

# Website an industry asset

Biological Farmers of Australia (BFA) has recently launched a website that is a great asset to the organic industry. The site is a hub for all organic information for consumers, media, primary producers, certified businesses and all industry. The design of the new site, which is already the organic industry's most visited resource, allows visitors to navigate more easily and features many new sections.

Some things to explore include:

**Organics by Region** (located under Organic Information) includes a summary of organic information for the different regions in Australia, including introducing the auditors, the main industries in that region, profiles of organic businesses and more.

**Consumer Information** (located under Organic Information) answers questions by consumers and others on "what is organic?", "where to buy organic?" and "nutrition benefits". The Where to Buy Organic section provides an extensive list of certified and non-certified retailers and markets in all states. The Nutrition Benefits section is continuously expanding with articles and case studies on the research into the nutritional benefits of organic.

**Product Search** (on the main menu) provides a new improved product search of ACO (Bud logo) certified products for general viewing. By April it will provide a full industry product search for BFA members.

**Buy and Sell** (located under Organic Information) is an A to Z directory of primary production supplies and other products that are either wanted to buy or to sell. The section provides free advertising for BFA members and ACO-certified organic businesses. ■

## Producers' working group

An organic beef and lamb producers' working group has been formed as a result of the organic beef and lamb producers' marketing forum that was held in May 2004.

The working group, which has already met several times, has been successful in receiving funding from the Victorian Department of Innovation, Industry and Regional Development (DIIRD) under the network feasibility and business plan program. The funding will allow a business plan and feasibility study to be prepared as the first step in the development of the organic beef and lamb industry as a cohesive entity in southern Australia.

The business plan will provide the organic beef and lamb producers' working group with a clear direction and understanding of the state of the organic beef and lamb market, a vision for where producers want to take the industry and an agreed structure in which the business can be developed. The business plan is near completion and will be followed by a series of communication workshops. ■

Contact: Kellyanne Semple, mobile: 0417 143 161; Fiona Culley, phone (03) 5430 4376. Watch future updates on < [www.bfa.com.au](http://www.bfa.com.au) >.

# Government

A profile of five of the many ACO-certified companies to be congratulated on their innovation and successes.

## Barambah Organics

### Types of grants and their use

Barambah Organics has received three grants in four years:

- Federal Government New Industries Development Program (NIDP) grant in 2001 for expanding the dairy to include processed dairy products. It began doing so in March 2002.
- Federal Government Scholarship in October 2004 to conduct a feasibility study on producing a larger range of cheeses including blue vein cheese.
- State Development grant received in December 2004 to be used for training and consultancy to ensure that Barambah Organics has the skill, the technology and the systems in order to produce dairy products that are world-class.

### How have they achieved it?

Owners Ian and Jane Campbell continue to run Barambah dairy in the environmentally friendly manner in which it has been managed for generations.

They have persisted despite many challenges to expand the business to incorporate processed milk products. Apart from learning how to process milk at the same time as run the dairy, Ian and Jane have managed to find time to market the product, recruit and train the right people with expertise in milk processing, financial management and traditional farm management.

A strategic alliance has been established with a coffee chain that buys half of Barambah's supply of milk because it enhances the taste of their coffee.

### What success has the company had as a result?

Barambah has expanded on its product range to include:

- brie
- unsalted butter
- yoghurts: All Natural, Real Strawberry, Bush Honey and an infant's yoghurt
- fetta
- marinated fromage blanc
- quark
- pure cream
- milk: full cream, light and skim

The company intends to expand its range of products and further improve the quality to world class, therefore suitable for export. A Swiss cheese maker with 20 years experience presently working in New Zealand is starting with Barambah Organics in March 2005.

# grants give innovators a head start

## Bellamy's Organic Farms

### Type of grant?

Pilot Commercialisation Project Grant

### What was the grant issued for?

To develop and win consumer confidence in a range of healthy chemical-free organic baby foods that can be sold at sustainable prices.

### How have they achieved it?

- Conceiving products that met demand.
- Nurturing relationships with suppliers, processors and retailers.
- Developing a supply chain management system that reinforces consumer confidence.
- Addressing internal management capacity.

### What success has the company had as a result?

The organic baby food products are satisfying strong demand and are growing in their market sector. Bellamy's has successfully launched its products into national supermarket chains and is exploring potential export opportunities.

## Inglewood Farms

### Type of grant

Federal Government New Industries Development Program (NIDP) grant.

### What was the grant issued for?

To develop, launch and promote a range of value-added organic chicken products; for example, oven-ready roasts, kebabs, gourmet sausages, schnitzels and so on. One aspect of the initiative was the introduction of biodegradable packaging, which is more consistent with organic philosophy.

### How have they achieved it?

Dedication was applied to considerable research and development, risk analysis, feasibility studies, trials and careful planning of the business model.

Several early prototype products were developed by Creative Cuisine. Sent to a select few distributors, they received a very encouraging response. The new products will benefit from the well established vertically integrated "closed loop" production system that allows the company to control the quality of the product and reduce production costs.

### What success has the company had as a result?

The value-added products have allowed the company to capitalise on previously ignored by-products – for example, chicken livers – and to further benefit from the already advanced "closed loop" production. Inglewood Farms has been able to build its brand through increased presence by investing in appropriate labeling, point of sale materials and media advertising of its expanded product range.

## Kialla Pure Foods

### Type of grant

In 2002 a \$110,000 Federal Government New Industries Development Program (NIDP) grant was received for pilot commercialisation.

### What was the grant issued for?

It is enabling the company to provide organic maize products suitable for breakfast cereals, snack foods and baby food products. It will open the company to domestic and international

markets, primarily in Japan and the UK.

### How have they achieved it?

The company has been active in product research and development. Sourcing the raw ingredients and the supply chain has been the real challenge. To overcome this, Kialla runs regular grower workshops, enticing growers to move along the organic path. They help farmers, teaching them different farming systems and principles.

### What success has the company had as a result?

The company has been able to recruit more people to its team. It is continuing on a very positive path supplying grain and grain products to Switzerland, the UK, Italy, Germany, the United States, New Zealand, Taiwan, Hong Kong, Japan, Malaysia, Korea and Indonesia and Australian supermarkets.

Kialla is supplied by about 250 growers of grain spread from Emerald in Queensland to the South Australia-Victoria border. More are needed.

## Miessence Skin Care Products

### Types of grants and their use

ONE Group, the creator of Miessence products, has received four grants in the past three years.

- A \$110,000 Federal Government New Industries



Development Program (NIDP) grant was received in 2002 for the pilot commercialisation of new products.

- A \$60,000 Federal Government Export Marketing Development Grant (EMDG) grant was received two years to help with international marketing efforts.
- A \$22,000 Queensland Industries Development Scheme (QIDS) grant was received in 2004 for packaging development and product testing.
- Federal Government Commonwealth Incentives Payment for Frontline Management. Used to train staff to ensure they are adequately equipped to handle the rapid expansion of the enterprise.

### How have they achieved it?

- Through extensive research and development
- Creating unique products that the market enjoys using
- Intimate knowledge of market and trends
- Identifying and sustaining competitive advantage
- Commitment to customer service and education
- Determination, persistence and dedication

### Measures of success

2500% growth in the past 18 months. ■