



Australian Organic *Connect*

Talking Organics with Anthony Minichiello

Learn how the rugby league superstar rebuilt his body and career with the help of wholefood nutrition and organics.

See page 6

Parliament Puts on Show of Support

A BBQ on the lawns of Parliament House marked the historic first meeting of the Parliamentary Friends of Australia's Organic Industry (PFAOI)

See page 16

Australian Organic Wine Award Winners Announced

Winners for the third edition of our Wine Awards have been revealed, with certified organic varieties from across the nation taking home prizes.

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Organic Operators in Focus

Learn more about four certified organic growers and processors serving diverse customer bases across Australia.

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FRONT COVER: Australian Organic Wine Awards judging, 27 June 2023



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A Note from the CEO

Welcome to the Spring 2023 Issue

Welcome to the Spring edition of Australian Organic Connect! The winter months have brought some positive developments for the Australian organic industry, with eleven key organisations coming together to form the Organic Development Group (ODG). This collective's stated purpose is to act as a united voice that advances the organic sector, a necessary step forward in representation that will benefit our industry's pursuit of domestic regulation and much more. The ODG is comprised of organic experts who share a wealth of experience, with all five certification bodies and major industry groups represented. You can read more about this initiative on page 16.

September is now upon us, which means that our annual Awareness Month campaign is in full swing. This year's campaign asks Why Organic? What makes it the better choice for you, your family and the environment? We'll be delving into the organic value proposition and explaining how certified organic systems are free from toxic pesticides and chemicals, environmentally friendly and allow free ranging for animals. More information and digital resources for those looking to get involved are available on our Awareness Month website.

We are excited to have rugby league legend Anthony Minichiello onboard as AOAM Ambassador. Anthony has a fascinating background in organics that you can read about on pages 6 through 8. After a fast start to his rugby league career, Anthony suffered a spate of injuries from 2006 until 2009, which he attributes in part to poor dietary and lifestyle choices that prevented his body from healing. A complete shift in nutrition (including turning to organic food) allowed Anthony to rebuild his body and career.

Elsewhere in this issue we hear from the Lambert family, certified organic dairy farmers in Tasmania, about the benefits of their ten-year transition to organic practices. All the category winners from the 2023 Australian Organic Wine Awards will be announced, while there are some noteworthy results from an independent review of organic prices in major retailers. We also profile four certified organic growers and processors serving diverse customer bases across the country.

Spring is a time for new beginnings, and there is plenty to be optimistic about as far as the future of organics in Australia is concerned. I'm excited to see where the months ahead take us, and I'm confident that a more united industry will improve the business landscape for certified organic operators across Australia.

Niki Ford

Chief Executive Officer,
Australian Organic Limited



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Australian Organic Limited (AOL) is the peak industry body engaging with government and industry to promote the commercial and social interests of those who are certified and protect the integrity of the sector against fraud and misleading organics.

AOL has been at the foundation of organics since 1987 and is identified by the most recognised mark in Australia, the Australian Certified Organic 'Bud' logo. This trademark signals the highest of integrity and is recognised by 64 per cent of Australian consumers.

Why organic?



Looking beyond the label this Australian Organic Awareness Month

The annual Australian Organic Awareness Month consumer campaign is now underway! The theme of this year's AOAM is Why Organic? What are the benefits for consumers who choose to support the certified organic industry during their weekly shop?

There are many reasons why food shoppers make the switch to organic products, with more and more Australians choosing to become a part of the organic movement. The recently released [Australian Organic Market Report 2023](#) states that broad cultural change is driving preference for organic products, with factors like health, sustainability, environmental benefits and animal welfare all considered important to consumers.

AOL is committed to promoting the many benefits of organic systems while protecting the industry from greenwashing and false organic claims. As Australia is one of very few countries without an enforced regulatory standard of the word 'organic', unscrupulous businesses can make organic claims on their products even if they contain as little as two per cent organic ingredients.

This is why organic certification is so important to the growth of our vital industry. Each September, AOL holds Australian Organic Awareness Month to promote certified organics and celebrate the businesses, retailers and shoppers that underpin the sector. Below are some of the key reasons why you should choose certified organic this September and beyond.

CERTIFIED ORGANIC IS TOXIC PESTICIDE AND CHEMICAL FREE

Organics are free of synthetic herbicides, toxic pesticides and persistent chemicals. Many of the chemicals detected in non-organic foods can negatively impact human health, even at very low concentrations. Unfortunately, simply washing your non-organic produce is ineffective to remove all traces of pesticides.

"Only 19% of chemicals are removed when washing non-organic strawberries in tap water."

CERTIFIED ORGANIC IS ENVIRONMENTALLY FRIENDLY

Organic food is produced using sustainable methods that imitate natural ecological processes. These processes do not disrupt ecosystems in the way that synthetic pesticides, herbicides, fertilisers or GMOs may do. Instead, food produced organically helps to reduce the impact of chemical run-off from farms and can lower agricultural greenhouse gas emissions compared to non-organic practices.

CERTIFIED ORGANIC IS FREE RANGE

Under organic livestock standards, animals including poultry, pigs, sheep, goats and cattle must live, grow and breed naturally in group sizes appropriate to their species, with more space to roam compared to their non-organic counterparts.

Using chickens as an example, battery farming or cage farming of hens is prohibited under organic production. Organic poultry have access to pasture and are fed organic grains mixes to complement production.

“For set stocking, no more than 1,500 birds are permitted per hectare for certified organic chickens, whereas non-organic free range can be up to 10,000 per hectare.”

SUPPORTING CERTIFIED BUSINESSES

The best method to ensure you are purchasing legitimately organic products is to keep an eye out for certification marks on packaging (such as the ‘Bud’ logo).

“77% of organic shoppers are aware of certification marks.”

Certification marks prove that the business in question has chosen to undertake a rigorous certification process that confirms their output is legitimately organic.

To learn more about the value of an organic lifestyle, including recipes, FAQs and exclusive special offers, make sure you visit budorganic.com.au and sign up to the Bud Organic Club for free.

*Statistics extracted from [Australian Organic Market Report 2023](#) and budorganic.com.au

Follow us on social media [@budorganicclub](#), tag [#AOAM2023](#), [#ChooseOrganic](#) and [#WhyOrganic](#) in your posts and share your organic recipes throughout September to be featured on our social media pages.

Thanks to our 2023 sponsors



Talking Organics

with Rugby League Legend Anthony Minichiello

When you think of typical organic consumers, it's unlikely that your mind will wander to the upper echelons of professional rugby league. But for Sydney Roosters and NSW Origin superstar Anthony Minichiello, eating organic played a key role in defining his footballing legacy.



At the end of 2005, 25-year-old Minichiello was on top of the world. Having already won a premiership with the Sydney Roosters in 2002, 2005 saw 'Mini' claim the Wally Lewis Medal as player of the State of Origin series, before also winning the prestigious Golden Boot Award which announced him as the world's best rugby league player.

Minichiello amassed 148 appearances for the Roosters in his first six seasons to 2005, an impressive injury-free run for a young player. He attributes this in part to the foods he ate during his childhood in Liverpool, south-west of Sydney.

"I grew up on five acres in an Italian family, where the whole culture and heritage is to grow your own and cook your own at home. We had our own cows, chickens, fruit trees, veggie patches – and my mum is a pretty darn good cook so she would serve up wholefood nutrition for us as a family."

"It wasn't so much about knowing how good it was for us – it's just what we did as a family. I remember never getting sick as a kid, playing many different sports and never getting injured. I came through the lower grades as rugby league player and made my debut at nineteen, and for the first five or six years I didn't have a soft tissue injury, bone breaks or any injuries really – and I was one of the smaller guys out there every week."

Things took a turn for the worst for Mini from 2006 to 2009, with two back surgeries, a serious neck injury and serious leg injury limiting his output to 33 games total across four seasons. He feels that losing his nutritional base contributed to this luckless run, with poor food choices, the sport's drinking culture at the time, and use of medications like anti-inflammatories all playing a part.

"Those four years in a row I just sort of fell off the perch – the strong foundation that I built up across my childhood was lost, because I was burning the candle at both ends, not recovering properly and not nourishing my body the right way in terms of food. That's when I went searching for answers and found a good mentor who really reconnected me with the right training and nutrition consistently."

"Once I started educating myself and diving 100% into that lifestyle, I really thought back that this is how we used to eat when we were kids – good, whole fresh food, fat-soluble vitamins, good quality protein



and carbohydrates, bone broth, slow cooking and fermented food. I just saw my body start to repair, recover and heal itself."

From 2010 until his retirement at the end of the 2014 season, Mini played injury-free and became an advocate for high-quality nutrition (and organics in particular).

"I could feel my body healing, I could see it, I had more mental clarity and energy, I was sleeping better. At the end of the 2010 season when people began asking questions about my recovery, I started talking about nutrition more, and advocating for people to switch to organic where possible."

"The Roosters were coming off a poor year in 2012, so in 2013 we had a new coach (Trent Robinson) and some new players, and we all made a conscious decision to cut out the grains, processed food, soft drinks and team trips away."



that we're treating the soil as the number one priority. We're not spraying those harmful toxins on them that kill all those microbes."

Minichiello's passion for healthy lifestyles is also evident in his [MiniFit](#) initiative, which concentrates on kid's health and fitness programs with nutrition as a key focus. The program started in 2014 while Minichiello was still playing league but has since grown from strength to strength.

"A lot of the public school sector outsource their physical activity programs. We come in on a 10-week program where everything is aligned to the syllabus and we visit once a week with an accredited PE teacher and athlete delivering the program."

"We talk about our five foundations to growing up healthy and strong. These are hydration, nutrition, physical activity, sleep and screen time. So each of those foundations we spend two weeks on, where we sit the kids down in the middle part of our PE session, get the conversation going and set them fun challenges."

"At our home base in Moore Park we got an organic food truck to cook us good quality protein and vegetables for our lunches. As a club we made the decision to focus more on nutrition and step up our professionalism in how we took care of ourselves. That was a huge step forward."

Mini has gone on to become a qualified nutritionist, which led him to study farming practices and learn more about the role of organic certification.

"Organic farmers need rich, nutrient-dense soil, which will allow the produce to flourish in a good regenerative cycle. With large non-organic farms doing monocropping and spraying herbicides and pesticides, that is leaching into the food system and destroying the soil and turning it into dirt. The outcome is that the nutrient density of our foods is much lower than it was 50 or 60 years ago. I found that really interesting to read."

"It's a whole cycle - healthy soil, healthy plant, healthy animal, healthy human. Being certified organic means



Check out [the video](#) above where Mini visits his parents on their family farm and tells the story of how organics was a gamechanger for his recovery and healing.

Mini's Four Nutrition Principles



“My view is that nutrition is something you do consistently – you build a lifestyle around it. I advocate for the 80:20 rule, where 20% of the time you enjoy yourself and have fun, but the 80% should be whole, fresh, nutrient-dense foods. When you feel great every day, you’re not waking up tired and you don’t have afternoon crashes, why would you go back to eating poor quality produce when you know it makes you feel that way?”

Minichiello's involvement as the 2023 Ambassador for Australian Organic Awareness Month will expose a new audience to the many benefits of certified organics. See below for more nutrition tips and principles from Mini.

Step 1

“Is to get to know the source of your food. If you’re eating any types of animal products, opt for grass-fed and finished beef and lamb, pasture-raised organic pork and chicken, wild-caught seafood, and organic produce where you can. Seasonal produce is important too.”

Step 2

“Is getting to know the process behind your food, and getting rid of the industrial seed oils and vegetable oils which can be highly unstable, and cooking more with natural fats or good-quality fats that can withstand high heats.”

Step 3

“Is to decrease our consumption of processed food and sugars. They really play havoc on our blood sugar and gut microbiome, as well as causing inflammation.”

Step 4

“Is to weave in some time-restricted feeding or intermittent fasting to ensure you are not overeating every day, or in a cycle of eating and snacking. As an example, one day you might only eat twice during the day, and fast for the remainder, or else eat breakfast a little bit later to give your digestion a rest. Let your body get into ketosis to accelerate the healing power that it has within.”

Why organic?

Only

19%

of chemicals are removed
when washing non-organic
strawberries in tap water*

1,500

max chickens per ha,
compared to 10,000 for
non-organic free range*

77%

of organic shoppers
are aware of
certification marks*

September

#AOAM2023

whyorganic.com.au



Always look for a
certification mark

*Extracted from Australian Organic Market Report 2023 and budorganic.com.au

Wine Awards

Australian Organic Wine Award Winners Announced

Adelaide Hills Ngeringa Vineyard's Illuma Syrah has once again secured the coveted Cullen Wines Trophy for Wine of Show, the top prize for Red of Show, and a Gold Medal at the 2023 Australian Organic Wine Awards.

This year, it was the Mount Barker vineyard's 2021 Illuma Syrah vintage crowned the Wine of Show, after the 2019 vintage secured the top prize in the 2021 Awards.

Led by respected wine expert, Mike Bennie, the esteemed panel of judges included: Negotiants Key Account Manager, Ramon Arnavas; Group Beverage Director at STK Group, Alexandra McPherson; and Australian Organic Wine Awards Associate Scholarship recipient, Sophia Gannon.

Mr Bennie said the quality of wines this year was impressive, with the Illuma Syrah boasting a wild streak, making it interesting, character-filled, complex and appealing.

"The Illuma Syrah reflects the new wave of Australian shiraz making, with a svelte, medium weight, red fruited, spicy and silky-textured red emerging, in superb balance with a great extension of flavour and very high drinkability," Mr Bennie said.

"All judges were impressed by its elegance and yet great energy. It's a beautiful wine reflecting the exacting viticulture and cooler climate place from which it has come."

Bringing home the White of Show was McLaren Vale-based Jackson Wine Estates' 2022 Yangarra Estate Vineyard Blanc, produced from primarily French white grape varieties including Grenache Blanc, Roussanne, Bourboulenc, Clairette, Grenache Gris and Piquepoul.

Mr Bennie described the wine as textural, intriguing and delicious.



Wine of Show, Red Wine of Show
2021 Ngeringa Illuma Syrah,
Ngeringa Vineyards



White Wine of Show
2022 Yangarra Estate Vineyard
Blanc, Jackson Wine Estates



Best New Entrant
2020 Carlei Estate Fruit Day
Shiraz, Carlei Wines



Best Park Wine
2022 Yalumba Gen Viognier,
Hill-Smith Family Estates



Best Left of Centre Wine
2022 Stormflower Pet Nat,
Stormflower Vineyards



Best Chillable Red
2021 A thing of beauty
Grenache, Tscharke

“This is a white that is vibrant, has excellent length with nutty notes, yet encapsulates sweet and savoury fruit,” he said.

Hosted by Australian Organic Limited (AOL), the Awards, now in their third year, celebrate the unique wines and talented winemakers in Australia’s certified organic wine industry.

In total, 45 certified organic and biodynamic wine producers from 32 regions across the country submitted 211 bottles of the nation’s finest organic wines for judging in the Awards program.

Red wines proved the most popular entrants with 138 bottles judged, followed by 60 whites and 13 rosés, with 70 varieties of grapes showcased across the Awards reflecting the diversity of Australia’s certified organic wine industry.

A Gold Medal and Trophy for the Best Chillable Red was awarded to Barossa Valley’s Tscharke vineyard for their 2021 ‘A thing of beauty’ Grenache. The Tscharke stable is no stranger to the Awards program, having taken home the White of Show at the 2021 event.

The Best New Entrant Trophy and Gold Medal was awarded to Victorian winery, Carlei Wines, for its 2020 Carlei Estate Fruit Day Shiraz, which judges said would appeal to many with its choc-cherry taste and touches of alpine herbs.

For consumers who appreciate a nice tippie while enjoying a picnic in the park, the 2022 Yalumba Gen Viognier is the go-to wine, winning a Gold Medal and Trophy for Best Park Wine. Produced by Hill-Smith Family Estates in South Australia, the white wine is generous in stone fruit character with some green almond savouriness in the mix.

Margaret River’s 2022 Stormflower Vineyards Pet Nat, short for ‘pétillant naturel’, was awarded a Silver Medal and Trophy for Best Left of Centre Wine with judges saying it was a good example of the ‘naturally sparkling’ wine. Described as lively and vibrant, the pitch-perfect, easy-drinking wine is bright with bubbles and creamy, guava juice tastes.



AOL Chief Executive Officer, Niki Ford, congratulated the 2023 Australian Organic Wine Award winners for their outstanding results.

“Once again it is impressive to see the high quality of wines produced across the certified organic and biodynamic wine sector and I congratulate this year’s winners for their contribution to the industry,” Ms Ford said.

“Without a doubt, producing wine is a labour of love. We know how hard these winemakers work to maintain organic certification and to allow consumers to experience exceptional wines, with the highest standards of sustainability.



“It’s these wines that are gaining an enviable reputation here at home and overseas, with certified organic wines popular in Sweden, Canada and the United States.”

The Australian Organic Wine Awards have been held in 2020, 2021 (announced in 2022 due to Covid-19) and in 2023.

The Cullen Wines Trophy for the Wine of Show is named in honour of revered and visionary Western Australian winemaker, Vanya Cullen (OAM), who transformed the family vineyard into one of Australia’s most successful certified organic and biodynamic wineries, and the first in the country to be certified 100% carbon neutral. Ms Cullen was awarded an Order of Australia Medal on the King’s Birthday 2023 Honours list for her services to viticulture and oenology.

The full list of winners including Gold, Silver and Bronze awards can be found [here](#).

Bud Guarantee

Cleaver's Organic Case Study

For Cleaver's, displaying Australian Organic Limited's "Bud" certification mark on their products is central to their goal of being the world's most sustainable meat producer.

Hewitt manages more than two million hectares of certified organic land across eight properties and aggregations, with 33,000 head of cattle under management. Its flagship brand, Cleaver's, supplies retailers all over the country with certified organic beef, lamb, chicken and sausages.

Chief Executive Officer and Managing Director, Mick Hewitt, said the Bud logo symbolises the brand's authenticity.

"The Bud is a recognisable signature of integrity in the organic industry and an important sign of trust between us and our customers," Mr Hewitt said.

"It's essentially a stamp of excellence when it comes to organic production and verifies the quality that we strive for at Cleaver's.

"As people are looking to adopt more sustainable lifestyles, there's a huge opportunity for organic products domestically and globally, particularly in the Australian red meat industry.

"Cleaver's is the oldest red meat brand in Australia to be associated with certified organics, with the Bud logo helping us build on that trust and expand into more certified organic properties."

From its inception in 1987, Hewitt has been driven by an organic-first ethos of treating animals, people and the land well.

All Cleaver's products are free of genetically modified organisms (GMOs), antibiotics, added hormones, synthetic chemicals and artificial preservatives, colours and flavours.

Chief Executive for Agribusiness, Ben Hewitt, said the limited external tools and inputs of organic production meant Hewitt's farm management system was based around what nature can do for itself.

"We look at how we can repair the soils using nature and biology, and ensuring the animals are on a rising plane of nutrition and reducing any setbacks in their life so they're performing and producing as well as they can," Mr Hewitt said.

"We manage livestock over a wide variety of land types, so we use a combination of rotational grazing, set stocking and other methods to ensure we can weather the seasonal changes and get through the dry times.

"Our livestock are free ranging on pasture their entire life - as close as nature intended it to be as possible.

"We've had this approach for many years now which has resulted in premium quality soil and better genetics coming through, and that helps us produce the high-quality product we put on the shelves.

"The Bud logo gives our customers confidence they're getting products free from antibiotics or artificial, growth-promoting hormones.

"It's a guarantee that our product is truly organic and has been verified from the soil to the supermarket shelves."

Watch the story behind Cleaver's Organic



AUSTRALIAN RAISED



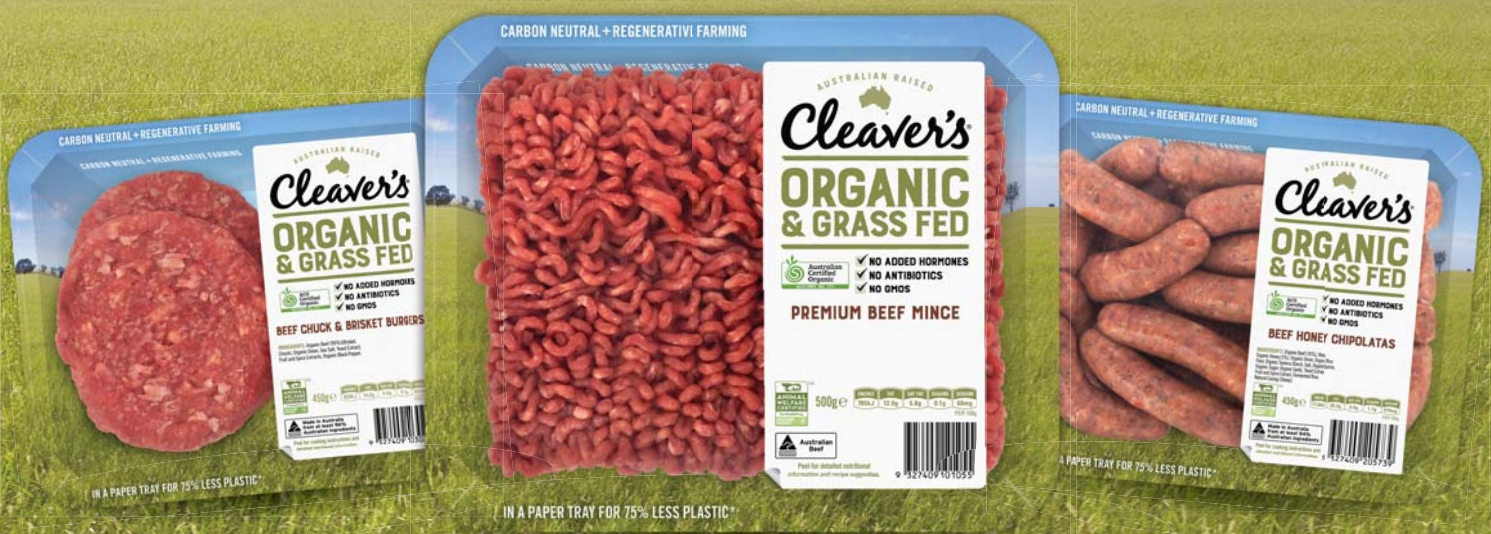
Cleaver's®

ORGANIC & GRASS FED

CARBON NEUTRAL + REGENERATIVE FARMING



- ✓ NO ADDED HORMONES
- ✓ NO ANTIBIOTICS
- ✓ NO GMOS



Find out more at
CleaversOrganic.com.au

Industry Research

Certified Organic Price Review

It's no secret that inflationary pressures in the Australian economy have led to a higher cost of living across the past twelve months, with consumers paying more at the checkout for everyday groceries.

The intensive nature of organic production means that certified groceries end up more expensive than non-organic in many cases. Price has been consistently cited as the number one barrier for shoppers who want to buy organic foods and contribute to a healthier and more sustainable world. In real terms though, how much more does it cost to buy organic?

In late June 2022, independent market research firm Mobium Group undertook a 'basket' pricing review of selected certified organic groceries (and their non-organic equivalent) from major retailers Coles, Woolworths and Harris Farm Markets. Twelve months later they repeated the process to assess changes in pricing over time. The shopping list of items included fruit & vegetables, pantry items, dairy & eggs, beverages and meat. For the Coles and Woolworths studies, prices of frozen goods and baby foods were also measured.

This review was not designed to ascertain the cheapest outlet from which to purchase organic food, but rather to see how equivalent non-organic and organic products compare across the Australian market. The standard (not special) prices of everyday food products were assessed, and for all three retailers it was found that organic price premiums have reduced from 2022 to 2023. Key takeaways from the report showing averages across the three retailers have been highlighted below.

It is now only approximately 25% more expensive to buy a basket of organic groceries instead of non-organic, compared to 32% in 2022.

For all three retailers, the organic premium percentage reduced from 2022 to 2023. Coles went from 29% to 25%, Woolworths from 34% to 28%, and Harris Farm Markets had the largest decrease from 32% to 23%.

The price of non-organic grocery items has risen by 9.3% in the last twelve months, compared to a 4% price increase for organic grocery items.

Higher costs for non-organic products were a significant contributor to the reduced organic price premium. The average percentage uplift of non-organic products in the review basket was more than double that of the organic products.

Organic fruits and vegetables have the highest price premium at 79% more than non-organic produce. However, this has dropped from 91% in 2022.

Buying organic in 'fresh' categories, particularly fruit and vegetables, still commands the highest extra cost for shoppers. However, this increment has declined since the first review.

While it is evidently still more expensive to purchase organic over non-organic in most cases, this research shows that the gap may be closing for Australian shoppers. This is a positive development for the industry as more and more shoppers become aware of the benefits of certified organics.



ANGOVE

SINCE 1886

FAMILY WINEMAKERS

Angove Family Winemakers has been certified Organic for 17 years and is Australia's leading certified organic grape grower and winemaker.

As leading producers of certified organic wines in Australia Angove Family Winemakers are committed to sustainability in both the vineyards and in winemaking practices to ensure our legacy as environmental stewards lives on for future generations. At no stage during the grape growing and winemaking of Angove Organic wines have we used any synthetic pesticides, herbicides, fungicides, fertilisers or inputs of any kind. Everything we use comes from nature, pure and clean.

Use the coupon code **BUD15** on the [Angove website](#) at checkout to receive **15% off** and Angove Organic Wine purchases.

Meet Sean Croft, organic farmer supplying Coles for over 10 years

Sean is a 2nd generation farmer, who worked with his parents to build the business from the soil up. Now their 700-acre farm is dedicated to growing organic veggies all year round.

Using state-of-the-art technology to farm, Sean says, "Weeds are our biggest problem on the farm since we don't spray herbicides." Instead, he uses autonomous robots which utilise steam technology to kill weed seeds before they even grow. Even his irrigation system is controlled from his mobile phone.

He invests heavily in the soils by adding compost, and growing cover crops. By adding compost and growing another crop, then ploughing it in, biomass is added to the soil making it rich in organic matter and nutrients. And great quality soil grows great quality organic veggies.

coles



Puts on Show of Support for Certified Organic Industry

Members of Parliament from across the political spectrum have joined international dignitaries and an array of the country's top certified organic producers for a historic event at Parliament House to mark the formation of the Parliamentary Friends of Australia's Organic Industry (PFAOI).

Recognising the certified organic industry's development into a major export earner and economic driver that contributes \$851m directly into the domestic economy, the barbecue lunch featured a range of certified organic produce and hosted the newly formed Organic Development Group (ODG).

The ODG brings together all of Australia's certification bodies and key industry groups into one forum and presents a united voice on issues such as the need for domestic regulation of the word "organic".

Minister for Agriculture, Fisheries and Forestry, Murray Watt, addressed the event and acknowledged the organic industry's position as a major contributor to Australia's image abroad as a producer of clean, green and high-quality produce and products.

"This industry is a core part of our agriculture sector," Minister Watt said.

"We haven't always agreed on everything to do with the organics sector, and there are some issues that we will continue working with you on, but as a government we've been particularly keen to focus on how we can be supporting the organics sector with its export efforts.

"I know there was a very productive meeting held this morning between representatives of the organics industry with the relevant departments to talk through some of the new and emerging export opportunities that we've been able to negotiate for our good organic products as well."

PFAOI Co-chair, Aaron Violi MP, said establishing the group was an important step in elevating the industry.

"I used to work in the industry selling organic food and I've seen firsthand how the industry has grown over the last few decades and it's an amazing industry that has big potential," Mr Violi said.

"It's already delivering a lot and there are things we need to do in this house to make sure that we can allow it to continue to grow."

Australian Organic Limited (AOL) hosted the function which was attended by more than 200 people including Minister for Trade and Tourism Don Farrell, Leader of the Nationals David Littleproud, MPs, Senators, the Swedish Ambassador, and representatives from the New Zealand High Commission, and the United States and French embassies.

AOL Chief Executive Officer Niki Ford said it was timely recognition for producers.

"Today is an important day for us as an industry," Ms Ford said.

"September is traditionally Australian Organic Awareness Month, so it is great for us to be talking about the real reason you should be choosing certified organic products.

"Organic is regenerative, organic is sustainable and organic production systems positively contribute to climate resilience and biodiversity.

"Every organic operator who is certified has to go through a rigorous audit to substantiate their claims which underpins the importance of looking for certification marks.

"But without domestic regulation you can have as little as one ingredient and still claim organic on your packaging in Australia. Research has shown about one-third of consumers have reported being misled by deceptive packaging so truth in labelling is an important issue for our industry."

The ODG includes:

- ACO Certification Ltd (ACO)
- Australian Organic Limited (AOL)
- Bio Dynamic Research Institute (BDRI)
- Certified Organic Biodynamic Western Australia (COBWA)
- National Association for Sustainable Agriculture Australia (NASAA)
- NASAA Certified Organic (NCO)
- Organic and Regenerative Investment Co-operative (ORICOOP)
- Organic Consumers Association Australia (OCAA)
- Organic Food Chain (OFC)
- Organic Industries of Australia (OIA)
- Southern Cross Certified (SXC)



L-R: Aaron Violi MP, Minister for Agriculture, Fisheries and Forestry, Murray Watt, AOL CEO Niki Ford, Leader of the Nationals, David Littleproud, and Dan Repacholi MP.



**our future
growing
together** 2024
australian organic
conference

On behalf of the organic industry, we would like to welcome you to Melbourne for the Australian Organic Conference 2024, a two day event based around a theme of 'Our Future: Growing Together'.

When: March 7-8 2024

Where: Pullman Melbourne on the Park
East Melbourne, Victoria

Expressions of Interest are now open if you believe you have a suitable presentation that ties into the 2024 Conference theme and will provide value to attendees.

Please click the button below and complete your submission before Friday, 6 October 2023.

For more information, please email marketing@austorganic.com.

[Submit your submission](#)

Accidentally Organic with Mark Lambert

Mark and Roslyn Lambert, along with their nine children, are certified organic dairy farmers from Sunnyside in north west Tasmania. Their transition from conventional farming to fully certified organic practices was completely unintentional. Mark's passion has become soil health as the foundation for growing nutrient-rich pasture, and lots of it!

Mark grew up on the family farm and has been involved in the dairy industry for over 20 years. He and Roslyn run up to 600 organic dairy cows and young stock on 390ha. Overall, around 80% of the farm is dedicated to pasture, with the rest being dams and natural bushland set aside for the benefit of the environment and nature.

At the start of their transition journey, Mark and Roslyn were simply trying to solve the problem of milk fever in the herd. It never crossed their minds that they were unconsciously embarking on a 10-year transition to organic certification. Through research and their own trials, they began to deeply understand the symbiotic relationship between healthy soil, healthy plants, and healthy animals.

The first challenge Mark said was changing their mindset - looking to do the same farming requirements as before but using different methods and inputs. It was a little confronting, unknown and therefore felt slightly risky.

"Once you embrace change however, you're opened up to a world of new opportunities, new products you'd never noticed before, and new ways to achieve what needs to be done," said Mark.

Next was looking at the farm's soil health and what was in balance and what wasn't. Soil testing is an essential step in determining the health of your soil, by identifying the presence or absence of key nutrients, organic matter, and toxins.

"In the beginning, I learnt that getting your soil right is important for any farming system; 10 years on and now farming organically, I know it's critical. The soil is the building block of our large-scale dairy operation-get that foundation right and everything else starts to fall into place," said Mark.

Their soil pH pre-transition was 5.6, which was addressed with lime and dolomite, and today, it's sitting around 6.7 to 7.0. Phosphorus (P), sulphur (S) and Calcium (Ca) imbalances were not overlooked, with Mark was seeking a natural and sustainable alternative to conventional chemical P and S fertilisers.

Mark discovered the BioAgPhos solid fertiliser range which is a high-grade and highly reactive phosphate rock combined with BioAg's proprietary microbial digesting agent, certified for organic use.

"With a third of P, S and Ca immediately available and the other two-thirds sustainably and steadily released over a 2-3 year period, we've only needed to apply BioAg's fertiliser every other year which has saved us a lot in input, storage and application costs, and importantly time," said Mark.

After implementing improvements below the ground to improve the soil health, Mark and Roslyn started to see significant improvements above the ground in both pasture health, yield and animal health.

"The pastures just bloomed with growth once we balanced the soil and got the pH above 6.5, the soil microbes love it, they are the ones that do the work for you, they are the ones that pull the nitrogen out of the air.



"Now we are growing more pasture organically than we ever did conventionally, with a lot less inputs and greater biodiversity, and we also run a 40% longer rotation than industry standard.

"The pasture is greener, taller, and more robust with around 20 different plant species at different growth stages, allowing the cows to self-medicate and eat what they need for their health as well as enjoy variety," said Mark.

"There were no organic milk processors when we started the transition so taking slightly longer has allowed us to do it at our own pace, understanding the process and appreciating the journey; for us it has been a win-win outcome," Mark concluded.



grown NOT MADE



Increase your organic and Fairtrade offerings with the award winning bean ground & drunk coffee range. Quality beans, freshly roasted in Melbourne.

**BEAN
GROUND &
DRUNK
SINCE 2003**



19



19



7

We are Pasture-Raised, also Organic



At Inglewood Organic Chicken, our commitment to providing the highest quality poultry begins with our pasture-raised approach.

What does it mean?

It means that our chickens enjoy a natural and organic lifestyle, living in open pastures where they can freely roam and forage. Despite being pasture-raised, our chickens still have unrestricted access to fresh feed and clean water 24/7, ensuring their well-being and allowing them to develop their natural behaviors. In Australia, it is a legal requirement for all commercial chickens to have access to feed and water.



www.inglewoodfarms.com

Pasture-Raised is like Free-Range

Pasture-Raised is just like free range practices enables our chickens to experience the outdoors and bask in the sun, resulting in healthier and happier birds. At Inglewood Organic Chicken, we believe that responsible farming is the key to delivering the most wholesome and delicious poultry to your table.

ORGANIC & VEGAN

Taste the Summer



• PERFECT FOR ALL YOUR SUMMER SALADS •



NUTS • DRIED FRUIT • SNACK MIXES • SEEDS, GRAINS, PULSES & MUESLIS • COOKING NEEDS

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Available at independent supermarkets and health food stores Australia-wide.

WE'RE DONATING 5c FROM EVERY PACK SOLD IN 2023



It all starts here...



It's the committed work of our dairy farming families that sets The Organic Milk Company apart. It's the passion for the land and the care for their cow's wellbeing that makes all the difference.

It is what is left out of our milk and dairy products that makes them taste better. Free from chemicals, pesticides, GMO's and antibiotics. Our cows like it that way and we know you will too.

We are proud of our products and back them with a quality guarantee. Make the change today to The Organic Milk Co.

Available at **coles** | www.organicmilkco.com.au



Macro wholemeal organic pasta is packed with fibre to feed a happy gut, and fill hungry tummies.*

*When eaten as part of a healthy, balanced diet.



WE'RE BIG ON THE LITTLE THINGS

macro
WHOLEFOODS MARKET

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.COM.AU
ORGANIC & SUSTAINABLE WHOLEFOODS

8 LOCATIONS OPEN 7 DAYS CAFÉ & COFFEE
10,000+ GROCERY LINES ORGANIC PRODUCE
WHOLEFOOD GROCERIES QUALIFIED NATUROPATHS
PLANTS WORKSHOPS CATERING LOCAL FARM ORGANIC WINES
or shop with us online shop.marketorganics.com.au



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LOCAL
MARKET
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**BULIMBA
CHAPEL HILL
CLAYFIELD
IPSWICH
LOGANHOLME
NEWMARKET
ROCKLEA
SOUTHPORT**



Don't miss out on this year's Certified Organic Awareness Month Box



To help you on your certified organic journey, we have put together a special box of goodies full of our sponsored products. From snacks, beverages, recipes and even a set of Anthony Minichiello trading cards, you will be able to experience the vast range that organic has to offer.

You can get one of these amazing goodie boxes worth over \$90 for just \$39!

How can you say no? [Buy now.](#)

Industry Competition

We have a supporter competition open to all certified organic operators and independent retailers who stock certified organic products. To be eligible, you will need to show support of Australian Organic Awareness Month by activating your own campaign.

One prize will be awarded to the most creative, educational and impactful campaign that ties into the AOAM themes, as judged by the AOL team.

The prize includes*: 1 x full delegate ticket to the Australian Organic Conference held in Melbourne on 7-8 March 2024. The package is valued at \$1,630 and includes full entry to the two-day program, plus a ticket for our Welcome Drinks, Industry Awards Dinner and High Tea.

*Please note flights and accommodation are not included with the ticket.

[Click here](#) for more information.

Assisting businesses and individuals to navigate the path to certified production

solo services



Getting Started with Organic Certification

- Organic pathway advice, guidance on interpretation of Organic Standards
- Review existing procedures and update to include organic compliance requirements
- Assistance with development of an organic plan for your business
- Application preparation



Organic Management Plan and Certification Assistance

- Completion of Organic Management or Handling Plan, to ease your paperwork burden
- Compiling land history documentation including advice on statutory declarations
- Assistance or completion of derogation request submissions



Audit Preparation and Follow-Up

- Compiling your operation records, ensuring preparedness for applicable audit checklists
- Action observations, root cause analysis, or implementation of corrective actions to support you post-audit
- Guidance on how to improve your current system



Hourly Consultations

- General advice around issues that may occur within the three-year transition period
- Pest and weed issues
- Review of record keeping
- Support around noncompliance or suspension
- Guidance on interpretation of Organic Standards
- Export market guidance and planning

What you need to do

The first step for those interested in solo advisory services is to call the team or fill out an enquiry form on our website austorganic.com/solo-advisory. Our team will reach out for a quick chat about your circumstance, to determine whether we can provide a bespoke solution for you.

Remember to mention our services to anyone you think may need them.

Contact solo via:

w: austorganic.com/solo-advisory
e: contact@soloadvisory.com
p: 07 3350 5716
m: 0425 568 215

Business Hours:
Monday to Friday
7am-5pm (AEST)

Organic Operators in Focus

BY KANE FRAMPTON

Spring is finally here, a time to reflect, re-evaluate and rejoice as the days get warmer and longer. The colours start to come out during the Spring months, with jacarandas and other striking plants beginning to bloom. September through November are important months for organic growers with many planting seasons beginning.

In this issue, we profile four certified organic growers and processors serving diverse customer bases across Australia. Read about the many and varied health benefits of Manuka Honey, an industry-leader in premium organic fertilisers, and a supplier of teas and coffees that are full on flavour but light on the earth. You'll also learn about the organic principles that define a leading free range egg farm in Northern New South Wales.

Biosota Organics

Premium Australian Manuka Honey



Queensland's [Biosota Organics](#) has been proudly producing the strongest possible grades of medicinal Manuka honey in the world since 1999. Manuka honey is the rarest type in the world, accounting for just 1% of the globe's total available honey as the Manuka tree is only native to Australia and New Zealand.

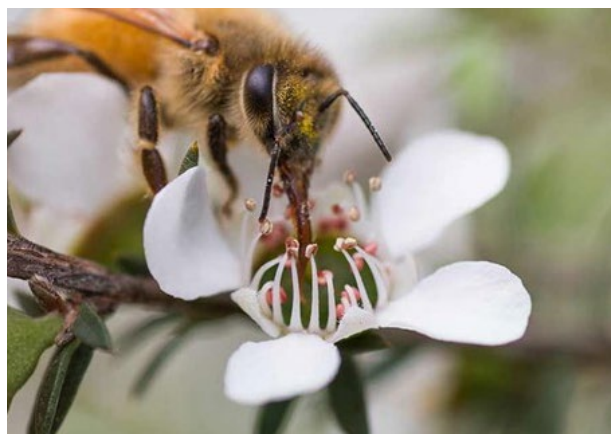
Medicinal Manuka honey presents higher levels of MGO (Methyglyoxal) when compared to regular honey and table-grade Manuka honey, and is naturally bioactive with antibacterial, antimicrobial, antiseptic, and anti-inflammatory properties for the healing and prevention of various ailments.

Science and research-backed uses include burns, wounds, antibiotic-resistant infections, ulcers, gut health, colds & flu, sore throats and to build natural immunity. (The higher the MGO number of Manuka honey, the stronger its antimicrobial bioactivity levels and the more potent the natural medicinal benefits).

Each batch of Biosota's Manuka is tested at independent laboratories before packaging to guarantee its authenticity and MGO levels.

Biosota Organics is a family business, operated by third-generation beekeepers who are committed to organic, sustainable, and ethical beekeeping practices. Their output is 100% natural and non-GMO, with most products certified organic by ACO. Their remote rural locations in QLD and NSW mean they can produce honey away from the influence of pesticides, chemicals, and pollutants.

[Click here](#) to find out more about the Biosota business



Planet Organics

Premium and Ethically Sourced Organic Teas

Planet Organic on the Sunshine Coast offer an extensive range of certified organic teas, coffees, herbs and spices that are full on flavour but light on the earth. The Coolumb-based business has grown significantly since it was founded in 1997, with 59 different certified organic teas now available to health-conscious consumers.

The entire [Planet Organic](#) range is certified organic, with raw materials ethically sourced from overseas and packaged at their Sunshine Coast facility. [Popular tea items](#) include lines like spearmint, chamomile, ginger and rosehip hibiscus, with plenty of other exotic options to choose from. A [New Mother's Organic Tea](#) line is also available, including options for Morning Wellness, as well as Colic and Breastfeeding Support.

Sustainable packaging is a major area of focus, with innovative measures employed to reduce plastics and the overall carbon footprint of the business.

Teabag paper is made from a mixture of wood pulp, manila hemp and plant-based sealing fibres. To avoid material waste, their compostable teabags do not come with strings, tags or envelopes. Tea boxes are recyclable and the tea bags are contained in a compostable inner bag.

Their herb and spice shakers have recently changed from plastic to glass, and the business is currently [asking their customers](#) if plastic sifters are a necessary feature for this range. The operators believe that more research & development is required across the industry to improve sustainable packaging outcomes.

With consumers becoming more health-conscious and interested in organic products, the Planet Organic business has seen positive growth. Their products are currently exported to Singapore and New Zealand, as well as being available on Amazon in the United States.



Those in Australia looking to try out Planet Organic can find their products in a range of independent retailers, including IGA, GoVita, HealthyLife pharmacies and other organic and health stores. They also offer a comprehensive [Online Shop](#) if you'd like their products shipped to your door.



Guano Australia

Leading Nutrient-Based Organic Fertilisers



Buderim-based [Guano Australia](#) has been a long-term supporter of the Australian organic industry, offering certified allowed inputs to growers across the nation.

Guano Australia has been selling premium [Guano Gold](#) fertiliser products for more than 30 years, with the business established in Victoria in 1992 before relocating to the Sunshine Coast in 2005.

The enterprise supplies a range of organic products for different applications. Their locally produced [Guano Liquid Gold](#) and [Guano Liquid Gold with KMS Fertiliser](#) range has seen very positive growth recently, given disrupted international supply chains and rising costs of commercial fertilisers. As such, the business can offer a price advantage to Australian farmers when compared to many imported products.

This premium organic fertiliser offers a natural source of liquid phosphorus, potassium, sulphur, magnesium, calcium and silica, as well as a range of trace minerals including zinc and manganese. The fertiliser can improve plant resistance to stressors and is a popular option for those looking to naturally boost their soil quality and improve yield, as it represents a soil conditioner and fertiliser in the one product.

Guano's liquid fertilisers work effectively with leading boom spray, tillage injection and fertigation equipment, with the formulations suitable for fibres, pastures and grains. Both Guano Liquid Gold and Guano Liquid Gold with KMS Fertiliser are available in 15 litre pails or 1000 litre shuttles.

With prices for synthetic fertilisers on the rise, certified organic allowed inputs have been in high demand. This has been a positive development for Guano Australia, who are able to meet increased demand for products including their Australian-made range. The company sells direct to farmers, as well as through a strong distribution network from capital cities around the country. Delivery is available to farmers Australia wide, and the Guano Liquid Gold formulations are suitable for both organic and biodynamic growers.

Kismet-Guano Group CEO John Jashar is a proponent of organic formulations, and of the need for Australia to manufacture more of its own products to lessen our current dependence on imports.

To find out more about Guano Australia's comprehensive range or to find your nearest distributor, please fill out the [Contact form](#) on their website. Their website also features a range of technical articles on [phosphorus](#), [silica](#) and several other topics relevant to [organic fertiliser](#).

Organigrow

Nutritionally Superior and Certified Organic Eggs



You can find [Organigrow's](#) free range egg farm on 70 acres of land at Monaltrie in Northern New South Wales. The farm been certified organic since 1999, operated by two generations of the Cripps Clark family.

Current owner and manager Simon Cripps Clark is committed to offering an idyllic free-range environment for Organigrow's chickens. Although up to 1,500 hens per hectare are permitted according to organic standards, the density at Organigrow does not exceed 600 birds per hectare. This provides the animals with ample space to roam and access to varied food, with plenty of pecan trees and bushland providing shade. There are approximately 10,000 hens on the Organigrow farm at present.

Chicks or hens are not de-beaked prior to coming to the farm, nor at any point once they arrive. Organic chickens are not fed antibiotics or genetically modified feed. At Organigrow, chickens are fed a variety of certified organic wholegrains but also permitted to 'green peck' anything they find out on the farm. This includes grass,

insects, leaves and fruit from the farm. The Organigrow team believe this commitment to animal welfare and health results in the best possible eggs with naturally golden yolks.

Organigrow eggs are collected daily, cleaned when required, and packed on the farm before being distributed to Woolworths and many other independent retailers. Check out the Organigrow website for a [list of East Coast locations](#) where you can purchase their eggs. Package sizes range from 350g to 800g. You can also find other useful information on their website, including testimonials and other tips.

Owner Simon is on the hunt for more certified organic sorghum for feed. Any growers able to assist can reach out via simon@organigrow.com.

Certified Organic Free Range Eggs

Organigrow eggs are simply the best

- Real pastured open range rich in natural Omega 3's.
- Idyllic chook friendly habitat on carbon positive farm.
- No debeaking (we're one of the few who don't).
- Fed certified organic grain and rich pasture.
- Maximum stocking density of 600 hens per hectare.

Humane Choice
TRUE FREE RANGE
CERTIFICATION NUMBER 4013133

Australian Certified Organic
LEAD BY 130

rganigrow

Contains 12 Eggs **700g**

Events CALENDAR

SEPTEMBER



HOSTING...

Australian Organic Awareness Month

1-30 September

Nationwide

AOL hosts Australian Organic Awareness Month (AOAM) every September. The initiative is all about raising awareness of certified organic products, brands and businesses by educating consumers about why choosing certified organic is so important, and encouraging them to look for organic certification logos on their purchases.

[Learn More](#)

MARCH



HOSTING...

Australian Organic Conference

7-8 March

Pullman Melbourne
East Melbourne

On behalf of the organic industry, we like to welcome you to the Australian Organic Conference, a two-day event based on the theme of **'Our Future: Growing'**.

Join us on 7-8 March at the Pullman Melbourne On The Park to learn more about organic and how we can grow together.

[Learn More](#)

MARCH



ING...
**International Organic
Conference 2024**

March

**Pullman Melbourne on the Park,
East Melbourne, VIC**

In the organic industry, we would
like to welcome you to Melbourne for the
International Organic Conference 2024, a
conference focused around a theme of
'Organic Together'.

International Organic Conference 2024 at Pullman
Melbourne on the Park to offer your insight
and connect with others in the industry together.

[Learn More](#)

MARCH



HOSTING...
**Australian Organic
Industry Awards 2024**

8 March

**Pullman Melbourne on the Park,
East Melbourne, VIC**

The Australian Organic Industry Awards
are all about recognising and celebrating
the accomplishments of businesses and
individuals in the certified organic space.

[Learn More](#)

Welcome to our new members!

We are pleased to announce that 41 companies became new AOL Members between June 2023 and September of this year! We look forward to working together to safeguard the future of Australian organics.

To learn more about the benefits of AOL membership, please refer to pages 32 and 33.

See below for a summary of our new members!

Business name	Type	Location	Website
Agrimm Pty Ltd	Crop fertilisers & soil amendments	QLD	https://agrimm.co.nz/australia/
Aloe Vera Industries Pty Ltd	Manufacturing & personal care products	QLD	https://www.organicformulations.com/
Ausoil Pty Ltd	Crop fertilisers & soil amendments	NSW	https://ausoil.com.au/
Bare Blends	Protein & freeze dried powder	NSW	https://bareblends.com.au/
BASF Australia Ltd	Crop fertilisers & soil amendments	VIC	https://www.basf.com/au/en.html
BioLink 4 Plants Pty Ltd	Crop fertilisers & soil amendments	VIC	https://biolink4plants.com.au
Broth & Co	Bone broth	VIC	https://brothandco.com.au/
Bunbury Harvey Regional Council	Compost	WA	https://bhrc.wa.gov.au/
Casalare Pty Ltd	Processed cereals products	VIC	https://www.casalare.com.au/
Casella Family Brands (T/A Baileys of Glenrowan)	Viticulture & wine making	VIC	https://baileysofglenrowan.com/
Castle Mountain Zeolites PTY LTD	Natural minerals	NSW	https://www.cmzeolites.com.au/
CG & RJ Brooke-Kelly	Dried prunes	NSW	-
CGS Pharma	Contract manufacturing	QLD	https://cgspharma.com.au/
Chanlz Pty Ltd (T/A Masstengo)-	Wine making	WA	https://masstengo.com/
Clean Juice Australia Pty Ltd	Cleaning products	QLD	https://cleanjuice.com.au/store/
Cowling's Cherries	Fruits powder	SA	http://www.cowlingscherries.com/
Down Under Enterprises International	Essential oils wholesaler	NSW	https://www.downunderenterprises.com/home
East West Cattle Logistics Pty Ltd	Speling yard	QLD	-
Ezy Fresh Processing	Processing vegetables	NSW	https://ezyfreshprocessing.com.au/
Farro Organico	Organic pizza	VIC	https://farroorganico.myshopify.com/
Garden Of Pty Ltd (T/A Eden Seeds)	Organic seed supplier	QLD	https://www.edenseeds.com.au/
Goraw Desserts	Desserts	QLD	https://gorawdesserts.com.au/

Business name	Type	Location	Website
Greenham Gippsland Pty Ltd	Abattoir	VIC	-
Harvest Time WA	Frozen fruits & vegetables	WA	-
Horner Wines	Wine making	NSW	https://www.hornerwines.com.au/
Karrawatta Pty Ltd	Viticulture producer	SA	https://www.karrawatta.com.au/
Light Feet Wines Pty Ltd	Wine making	NSW	-
Millie & More Pty Ltd	Personal care products	VIC	https://moxie.com.au/
Modern Herbal Pty Ltd	Health products	NSW	https://evolutionbotanicals.com.au/
Myerton Packaging	Sustainable packaging supplier	WA	https://myertonpackaging.com.au/
National Packhouse (T/A Gatton Packhouse)	Contract packing facility	QLD	-
Natureal	Plant extract	VIC	-
Nectar Fruits	Acai products	QLD	https://nectarfruits.com.au/
Nib and Noble	Drinking chocolate products	VIC	https://www.nibandnoble.com/
Pro Amino	Manufacturer & processed products	QLD	http://proamino.com.au/
Sunshine Sugar Pty Ltd	Mushroom growbags	NSW	-
The Gut Co	Vegan protein	NSW	https://thegutco.com.au/
Trumps	Nuts & other dry products	QLD	http://www.myorganics.net.au/
Tscharke Wines	Wine making	SA	https://tscharke.au/
Wild Mother Tasmania	Apple cider vinegar products	TAS	https://www.honeyaustralia.net.au/
Woods Grain Pty Ltd	Grain processor & wholesaler	QLD	https://www.woodsgroup.com.au/

Why Join Australian Organic Limited?

Together we are stronger

AOL has united a growing community of certified organic operators. Together, we work to promote and protect the maturing organic sector. We have been representing our members for 35 years and we invite you to join us to have your say in shaping the future of the organic industry. When you join Australian Organic Limited, we provide you with:

- A direct voice to government to address our industry's greatest challenges and opportunities
- Industry research and resources to help position your business for success
- Marketing support through industry awareness & promotional campaigns

By becoming a voting member of Australian Organic Limited, you help to shape the future of the organic industry through your contribution at our Annual General Meeting.

What are the benefits of becoming a member?

As a member of this dynamic industry you will receive exclusive access to the below benefits, and so much more.



Australian Organic Market Report

Complimentary copy of the most recent Australian Organic Market Report to develop your business strategy.



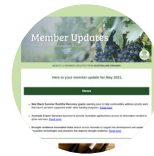
Marketing & Sponsorship Opportunities

Access to discounted marketing and sponsorship opportunities, including a complimentary member profile published on our website.



Australian Organic Awareness Month

Exclusive discounts to be a part of Australia's largest campaign celebrating certified organic products every September.



Monthly Member & CEO Update

Access the most recent industry news and updates relevant to the organic industry, including a regular email from our CEO.



Industry Awards & Wine Awards

Discounted submission to the highly respected Industry Awards and Wine Awards, as well as discounted tickets to attend the events.



Conference, Forums & Networking Events

Access to discounted tickets for events to educate and connect the industry, foster growth and innovation.



Exclusive member portal

Access to a range of resources, publications and webinar recordings.



The Australian Certified Organic Bud certification logo

is the most recognised organic trust mark amongst Australian shoppers and has been so for over a decade.

How do we use our member funds?

We are working for you

Australian Organic Limited continues to invest Industry Development Levys (IDLs) and membership fees through progressing the organic industry by the following key activities:

- **Government Advocacy:** AOL continually advocates on behalf of the certified organic industry by working with government on key industry issues such as organic domestic regulation, market access, biosecurity and relevant industry matters.
- **Promote Consumer Awareness:** AOL continues to educate consumers on the benefits of organic and the importance of checking for certification marks through the Bud Organic Club website, newsletter and social media platforms. AOL has also established **Australian Organic Awareness Month**, the nation's largest campaign to promote the benefits of organic produce.
- **Engage with Federal & State Government:** AOL continues to develop relationships with Ministers, Departments and key industry partners such as the National Farmers' Federation (NFF) and the Australian Food & Grocery Council (AFGC).
- **Research & Development:** AOL, through the strategic direction of our Board and advisory committees, engage key research and industry bodies to work towards establishing further organic oriented Australian agricultural research.
- **Provide Market Analysis:** AOL invests in consumer and commercial research by supplying data and information to support trade negotiations.
- **Lobby ACCC on "fake organic" products:** AOL works with the ACCC on misleading claims and has successfully negotiated the inclusion of the National Standard for Organic & Biodynamic Produce on the ACCC website and has been appointed a position on the ACCC Agricultural Consultative Committee.
- **Assist Organic Importers:** AOL has driven significant outcomes for organic importers regarding mandatory biosecurity changes relating to seeds and khapra beetle through fostering strong relationships with federal and state Biosecurity teams.
- **Support Export Opportunities:** AOL contributes on export by providing the Department of Foreign Affairs and Trade input into Free Trade Agreements, collaborating with international industry counterparts and maintaining an export website **Trade Organic** and masterclass program that provides resources on organic exports and international markets.
- **Educate New Generations:** AOL manages the Australian Organic Schools Program to encourage learning about organic principles and practices in Australian schools.

Membership Structure & Fees

Ordinary Certified

\$275 incl. GST per year*

ACOS Operators licensed to the Bud; includes AGM voting rights.

Associate Non-Voting

\$550 incl. GST per year

For any business, organisation or individual.

Associate Voting

\$1,800 incl. GST per year

For any business, organisation or individual, includes AGM voting rights.

**Certified organic operators who are licensed to the Bud and pay Industry Development Levies receive Ordinary Certified Membership at no additional cost.*

If this applies to you, [CLICK HERE](#) to activate your free membership.

Contact Marie Deletoille | E: marie.deletoille@austorganic.com | T: 07 3350 5716



35%

of shoppers who bought organic products increased their household budget spent on organic from 2021 to 2022¹.



77%

of organic shoppers are aware of certification marks (up from 59% in 2019)².

^{1,2} Australian Organic Market Report 2023.



austorganic.com