

Minister/MP
Title
Email Address

Date

Dear Minister/MP

I am a certified organic operator based in (INSERT LOCATION).

I am writing to register my disappointment that the Minister for Agriculture, Fisheries and Forestry sees no workable options for domestic regulation of organics, despite his Department releasing findings that show most industry operators are supportive of a practical regulatory structure.

Under the current system, Australian consumers cannot be sure that their purchases are truly organic unless an approved certification mark is present. Research shows that over 30 per cent of consumers acknowledge they have been misled by products falsely claiming to be 'organic', with unscrupulous operators able to take advantage of the gaps in our system.

This uncertainty also leads to market access challenges, as key trading partners such as the United States and South Korea are unwilling to enter equivalency arrangements with Australia due to the gaps in our regulatory structure. Given the Department's public commitment to 'transform' Australia's agricultural export services, this is no doubt a missed opportunity.

Certified organic operators, such as myself, choose to take on the long certification process as a service to organic consumers and a commitment to trust and integrity. Without a fit-for-purpose regulatory structure, I fear that our industry will never establish the trust it needs among consumers and our trading partners to achieve its full potential.

The organic industry has so much to offer our society when it comes to health and sustainability. I would implore the Minister to reconsider his position and commit to working constructively with industry to find a regulatory solution that unlocks this potential.

Yours sincerely,

NAME
TITLE