

MEDIA RELEASE

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BAROSSA BIOLOGICAL ROADSHOW FOCUSES ON PROFITABLE FARMING

The upcoming Barossa Valley Biological Farming and Organic Roadshow will be the perfect opportunity to gain a greater understanding on biological methods and organic markets according to the Biological Farmers of Australia (BFA).

The BFA will host the Roadshow on Saturday August 7, at the vineyard of 2008 Winemaker of the Year Troy Kalleske, who runs the 120 acre family business together with his brother Tony.

BFA General Manager Holly Vyner said the Barossa Valley Roadshow, which is one of nine held around Australia this year, is quenching the thirst for biological farming and organic markets knowledge in regional centres.

“Biological and organic production techniques are continuing to increase in popularity as they focus on maximising the sustainable use of ecological resources, decreasing reliance on outsourced inputs and increasing the overall resilience of pastures and crops,” Ms Vyner said.

“Former CSIRO scientist Dr Maarten Stapper of BioLogic AgFood is the key guest speaker at the event and with some 40 years experience behind him, will provide valuable advice on achieving soil health for profitable farming. Dr Stapper is well recognised for his work and was recently profiled on ABC TV’s Landline and Australian Story,” she said.

Ms Vyner went on to say that Roadshow presenters provide practical, down-to-earth talks, with speakers being able to pass on first-hand knowledge having owned or managed successful commercially-focused organic farming and other businesses in the region.

“With many organic producers now with some decades of experience behind them and with an increasing amount of R&D and experience to draw from in Australia and overseas, biological and organic principles are being adopted in an effort to improve yields, quality, and to decrease farm inputs through improving the biology of soil,” Ms Vyner said.

“Market research shows that the huge majority of consumers are also recognising the benefits of purchasing organic foods – in particular the health advantages, including no synthetic chemicals, no harmful food additives and antioxidant/ nutritional benefits – but also environmental, animal welfare, sustainable production, and biodiversity benefits,” she said.

Brothers Troy and Tony Kalleske will give visitors a guided tour of their family winery which has been in operation since 1853. The brothers will share the experiences of their journey to producing some of Australia’s top quality wines.

Other speakers at the event include multiple award-winning dairy farmer Ulli Spranz who will discuss organic and biodynamic milk production and Monika Nominees, who will present on growing and marketing organic horticultural produce.



Barossa Valley Biological Farming & Organic Roadshow:

When: 8.30am – 4.00pm, Saturday August 7, 2010

Where: Kalleske Vineyard, St John's Road, Greenock, SA

Cost: Pre-paid discounted price \$45 or \$50 on the day. Cost includes full day's catering and wine tasting.

Ph: 1300 331 309 ext 232

Fax: 07 3350 5996

Email: events@bfa.com.au / or go to www.bfa.com.au to download booking form

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Photos of Dr Maarten Stapper are available by contacting the BFA

All media are welcome! Media images and interviews will be available for both events.
Post- event information will also be available.

For more information:

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