



Issue 14
Winter 2023

Australian Organic Connect



Market Report
2023

Australian Organic Market Report 2023 Launch

AOL's latest research-based report was published in May, representing a new standard for reporting on the scope of organics.

See page 4

Organic Grain Storage Day

Our trip to the Darling Downs, where operators learned more about best practice and profitability in organic grain storage.

See page 17

AOL Submissions on Greenwashing and Ag Levies

Two important policy inquiries have been opened in recent months, both of which are very relevant to operators in the organic industry.

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Organic Operators in Focus

In this issue, we profile five organic operators offering fantastic food products from their headquarters in the Eastern states.

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FRONT COVER: Australian Organic Market Report 2023 Launch, 2 May 2023



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A Note from the CEO

Welcome to the Winter 2023 Issue

Welcome to the Winter edition of Australian Organic Connect! There have been many important developments between March and May for our organisation and the industry at large.

Since our last edition, we have seen our industry's long-term goal of organic domestic regulation dealt a setback, with the federal government announcing on 31 March that it has opted against implementing a mandatory framework for organics. Cost concerns were cited as the deciding factor. While this news will be disappointing for most of our industry, it should not impact upon anyone's conviction about the value of organics and its future role in our society. AOL will continue to work alongside industry to present the case for regulation, as well as trade agreements or other initiatives that benefit organic consumers and exporters

The Australian Organic Wine Awards were launched on 27 April, with certified organic and biodynamic winemakers able to showcase their output across a variety of categories. Applications close on 9 June, with winners to be announced in September this year. The recipient of our Associate Scholarship program has also been announced, with young WA-based sommelier Sophia Gannon to receive a variety of mentorship opportunities as part of the Scholarship. Have a read of page 10 for more about the Awards and Sophia's story.

It was also my pleasure to help launch the Australian Organic Market Report 2023 (AOMR23) at the W Brisbane on Tuesday 2 May. The latest edition of our research-based Market Report is the most comprehensive yet, offering a 'state of the nation' overview that we hope to build upon in future reports. Our thanks to ACIL Allen, Mobium Group and NielsenIQ for their contribution to this report, and especially to all certification bodies and operators who provided valuable data and insights. You can visit page 4 and 5 to learn more about AOMR23.

In this issue, AOL Research & Policy Officer Nicholas Mukherjee details current inquiries on agricultural levies and greenwashing, while AOL Director David Keens offers some insights on biodynamic farming. Readers will also learn more about key takeaways from BIOFACH 2023, the world's leading trade fair for organic food that was held in Germany earlier this year. You'll also hear from five innovative organic operators creating popular food products from the Eastern states.

My thanks to everyone who continues to contribute to our growing industry. It's clear that the way forward for our sector is a united voice, so we welcome all input as to how organics can grow stronger together.

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 certified industry 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 trademark. This trademark signals the highest of integrity and is recognised by more than 64 per cent of Australian consumers.

Industry

Australian Organic Market Report 2023

Comprehensive research reports are vital for quantifying the scope and value of industries. They offer crucial economic benchmarks and often act as the centrepiece for in-depth policy discussions that move the sector forward.

For organics in Australia, the Australian Organic Market Report has been a key document since its first release in 2008. It is the only publication of its kind that offers an in-depth analysis of the industry, and those who have read multiple editions can clearly see the long-term growth of our sector. Our Report has served as an important resource for industry professionals, institutions, key stakeholders and government departments for well over a decade.

The 2023 edition of our Report (AOMR23) was released on Tuesday 2 May, representing the most complete

picture of Australian organics available thus far. AOL worked with leading economics and policy consulting firm ACIL Allen to produce this report, which included contributions from Mobium Group, NielsenIQ, Australian certification bodies and certified organic operators.

The wide-ranging document explores the direct and indirect economic contribution of our industry, including value-add and jobs created. State-by-state metrics and supply chain analysis by business category are available, as are detailed consumer insights and trends. The export situation for Australian enterprises is also explored, alongside case studies from certified organic businesses who have served the industry long-term.

Industry members can purchase a digital copy of AOMR23 for \$250 plus GST [at this link](#).

Below you can view an **Executive Summary** and a one-page **Consumer Insights** document that covers behaviour and consumption trends, certification mark recognition, budget allocation and more. High-quality versions of these two files are available for free [at this link](#).

Executive Summary

Organic Industry in Australia Creates Value and Jobs for the Economy

\$851 million direct contribution to the Australian economy, **\$2.6 billion** in flow-on effects.
12,500 direct full-time jobs, **22,000** flow-on jobs.

New South Wales contributes the most by value. **Victoria** contributes the most by jobs.

Top categories are beef and veal (19%), other processed foods (14%) and alcoholic beverages (11%).

Raw products contribute 57% of total value, **processed products** 43%.

Strong and Growing Sector

- 53 million hectares** of certified organic Australian land (70% of organic farmland globally).
- Organic farming revenue expected to nearly **triple over the next 5 years**.
- Organic sector profit margin was **>27% over the last 5 years**.
- ~3,035 certified businesses** (53% production, 45% processing and 2% both).
- Domestic demand is projected to grow due to strong consumer sentiment and retail environment, with potential for massive export growth.
- Consumers increasingly want sustainable products that improve their health and wellbeing, while remaining friendly to animals and the environment.
- There is an increasing trend in organic shoppers purchasing at all stores/outlets, with Woolworths, Coles, and Aldi responsible for **70% of organic sales**.
- Exports are forecast to **grow by 29% annually** from 2021-22 to 2026-27.
- 48% of exports** are to the US.



Opportunities for the sector: Improve access to export markets via trade agreements, equivalency arrangements and certification processes.



Consumer behaviour and consumption

35%
of shoppers who bought organic products increased their household budget spent on organic from 2021 to 2022

- 53%** bought more fruit and vegetables
- 36%** more eggs and dairy
- 33%** more meat
- 33%** more cleaning products
- 32%** more snack items

Broad culture change is driving preference for organic products - sustainability, environment, social license, animal welfare, health and well-being.

78% say a sustainable lifestyle is important

83% are concerned about environmental issues (e.g. plastic waste, toxic chemicals)



Shoppers that are most likely to purchase organic products:

- have household incomes above \$40,000
- are aged 18-39 years (Generation Z and Generation Y)
- are studying or have already received a university degree
- have at least one child aged under 16 years living at home



- more products claim to be socially responsible, environmentally-friendly, use sustainable packaging and improve animal welfare (increased by 18-37%)
- misleading advertising or 'greenwashing' is increasing and can damage industry reputation
- 33% (of organic shoppers) purchased a product thinking it was organic based on packaging claims only to find later it was not organic
- 31% consider trust in organic status is a barrier to purchase



- 77% of organic shoppers are aware of certification marks (up from 59% in 2019)
- 64% recognise the Australian Certified Organic mark
- 84% trust certification marks



- 75% of organic shoppers are 'regular' users of pack and/or shelf information when purchasing
- 58% of organic shoppers check for a 'certification logo on the label'



- Consumers want brands to address plastic and packaging waste and source ethically
- 80% of sustainable consumers agree sustainability and empathy add value to a brand
- 78% consider brand values when making a purchase

AOMR23 Launch Event - 2 May, Brisbane

The Australian Organic Market Report was launched on 2 May, with industry representatives and political figures gathering at the W Brisbane to network and hear a presentation of high-level report insights from AOL CEO Niki Ford.

Attendees included Nationals deputy leader Senator Perin Davey, the Department of Agriculture and

Fisheries Executive Director Elton Miller, and many other valued representatives of the organic sector.

Many thanks to all who supported our event and the production of AOMR23.



Alexandra Lobb and JP van Moort of ACIL Allen



Mick Hewitt of Hewitt, Senator Perin Davey and AOL CEO Niki Ford



Sachin Ayachit of Fair Farms and Alexandra Mitchell of NASAA Organic

Industry

BIOFACH 2023: Insights from the World's Leading Fair for Organic Food

AOL CEO Niki Ford and Technical and Research Manager Josefine Pettersson had the pleasure to attend [BIOFACH](#) in Nuremberg this February. With nearly 400 exhibitors and 40 thousand visitors from over 144 countries, the fair is the crème de la crème of certified organic and natural products.

The conference hosted up to 8 simultaneous sessions on each day, covering a wide spectrum of organic topics, including policy, market access and certification processes, as well as consumer and producer focused sessions with a focus on business development.

Much of the discussion centred around the bold and novel initiative, the EU [Farm to Fork](#) agricultural sustainability and climate mitigation strategy, based on organic production. Most countries in Europe remain on track to reach the 2030 goal of 25 per cent certified organic farmland, with key percentage reductions in antimicrobial and pesticide use across all industries. Part of this strategy also involves reducing pesticide exposure from imported foods, and [additional restrictions](#) on maximum residue limits. This strategy is especially targeted for pesticides that are banned within the EU, and will come into effect in 2026.

The Farm to Fork strategy is holistic. It goes beyond just agriculture and encompasses consumer behaviours. Ensuring market demand will reflect 25 per cent organic grocery sales has been a multifactorial approach, with priority given to organic ingredients in school and canteen lunch services. Supermarkets are actively positioning organic produce in key locations to attract consumer interest. Supermarket giants like Carrefour have signed agreements of [equal margins on organic and non-organic](#) products, to ensure that organic products remain affordable. Certain EU countries are even considering [decreasing the VAT](#) (GST) on organic food to make products price comparable.

The catalyst for this change in strategic direction is [True Cost Accounting](#). True cost accounting suggests that non-organic products with high environmental and social impacts should be more expensive than organic equivalents to reflect the associated externalities. Externalities are the hidden costs of conventional food production such as eutrophication and [damage costs](#) from synthetic fertilisers, or the [health consequences of pesticide exposure](#) that are ultimately paid for by the taxpayer.

Over the past months, AOL have been advocating for inclusion of pesticides and veterinary medicine reduction goals within major sustainability frameworks including the [Australian Agricultural Sustainability](#)

[Framework](#). At this stage, the [Australian Pesticides and Veterinary Medicines Authority](#) oversees the use of pesticides and antibiotics in Australia through mass sales data. The sales of pesticides in Australia have [more than doubled](#) in the last ten years (inflation during the same period accounts for [a mere 18%](#) of this) and are projected to continue to grow at a [CAGR of 10%](#) through to 2030. Similar to organic domestic regulation, pesticide Maximum Residue Levels on products being exported are controlled, however [domestic consumers are not afforded](#) the same luxury.

Australia's organic industry is making a concerted effort to align more effectively in the hope of delivering positive long-term change within our food system. BIOFACH remains an excellent opportunity for Australia to learn from other countries while showcasing our own unique organic offering to the world. AOL will host an Australian Organic Stand for next year's BIOFACH, to be held in Nuremberg from 13-16 February. If you're interested in promoting your brand or products on the world's stage, please contact our Partnerships and Operations Manager Shari Wilding [via email](#) to register your interest.



ABOVE: Josefine Pettersson with Tia Loftsgard (left) and My-Lien Bosch (right) at BIOFACH





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

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Monday to Friday
7am-5pm (AEST)

Organic Almond update



**BY DAVID KEENS
DIRECTOR, AUSTRALIAN ORGANIC LIMITED**

David Keens of [Manna Farms](#) is a fourth-generation farmer and second-generation bio-dynamic farmer. In partnership with his brother, David farms Australia's largest bio-dynamic and organic almond orchards. David has broad experience with Manna Farms supplying the likes of Woolworths direct as well as wholesale markets both domestically and internationally.

AOL: With new-season almonds hitting the market recently, what has this growing season been like at Manna Farms?

DK: The past 12 months have been a significant challenge in almonds and all horticultural farming, due to the unusually wet season that we have experienced. Almonds are a very sensitive crop to wet weather, similarly to that of vines. The extremely cold spring that we had mitigated tree growth and crop potential. Bring in the rain and wet weather and we had perfect conditions for fungal disease on the leaves of the trees. The season put extremely high pressure on crop protection and our staff work requirements. We battled through and I was pleasantly surprised at how well our staff and trees handled the conditions. Let's just say I am looking forward to a shift back to drier climatic conditions.

AOL: As fourth generation farmers who have been growing almonds in northwestern Victoria for over 50 years, how have growing processes changed over the years?

DK: Things have changed significantly, especially with organics starting to really build in the past 10-15 years. We have seen a surge in products available on the market to help organic/biodynamic farmers achieve great production and crop health, which is fantastic. The rise of ag-tech has also been a huge help, with farmers now getting faster and better data on the health of trees and soil. This new wave of data really assists in keeping ahead of any challenges that may be coming our way as well as helping our production to be as efficient as possible.

AOL: Manna Farms grows biodynamic almonds, as well as conventional citrus and avocados. When was the decision made to become certified biodynamic?

DK: My father first made the decision to become Biodynamic back in 1987. He had been well tarred with the chemical brush while working at the Agriculture Department. This was reflected in his very high input farming method, and he soon started to have problems with soil compaction, water penetration and soil-borne fungal diseases. Conventionally, he could not find the answers to these problems, even though much money was spent on soil amelioration, ripping and chemicals. It only made the situation worse. In his search for alternative farming methods, he was pointed in the

direction of Biodynamics by his sister Jenny who had considerable experience in Anthroposophy and the teachings of Dr. Rudolf Steiner. He found his teaching intriguing at first and when properly explained it just seemed common sense. My bother Rob and I have had the luxury of just continuing with Dad's vision and beliefs.

AOL: Many industry sectors have faced logistical and other challenges post-pandemic. What has been your experience at Manna Farms?

DK: The challenges have been significant, especially around sourcing consistent labour for harvest. Manna Farms now uses the PALMS Scheme to handle all our harvest requirements and whilst the cost of this has been slightly higher than a local workforce, it has given us greater assurance on staff availability. Elsewhere, cost increases in transport, fertilisers, electricity, and wages have all had a huge impact, and we have had to adapt quickly. The upside to this is that you always learn more in the tough times.

AOL: We've seen that domestic demand for organics is tipped to increase in coming years. Do you expect the same to be true for biodynamic products?

DK: Unfortunately, few consumers really understand what Biodynamics is and therefore most of our sales for our product fall under the 'organic' category. It would be nice to be able to have consumers wanting to purchase Biodynamic products (and there are some that do) although selling them under the 'organic' banner still gives us great markets, allowing us to keep looking after our piece of the earth as nature intended.

BELOW: Manna Farms almond orchards



Australian Organic Conference 2024

Our Future: Growing Together

The second iteration of our Conference will be a space for knowledge-sharing and collaboration, where all representatives can offer their perspectives on what our industry currently represents and where we need to go.

Save the date

When: 7-8 March 2024

Where: Pullman on the Park, Melbourne Victoria

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Wine Awards

Australian Organic Wine Awards Associate Scholar named



A talented young sommelier from Western Australia has been named as the recipient of the Australian Organic Wine Awards Associate Scholarship and will join the judging panel of this year's prestigious Australian Organic Wine Awards.

Applications are now open for the 2023 Australian Organic Wine Awards, set to showcase the highest quality organic and biodynamic wines in the country.

Hosted by peak industry body Australian Organic Limited (AOL), the competition is open to all commercially available certified organic wines across red, white and sparkling varieties.

Last year's event drew a record number of entries, with 238 bottles submitted by 58 producers from around Australia, as Ngeringa's 2019 Single Vineyard Iluma Syrah from the Adelaide Hills took out the coveted Cullen Trophy for Wine of Show.

Renowned wine expert Mike Bennie will return as Chief Judge for this year's event, alongside Negotiants Key Account Manager, Ramon Arnavas and Group Beverage Director at STK Group, Alexandra McPherson.

As the recipient of last year's Australian Organic Wine Awards Associate Scholarship, sommelier and writer, Olivia Evans, will also reprise her role on the expert judging panel.

Sophia Gannon has been named the recipient of this year's Scholarship, which aims to promote female talent and leadership in the organic wine industry.

The 23-year-old currently works as a sommelier at Vincent Wines in Perth's vibrant inner-north and will fill the fifth and final spot on the judging panel. Ms Gannon will also receive mentoring sessions from industry leaders on the Australian organic and wine industries, wine tasting and judging.

"I have a deep passion for organic and sustainable practices, both in my personal and professional life," Ms Gannon said.

"This scholarship will provide me further exposure and opportunities in the wine industry to help build my leadership potential.

"I believe working with such a diverse range of mentors will help mould me into a talented force who hopefully can inspire other women to get into the industry."

AOL Chief Executive Officer, Niki Ford, said the Awards are a chance to celebrate the rich array of talent across the industry.

"The robust quality of entrants in previous years highlights the quality and wide variety of home-grown organic wines our thriving industry is producing," Ms Ford said. "Organic wines are highly sought after around the world and this competition allows our hard-working producers to benchmark their best drops in competition."

Applications for the 2023 Awards close on Friday, June 9, with the winners announced in September. For more information on the competition and how to apply, visit the [AOL website](#).





AUSTRALIAN ORGANIC 2023 WINE AWARDS

IMPORTANT DATES

Wine applications opened: Monday, 1 May 2023

Applications close: Friday, 9 June 2023

Winners announced: Friday, 8 September 2023



Post domestic regulation decision: AOL looks to submission process to highlight industry concerns



BY NICHOLAS MUKHERJEE
RESEARCH AND POLICY OFFICER, AUSTRALIAN ORGANIC LIMITED

Nicholas joined AOL in 2021 as Research and Policy Officer with a background in policy work within government and for a Member of Parliament. Nicholas oversees AOL's research and policy work including positions on policy and legislation affecting the organic industry.

Over the past two months, two separate inquiries have been opened on policy issues that impact the organic industry.

A Senate inquiry into greenwashing claims for consumer products and a Department of Agriculture, Forestry and Fisheries inquiry into Australia's system of agricultural levies have been launched. Both are relevant to organics and AOL has sought to highlight the current issues faced by our industry on these important matters.

Greenwashing

An inquiry into greenwashing was opened on 29 March, following an internet sweep by the Australian Competition and Consumer Commission (ACCC) that found over half of businesses were making claims which could not be corroborated.

The organic industry in Australia is not immune from greenwashing allegations. In fact, research undertaken as part of the 2023 Australian Organic Market Report showed that 33% of organic shoppers purchased a product thinking it was organic based on packaging claims, only to find later it was not organic.

The greenwashing inquiry which is being held by the Senate Standing Committee on Environment and Communications is an opportunity to highlight the impact of greenwashing on the organic industry to government. In making a submission to this inquiry, AOL has sought to highlight why there needs to be increased understanding of certified organic products and how the certification process works to validate organic claims and build consumer confidence.

Further Information

If you are interested in either the greenwashing or levies inquiry processes, you can find information on both at the following links.

Greenwashing

https://www.aph.gov.au/Parliamentary_Business/Committees/Senate/Environment_and_Communications/Greenwashing

Levies

<https://haveyoursay.agriculture.gov.au/modernising-agricultural-levies>

AOL has used the submission to highlight how difficult it is to prove claims of greenwashing within the organic industry, and how it impacts on the overall trust consumers have in the industry. For the organic industry in Australia to achieve its potential, governments need to recognise that more needs to be done to help consumers understand the process of organic certification and that the certification process can be trusted to provide authentic organic products.

Levies

The Department of Agriculture, Fisheries and Forestry opened their 'Modernising the agricultural levies legislation' survey on 1 May. The operation of levies as they currently exist does not align with the growth of the Australian organic industry. This is in part because organic operators pay their levies into an industry-wide levy system without any differentiation between organic and non-organic operators.

This lack of categorisation means organic operators who are paying levies are not getting opportunities for direct benefit to the organic industry. As a result, the amount of money for R & D, marketing, biosecurity and product testing earmarked for the organic industry is insufficient, given the current rates of growth the industry is experiencing.

The changes in legislation are an opportunity to raise these concerns. While it is too late to influence the current changes to the legislation, providing feedback via a submission and the survey process is a chance to start the conversation on how to better incorporate organic-based projects within the current levy system.



2023 AOAM Sponsorship Prospectus

Sponsorship closes: 28 July 2023

Deliverable	Platinum	Gold	Silver	Bronze
Bud Licensee	\$16,000	\$11,500	\$6,000	\$3,500
Logo on AOAM landing page on BOC website	Y	Y	Y	Y
Opportunity to send your product to ambassador	Y	Y	Y	Y
Inclusion in AOAM stakeholder document	Y	Y	Y	Y
Invitation to AOAM launch event in Sydney	4	3	2	1
Opportunity to have your products used and/or displayed at events	Y	Y	Y	Y
Product in consumer box on BOC online store (ambient only) x60	Y	Y	Y	Y
Opportunity to provide product for BOC Instagram giveaways	Y	Y	Y	Y
'Proud sponsor' assets provided by AOL	Y	Y	Y	Y
Brand/product recipe static image posted on social media (Recipe and recipe content to be supplied by sponsor)	1x AOL FB 1x BOC FB 1x BOC IG	1x BOC FB	1x BOC IG	1x BOC IG
Brand/product recipe creation video posted on BOC TikTok and Instagram (content created by AOL and approved by sponsor)	1x BOC TT 1x BOC IGR	1x BOC TT	-	-
Brand/product posted on AOL/BOC Instagram stories	1x AOL 2x BOC	1x AOL 1x BOC	1x BOC	-
Instagram post created and posted by micro influencer	Y	Y	-	-
Recipe provided by sponsor to be included on the BOC website	Y	Y	Y	Y
Exclusive eDM sent to BOC database	Y	-	-	-
Exclusive eDM sent to AOL industry database	Y	-	-	-
Product discount/offer featured in BOC eDM	Y	Y	Y	Y
Logo in AOL + BOC AOAM eDMs	Y	Y	Y	Y
Logo in September e-magazine	Y	Y	Y	Y
Advertorial in September e-magazine	Full page	1/2 page	1/4 page	-

ENQUIRE TODAY

September 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.

Guano Gold gives easy crop boosts

Michael Nagorcka, Director of Waltanna Farms in Victoria, has been using Guano Australia products for 15 years and has been constantly impressed by the results.

"All of the products, including the Guano Gold[®], both granular and foliar, have been outstanding; especially the granular KMS[®] and the Guano Sulphur Gold[®] down the tube at sowing has given us a really good strike rate as far as germination and bigger early and the foliar spray plays an integral part when our crop's up in full flag.

We do two applications of the Guano Sulphur Gold[®] and the KMS[®] together at full flag and then at flowering. That goes on oats, wheat, barley, flaxseed and chickpeas."



Mr Nagorcka said he was swayed to try the products because of their organic status and competitive pricing, as well as how easy it was to mix into a specialised brew with worm castings and other inputs. It was also important to him to maintain soil health and rigour and protect the soil for the next generation.

"I'd have to say that John has been very proactive and ahead of the game. He's always been a forward thinker as far as supply commodity and customers being looked after."

Mr Nagorcka said it was reassuring to know that there were no supply issues to impact his cropping plans coming into next season.

"Unless you've got the product, you can't go forward. You want to be assured you've got it on the shelf and ready to go," he said.



Farmer Dale Frankel said he loves using Guano Liquid Gold[®] in its liquid form and doesn't add anything else.

"The response I had this year using the Guano Liquid Gold[®] was great. I had been using microbial inputs with home brew types of gear to balance the soil out.

The growth was very ordinary at the start and just two weeks after using Guano Liquid Gold[®], I did see a huge response. The difference was just really quite dramatic because it didn't even seem to have the plant population there in the first place and they just bulked up.

"It looked pretty bleak early on because I was even deciding at one point whether to cut it and I thought it might be better to just leave it and let it seed down for next year because I didn't think it was going to be thick enough to cut.

I fertilised one strip twice and it was noticeably better again. It's great stuff."

To learn more about the full range of Guano Australia products, to place an order or find your local distributor, complete the Enquiry Form online at;

www.guano.com.au/contact
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"It's a unique product that delivers rapidly available phosphorus, calcium and potassium in one. As well as, silica and carbon to help soil biology and cation exchange, trace elements with magnesium and sulphur. It's a soil conditioner and Fertiliser in one!"

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WHY AUSTRALIAN HORTICULTURALISTS RAVE ABOUT THE KMS® ENHANCED FORMULA

- **Excellent plant nutrient availability**
Sustained, optimum plant health from season start to maturity
- **Rapid availability of potassium and calcium**
Potassium and calcium optimise phosphorus absorption, protecting the leaf, slashing costs and boosting growth
- **100% safe, conveniently packaged, simple to mix, and easy to apply**
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Events

Lismore Networking Event

Lismore, Northern New South Wales
8 March 2023

On 8 March, the AOL team hosted a networking event in Lismore, bringing together organic operators from across the region one year on from the devastating 2022 floods. Open to all, it was great to meet with producers from various certification bodies covering orchards, livestock, horticulture, and inputs. The next day, we visited Dave from Organic Forrest, a long-term organic farmer and foundation member of the [SoilCare](#) organisation. Dave knows plenty about organic practices, having begun teaching agriculture in 1980 and going on to develop organic and biological farming courses, as well as participating in many farming events and conferences in Australia and overseas.



For Dave, 'soil management is critical to having a productive farm'. While on-site, he generously shared his knowledge through a series of recorded videos. Topics covered include pest, disease & weed management, soil health, compost production, DIY soil testing and much more.

These videos are available exclusively to AOL Members in our Member Portal. To find out more about the benefits of membership, please [click here](#).

Organic Grain Storage Day

Darling Downs, Central Queensland
30 March 2023

AOL held an Organic Grain Storage Day in the Queensland Darling Downs on 30 March, encompassing farms visits, educational sessions and networking. We started in Pittsworth in the morning, where attendees heard from Ian Moss and Claudia Benn from [Farm Agronomy](#) about profitability in grain growing, with ideas offered on how to set sustainable long-term objectives without compromising your bottom line. We then toured the [Country Heritage Feeds](#) facility, the largest processor of organic animal feed in Australia. It was a unique opportunity to learn more about organic grain storage techniques and value-adding grain products through animal feed.

We planned to travel on to 571-hectare cropping and livestock property Karana Organics in the afternoon, but the weather had other plans. Instead we convened at the Criterion Hotel in Dalby for a presentation from

Philip Burrill of the [Grains Research and Development Corporation](#), and some networking among attendees. Thanks to everyone who participated and contributed to the event, we look forward to more collaborative days out in the future.



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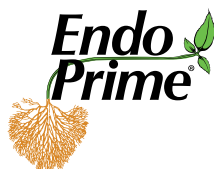
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Organic Operators in Focus

BY KANE FRAMPTON

The colder months are upon us, a great time for warming comfort foods and seasonal fruit and vegetables. Across the country, organic food producers and manufacturers are keeping pantries well stocked with nutritional options that are grown and produced without chemical intervention.

Winter can be a tough period for organic farmers in several sectors. Weather conditions are normalising following the widespread flooding events of 2022, so here's hoping that farmers are having a better time of it this year and can plan for fruitful months ahead.

In this issue, we profile five organic operators offering fantastic food products from their headquarters in the Eastern states. Read about exotic banana varieties grown from the Queensland Moreton Bay region, innovative plant-based infant formulas from the Gold Coast, and a beloved cheese manufacturer in Pakenham making quality cheeses from farm-fresh Gippsland milk.



ABOVE: Kym Daniells Banana Farm

Clayton Organics

Wholesome, Mindful and Natural

Husband and wife team Clayton and Jackie settled at Tulloch Brae, just north of Toowoomba, 18 years ago. The Sargoods were one of the first 'certified organic' beef producers in Queensland. Clayton's father wanted to explore pesticide free production after its exposure started to negatively impact his health. The family has continued to expand and diversify its business since then, with multiple breeder properties in western Queensland continually supplying the 1200 acre finishing farm, Tulloch Brae.

To ensure a consistent product, Clayton's Organic beef is grain assisted. What does this mean in the world of pasture-fed organic beef? Animals are allowed to free range their whole lives and have continuous access to pasture, and no hormones, antibiotics or synthetic pesticides are used within their production. Cattle have the option of eating a 100% certified organic oaten hay, silage and grain mixture to complement the organic pasture they roam. This finishes the cattle faster (getting them up to market size) and may produce higher intramuscular marbling often associated with tenderness. This diet of natural grasses, organic sorghum and organic corn results in soft textured muscle for superior eating.

The team use low stress handling on horseback and export their product all over the world, in addition to selling to a number of [stockists](#) domestically. The United States is a key market for Clayton's, having begun exporting there in 2011. Given the advanced organic program in the United States, Clayton's beef is processed under HACCP, AUSMEAT and AQIS guidelines that are regularly audited and approved by the US Department of Agriculture (USDA). Exported



beef is again inspected by USDA upon arrival in the country.

The Sargoods are passionate about the organic industry and the need for Australian regulation of the term 'organic', both from a market access and consumer perspective. For more information about Clayton's Organic Beef, head to their [website](#). The business has also been trialling production of organic pigs, and they are set to expand this aspect of the enterprise in the near future.



Europa Cheese by Quality Dairy Foods

Organic varieties from Pakenham

Connoisseurs of cheese in Victoria are likely familiar with Europa Cheese and its distinctive red and blue logo. The made-in-Australia manufacturer of traditional Italian-style and local cheeses has been a popular choice across the country since it was founded in 1971, and recently attained organic certification.

The business is now owned by Quality Dairy Foods Pty Ltd, who employ expert cheese makers that are committed to expanding and improving the range of cheeses on offer. Customers can currently choose from a variety of cheeses including Romano, Pecorino, Cheddar, Parmesan and Ricotta, made with farm-fresh milk from Victoria's famous Gippsland dairy region.

For the proprietors, the decision to become certified organic came about due to strong customer demand, and a desire to build trust in the company's consistent manufacturing processes. Organic ingredients are locally sourced from approved suppliers, without use of artificial colours, preservatives or added chemicals.

The company invested in state-of-the-art technology during 2011 to prepare for the future growth of the business.

Thanks to the company's local team and supply chain network, QDF were able to maintain full operation through the COVID-19 pandemic. The company is now looking to build capacity with the development of some new cheese varieties such as Fetta, Mozzarella and Paneer.

Europa Cheese has a wide distributor network. To locate your nearest distributor, call +613 5941 9025. Businesses interested in becoming a new distributor can visit the website here to complete an [enquiry form](#).

Quality Dairy Foods also operate a Shop at their Purton Road, Pakenham factory, which is open to the public from 9am to 3pm on Tuesdays and Fridays. You can [check out their website](#) to find out more about Europa Cheese varieties and the history of the company.



Sprout Organic

Plant-Based Formulas from the Gold Coast



[Sprout Organic](#) are the creators of the world's first plant-based, vegan and organic formulas for infants and toddlers, having first brought their innovations to market in late 2020.

The Gold Coast business was founded by husband-wife duo Sel & Jen, who decided to create their own formula when they couldn't find a suitable option on the market that met their children's needs. Other products had unwanted processed ingredients, so they sought to create a clean and nutritious option that families could trust.

Their infant and toddler formulas achieved organic certification in mid-2021 and are now available in more than 1,500 stores including Chemist Warehouse and TerryWhite Chemmart. Sprout Organic's products also provide a solution for parents of kids with dietary intolerances or allergies, thanks to the clean ingredient list that is dairy, soy, gluten and preservative free.

Sprout's certified organic range features options for infants (0-12 months) and toddlers (12 months plus), with the enterprise [named as a finalist](#) for the Innovation Award at the 2022 Australian Organic Industry Awards. They also claimed the World Food Innovation Award for 'Best Children's Product' in a UK ceremony last year.

The brand is proudly Australian made and owned, choosing to source and manufacture as much as possible from Australian farmers and suppliers. The base ingredient for their formulas is rice starch, which is safe for infants to consume from birth. While uncommon in the Southern Hemisphere, the ingredient has been widely used in Europe for decades as a key component of infant formulations.

The formulas meet all required FSANZ standards and are approved by paediatricians and nutritionists alike. A comprehensive [Frequently Asked Questions](#) page is available on their website to support parents and guardians looking to make an informed purchase.

While the Australia and New Zealand market is very important to the Sprout Organic team, they have recently debuted their products in Saudi Arabia and Malaysia, and are exploring export opportunities in other APAC countries.

If you'd like to try out Sprout Organic products, you can make use of their [Store Locator](#) to find your nearest supplier, or else [place an order online](#). The business is currently working on organic certification for other products in their range, including plant protein shakes and snack bars for kids.



Totally Nuts

Premium Certified Organic Nuts and Snacks

Those looking for activated and organic nuts can place an order with Gold Coast based small business [TotallyNuts!](#) The certified organic supplier offers a wide range of nuts and seeds including Australian grown almonds, macadamias, pecans and sunflower seeds, plus nut butters, mueslis and much more.

For those who don't know, 'activation' refers to a process where raw nuts are soaked for a period of time (usually 12-24 hours). The team at TotallyNuts follow this up by dehydrating the nuts at between 45 and 52 degrees, giving them a delicious and crunchy texture. They choose not to roast nuts, as this can destroy their fats and proteins, taking away a significant amount of nutritional benefit.

The certified organic small business was started by Gemma Hunneyball in 2010. Starting from humble beginnings in her home kitchen as a hobby, Gemma soon developed a keen network of customers and began selling her products at local farmer's markets.

As a keen supporter of the organic lifestyle, Gemma chose to gain certification for her products under the Australian Certified Organic Standard (ACOS). This decision was taken to give customers peace of mind that all products are as healthy as possible and made without artificial input. Their Gold Coast factory is 100% peanut, gluten, soy and dairy free, with only organic cleaning products and filtered water used by the TotallyNuts team.

When it comes to health benefits, organic nuts are a fantastic choice for a balanced diet. These little powerhouses are not only delicious, they're packed with



protein, fibre, omega 6 and 3 fats, oleic acid, Vitamins E & A, calcium and potassium, magnesium and many other vitamins and minerals. Plus, by choosing organic nuts you will not be exposing yourself to pesticides and other harmful factors as well as making your dollars count by supporting Australian ethical small businesses. You can find out more about organic nuts on the Bud Organic website [here](#).

TotallyNuts organic products are available across a wide range of [stockists](#) in Queensland, New South Wales, Victoria and the ACT, with an [Online Store](#) also available for those looking to get snacks shipped directly to their door. Or you can meet the team in person every Sunday at the Gold Coast Organic Farmer's Market in Merrimac. A wide range of tasty [recipes](#) featuring organic nuts can be found on the TotallyNuts website.



Kym Daniells

Certified Organic Bananas from Wamuran



A family business in Wamuran has been supplying certified organic bananas to the Australian market since 2011. Kym Daniells is owner operator of two certified organic farms in Wamuran, Moreton Bay region, with approximately 40 acres of land dedicated to growing 15 different varieties of organic bananas.

Kym grows everything from popular varieties like Cavendish, ducasse, gold finger and lady finger, through to more exotic varieties such as the difficult to grow Red Dacca and the striking Blue Java (which tastes like vanilla ice cream!) plus many varieties of Plantains.

For bananas, the organic growing process takes approximately nine months from flowering to harvest, depending on the fruit variety. Each banana plant will only produce one 'bunch', which equates to about 70 bananas. Once harvested the plant is cut to 1 metre high, allowing its water content to irrigate the offshoots that grow alongside the dying plant. With time, the plant will die and new plants will grow in the immediate area. Kym refers to multiple plants growing in the same area

as a 'site'; as of 2023, she has about 7500 sites across her farms.

There is a lot of manual work involved in banana growing, with proactive weed control a necessity. To avoid bird damage and sunburn, it is common for farmers to cover their banana bunches with a plastic bag known as a bunch cover. Kym has implemented a process where she rotates using different coloured bags, to keep track of which bunches are ready to be harvested.

Once harvested, bananas are stored in a temperature controlled cool room to allow them to ripen, a process which can take up to 4 days. Banana plants are highly susceptible to diseases such as banana bunchy top virus (BBTV). Kym, as a long term grower, is aware that education is required about purchasing plants for your own backyard as it can form a bridge for airborne aphids that spread BBTV to commercial farms.

The business supplies a wide client base, including large wholesales such as Eco-Farms Sydney and organic stores such as Flannery's and Kunara Organic Marketplace, as well as wholesaler Melba Organics in Melbourne.



A recent side project for Kym is 'Chunky Monkey Banana Bites', certified organic freeze-dried banana treats that make for a great healthy snack for children and adults. Chunky Monkey products are currently available at the Northey Street organic markets in Windsor, and will soon be available online. Those looking to contact Kim about distribution can [reach out via email](#).

Events CALENDAR

Check the with the

JUNE



PARTNER...

Hort Connections 2023

5-7 June

Adelaide Convention Centre

Hort Connections is the biggest business and networking destination for the Australian and New Zealand horticulture industry.

This not-to-be-missed event will explore the theme of "Knowledge for Growth" to ensure the industry is primed to take advantage of the next generation of research, technology and business innovation.

[Learn More](#)

JUNE



EXHIBITING...

Naturally Good Expo 2023

5-6 June

ICC Sydney, Darling Harbour

Naturally Good is a unique opportunity to connect with like-minded producers as well as buyers, distributors and manufacturers eager to source the latest products across the natural and organic space.

Australian Organic members are invited to participate in the 'Australian Organic Alley' at Naturally Good – an exclusive space for exhibitors to highlight their brand in front of retailers looking for certified organic products.

[Learn More](#)

event organiser for the latest updates.

SEPTEMBER



PRESENTING...

Australian Organic Wine Awards 2023

8 September

Nationwide

Applications are open until 9 June for the latest version of our Awards, designed to showcase Australia's highest quality certified organic and biodynamic wines while raising the profile of our growing industry.

The awards are open to certified operators from all recognised Australian certification bodies, with winners to be announced on 8 September.

[Learn More](#)

MARCH



HOSTING...

Australian Organic Conference 2024

7-8 March 2024

Pullman Melbourne on the Park

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'.

The second iteration of our Conference will be a space for knowledge-sharing and collaboration, where all representatives can offer their perspectives on what our industry currently represents and where we need to go.

[Learn More](#)

Welcome to our new members!

We are pleased to announce that 93 companies became AOL Members between March 2023 and May 2023!
We look forward to working together to safeguard the future of Australian organics.

Business name	Type	Location	Website
Agri Food Ingredients	Ingredients supplier	VIC	https://www.agrifi.com.au
Alter Eco Pacific Pty Ltd	Chocolate products	USA	https://altereco.com.au/
Anderleigh Natural Care	Cosmetic products	QLD	https://www.anderleigh.com.au/aga/
Auddie Organics Garden Supplies	Crop fertilisers & soil amendments	WA	https://aussieorganicswa.com.au/
Austral Herbs	Herbs, spices & botanicals supplier	NS	https://www.australherbs.com.au/
Australian Country Choice Production Pty Ltd	Abattoir	QLD	https://www.accbeef.net.au/
Australian Produce Partners	Fresh produce distributor	QLD	https://www.ausproducepartners.com.au/
Australian Tea Masters Association Pty Ltd	Tea manufacturing	VIC	https://australianteamasters.com.au/
Avondale Foods	Ingredients supplier	NSW	https://avondale-foods.co.uk/
Bee Happy Apiaries	Beekeeping & honey products	WA	https://www.beehappy.com.au/
Berry Organic	Fruits producer	VIC	-
Bio Health Pharmaceuticals	Cosmetic & foods manufacturer	NSW	-
Branded Ideas Pty Ltd (T/A The Linen Press)	Home textiles products	VIC	https://www.thelinenpress.com.au/
Buckley & Phillips Aromatics	Essential Oils products	VIC	https://www.buckleyandphillips.com.au/
Bun Coffee	Coffee products	NSW	https://www.buncoffee.com.au/
C Coconut Water Pty Ltd	Coconut products	NSW	https://ccoconutwater.com/
Cape Jaffa Wines	Wine making	SA	https://www.capejaffawines.com.au/
CCIA Business Holdings Pty Ltd	pending organic certification	NSW	-
Claytons Organics Pty Ltd	Livestock producer	QLD	-
Condesa Pty Ltd	Green coffee beans supplier	NSW	https://www.condesacolab.com.au/
D&ES Olliff Pty Ltd (T/A Fresh Water Creek Garlic)	Garlic grower	VIC	https://www.freshwatercreekgarlic.com.au/
D, D & D Dissegna	Rice grower	NSW	
Daabon Organic Australia Pty Ltd	Ingredients supplier	VIC	https://daabon.com.au/
Dalhousie Foods	Condiments products	VIC	https://www.dalhousie.com.au/
Dani Organic Foods (Aust) Pty Ltd	Food ingredient supplier	NSW	https://www.daniorganics.com/
Delfine Pty Ltd	Wine grapes producer	SA	-
DKSH Agrisolutions Pty Ltd	Crop management & pest control	NSW	https://www.sacqa.com.au/
Dr Ken Pty Ltd and Yarra Vale Estates Pty Ltd	Wine producer	SA	https://purevisionwines.com.au/
E&B Roasting Pty Ltd	Coffe roasting & products	TAS	https://tasmaniancoffee.com.au/
Eco Growth International Pty Ltd	Crop fertilisers & soil amendments	QLD	https://ecogrowth.com.au/
Elgaar Farm	Dairy products	TAS	https://www.elgaarfarm.com.au/
Ellerslie Free Range Farms Pty Ltd	Poultry/eggs production	QLD	-
Ensytext Australiasia Pty Ltd	Crop management & pest control	NSW	https://www.ensytex.com.au/
Eucoclean	Cleaning & sanitising products	NSW	https://www.eucoclean.com.au/
eWater Systems	Sanitisers and cleaners	VIC	https://www.ewatersystems.com/ewater-disinfectant
Flinders International	Grain grower	QLD	-
Gillespie Grazing Co.	Livestock producer	QLD	-
GN & CB Johnson	Livestock producer	WA	-
Healthy Food Crew	Food manufacturer	VIC	https://healthyfoodcrew.com/
Honey Australia (T/A Bee Power)	Honey products	NSW	https://www.honeyaustralia.net.au/
Industrial Sugar Mills Pty Ltd	Sweetner & contract packing	NSW	https://ismpak.com.au/
Ingredient Box Pty Ltd	Ingredients supplier	NSW	https://www.ingredientbox.com.au/
J&J Russell	Pecans grower	NSW	-

Business name	Type	Location	Website
Jadro Industries Pty Ltd (T/A Natrocare Laboratories)	Contract manufacturer	SA	https://www.natrocare.com.au/
Kenilworth Country Foods Pty Ltd	Dairy products	QLD	https://kenilworthdairies.com.au/
KP Pacific Pty Ltd	Crop fertilisers & soil amendments	NSW	https://www.kelpak.com/
Landtasia Organic Farms	Livestock producer	NSW	-
Lindsay Grazing Pty Ltd AFT Lindsay investment Trust	Sheep producer	QLD	-
Living Lean	Health products	NSW	https://www.livinglean.net.au/
Lochabar Enterprises Pty Ltd	Grain producer & processor	QLD	-
LR & DM Fairweather and JR & FJ Mott	Grain producer	QLD	-
Mapleton Agri Biotec Pty Ltd	Crop fertilisers & soil amendments	QLD	https://www.mabiotec.com/
Marleen Herbs of Tasmania	Medicinal plants & extract	TAS	https://www.tincturesandgemmos.com/
Medipaq	Contract packing of organic products	NSW	https://www.medipaq.com.au/
Mercer Wines	Wine products	NSW	https://mercerwines.com.au/
Mirage Land and Water Co.	Livestock producer	QLD	-
Monapilla Estate Pty Ltd	Wine making	SA	https://www.monapillaestate.com.au/
Moonbong Partnership - Ravensbourne	Livestock producer	QLD	-
Mr Fothergill's Seeds Pty Ltd	Seeds & planting materials	NSW	https://www.mrfothergills.com.au/
My Dad's Honey	Honey Products	NSW	https://www.mydadshoney.com.au/
Natural Choice Cosmetics Pty Ltd	Cosmetic manufacturer	NSW	https://nccosmetics.com.au/
Naturally Australian Tea Tree Oil	Tea tree products	QLD	https://www.natto.com.au/
Natures Dairy (T/A Purearth Foods Pty Ltd)	Non alcoholic beverage manufacturing	VIC	https://purearthfoods.com/
Northern Adelaide Plains Table Olives	Olive producer	SA	-
Novus Organics Pty Ltd	Apple Cider Vinegar product	VIC	https://novusorganics.com.au/
Pacific Scents	Essential Oils	QLD	https://pacificscents.com.au/
Parsram Foods Pty Ltd	Food distributor	QLD	https://www.parsam.com.au/
Pinelodge Energy Fruits	Fruits grower	VIC	-
Plant Needs	Crop fertilisers & soil amendments	VIC	https://plantneeds.com.au/
Podpac Pty Ltd	Coffee processing	SA	https://www.podpac.com.au/
PW Baldwin & SJ Ranking	Macadamia producer	NSW	-
Pyrocal Pty Ltd	Crop fertilisers & soil amendments	QLD	https://www.pyrocal.com.au/biochar-char
RBK Nutraceuticals Pty Ltd	Formulated products & packing	NSW	https://www.rbk.com.au/
Riviana Foods Pty Ltd	Food manufacturer	VIC	https://www.rivianafoods.com.au/
Robert & Elizabeth Gray	Horticulture producer	NSW	-
Royal Organic Australia	Tea & coconut products wholesaler	VIC	-
RS & AM Windsor	Livestock producer	QLD	-
Sainsbury Management Pty Ltd	Fruits & nuts producer	NSW	-
San Elk	Condiments products	VIC	https://www.dsnrkl.com.au/
Simplicia Pty Ltd	Health food supplements	QLD	https://alivebrands.com.au/
Sugar Australia	Sweetener products	VIC	https://sugaraustralia.com.au/
Sulphur Mills Australia Pty Ltd	Crop fertilisers & soil amendments	ACT	https://www.sulpharmills.com/
The Antipodes Gin Company	Alcoholic beverage	ACT	https://antipodesign.com/
The Happy Nut Pty Ltd	Nuts products	NSW	https://thehappynut.com.au/
The Koala Tea Company	Tea products	NSW	https://www.koalatea.com.au/
The N&A Fruit Distributors Pty Ltd	Fruit & vegetables distributor	NSW	https://nagroup.com.au/organics/
Titan Ag Pty Ltd	Crop management and pest control	NSW	https://www.titanag.com.au/
Toby's Estate Coffee	Coffee products	VIC	https://www.tobyestate.com.au/
TOMC Brands Pty Ltd	Dairy products	VIC	https://www.organicmilkco.com.au/
Wlabah Pty Ltd ATF The J Hanly Family Trust - Blythe Downs	Livestock producer	QLD	-
WQLX	Livestock saleyard & spelling facility	QLD	-

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.

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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.



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