this region,” said Mr Kennedy.

“Whilst other larger mills have relocated for economic reasons we continue to invest in and grow our regional presence, actively developing opportunities for both local people and our organic farmers.

“We value our relationship with our suppliers - the farmers - therefore we are totally transparent about our processes and our supply chain (with our Plate2Farm tracker available on our packaging).

“We’re passionate about making a real difference in our communities by making delicious, healthy food possible through a sustainable and transparent food chain.”

Kialla ventured into mainstream retail in 2022, with more than 20 products now on offer at Coles and Woolworths across cereal, baking and health food categories.

This has resulted in an 80 per cent increase in Kialla’s retail sales, which Mr Kennedy said will ensure not only the long-term success of the brand but also underpin the viability of the broader certified organic industry.

“The consumer interest in and quest for organic food will only continue to grow, not only because of increased focus on health, but also because people want to be more informed about how their food is grown, processed and packed.



“Our ongoing commitment to certified organic practices has recently involved participating in organic Field Days, and Industry Advisory Groups, as well as sponsoring Australian Organic Awareness Month.

“We are proud of Kialla's pioneering heritage and its close links to the organic industry.”

Learn more about Kialla Pure Foods [here](#).