

What Organics Means to Me

Consuming Passions



Rob Bauer of Bauer's Organic Farm (Certified Organic Horticultural operation, Lockyer Valley, QLD)

"To me certified organic means

- * Having a poison free workplace and home
- * Job satisfaction when growing healthy fruit, veggies and meat
- * Happiness when educating people about the benefits of organic food, and
- * Pride when we sell our product."



Geoff Jansz (Media chef, retailer, restaurant owner, Bowral, NSW)

"Lets put the farming back into farming. We need to become more aware of our crops - what we are putting into and taking out of the soil - and use this knowledge to heal the land. In the end, organics is really about caring for the planet for future generations - I want my kids to inherit a better future."



Len Obeid of Carwari (Certified Organic processor, Sydney NSW)

"To us, organic is about premium quality, premium ingredients and green processes. More expensive, yes - but ultimately the consumers have voted for organic and that's the deciding factor."



Trudy Townson of Lockyer Discovery Tours (Lockyer Valley, QLD)

"To me certified organic means good old fashioned tasty tucker with all of the goodies and none of the baddies... the secret to being "bright-eyed and bushy-tailed"



Cat Mills of NASAA (Administration & Finance Officer, SA)

"Working in the industry as I do, I always look for certified organic produce. It is reassuring to know that what is healthy for me and tastes good is backed up by the certification quality control system. Everyone in the whole supply chain benefits - from the farmer to the consumer to the environment."



Scott Kinnear (Certified Organic Retailer, Melbourne, VIC)

Environmental protection is a huge issue now and organic is a good thing for the environment. Taste and quality which are increasingly important and consumers see our product as superior."



David Bruer, of Temple Bruer Wines (Certified Organic winery Langhorne Creek region SA)

"Return on Investment. Lifestyle. Environment. Potential. Flavour. There is no comparison - we know we're well in front."



Sam Statham of Rosnay Organic Farm (Certified Organic horticultural operation, Canowindra NSW)

"Our organic farm is a small part of the movement to find a way forward in a corporatised world where the forces of industrialization and conservation are in opposition and where community based, cooperative and diversified farming systems can channel human and capital resources back into the land to produce great tasting, nutritious and sustainable food and farming systems for future generations."