



Our Mission and Values

Mission

To create a positive impact for humans, animals and the environment, now and into the future.

Vision

We envision a world where organics is recognised for its environmental, social and economic benefits. By working together, we will build a sustainable system that nourishes both people and the planet.

Key Values

Honesty – Credible and trustworthy

Integrity – Treat everyone with respect

Unashamedly bold – Curious and resilient

Collaborative – Working shoulder to shoulder

Future focused – Making an impact today for tomorrow

As we work toward this Mission and Vision, all AOL initiatives and endeavours will be tied to one or more of the following three pillars.



Good for Business

- Facilitating industry collaboration
- Promoting sustainable production systems
- Offering advisory support services
- Increasing consumer awareness and demand
- Supporting ethical and profitable production
- Maximising market access
- Providing meaningful choices for consumers
- Facilitating research and industry development



Good for People & Animals

- Supporting human health and wellbeing
- Prohibiting synthetic chemicals, pesticides and herbicides
- Prohibiting antibiotics and genetic modification
- Protecting animal health and habitat
- Driving awareness through information and education



Good for the Environment

- Increasing resilience of agricultural systems
- Reducing toxic chemicals
- Protecting biodiversity and natural resources
- Supporting regeneration of soil health
- Facilitating safe and sustainable practices