

From the editor

HOLLY VYNER



In the month of July the release of the Australian Organic Market Report has found all eyes nationally turned towards the organic industry. The

headline "80% growth in farm-gate sales since 2004" comes as a surprise to many following years of drought, declining conventional agriculture and farmers packing up to leave the land. While organic farmers are not immune to the big issues facing agriculture, the growth of organics may be attributed to a combination of consumer driven interest, as well as possibly the naturally more resilient nature of organically well-managed soils. There is no doubt that the market has had to mature quickly to fill open supermarket shelves in the mainstream market.

Organic processing is officially the fastest growing sector within one of the fastest growing industries world-wide! Consumers are looking for health where this meets convenience and Australia offers a growing market opportunity for those who can produce organic versions of current conventional items.

One challenge however is achieving a shelf-life, flavour and maintaining appearance/colour qualities of the food without the props the conventional industry has on hand. Within the ensuing pages you can read about processing technologies available for organic, a world-first Australian innovation in nutritional grain milling; new nano-technologies in foods and the reasons why standards are banning these in organic food and farming systems.

When it comes to certified organic processed items, these not only have the advantage of being produced naturally, they also guarantee no nasty additives. An article about food intolerances in this edition shows how organic is making the choice easier for families wanting to avoid food additives to give their children the best chance both in health and schooling.

Enthusiasm is mounting towards BFA's plans to lead a consumer awareness campaign in the coming months and we have given a taste of what is to come within this edition. We look forward to working with members, clients and others to deliver what will be an Australian first nation-wide consumer awareness campaign.

I wish you all the best and look forward to your feedback, always.

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Food processing

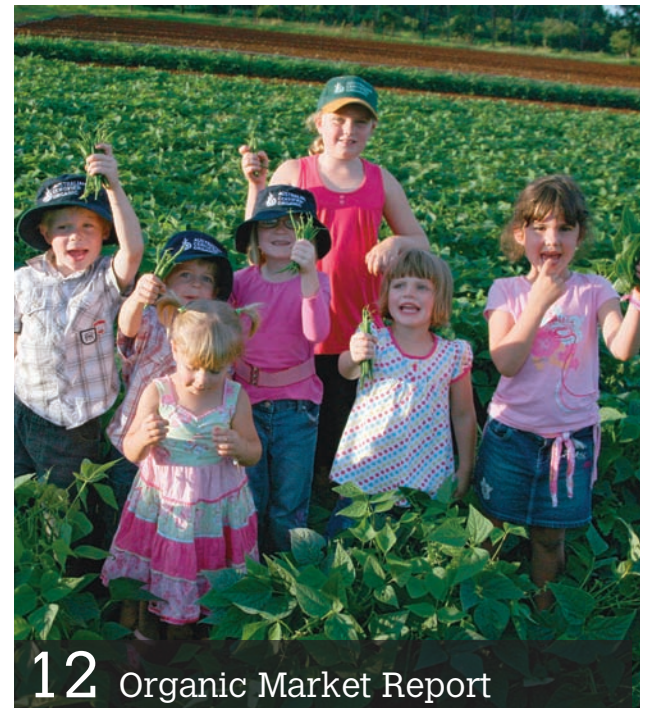
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The organic health, skin and cosmetic care sector is growing strong around the edges despite the reluctance of many larger players to take on certification.

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