

# BFA ideally positioned for a generation of growth



Doug Haas, BFA Group chairman for 11 years.

By BFA chairman DOUG HAAS

**S**OME very important changes have been taking place within the BFA Group since the Christmas break, which in themselves are very significant and will ensure that the overall group continues to lead the industry in all areas of promotion, education and representation.

Two long-term employees, who are both very well known within the group, have been promoted to key positions.

From February of this year Ms Akiko Nicholls, former manager of certification within ACO, has been promoted to the role of ACO managing director, while Ms Holly Vyner, former long-term manager of public relations of BFA while continuing to keep a firm grip on this section, has also been elevated to the position of overall general manager of BFA.

These two dedicated and highly capable young women have been instrumental in the rapid and ongoing growth of the group during the past five years.

This bold and strategic decision by board firmly commits and ensures BFA will continue to grasp the all important position of meeting continued unprecedented growth under a new shared competent management, coupled with several other structural changes.

One of these changes includes OGA chair Mr Howard Rubin appointed as chief financial officer of the Group.

Howard has worked with me for many years and with his experience in business, and the added advantage of being a qualified accountant, it is expected that the office will begin to see the benefits of new financial and office efficiencies within weeks.

Secondly, the recent election of directors has given Ms Tenay Barker the opportunity to bring new skills to the BFA board. Tenay is national sales manager for Australia's largest organic wholesaler, Eco Farms, with well-demonstrated skills in public relations and finance. It is with pleasure that I welcome Tenay to the BFA board.

All of these decisions and subsequent changes will have advantages which extend far past the BFA Group to benefit all of industry and further

reflect and demonstrate the strength and maturity of both industry and the BFA.

The BFA has many different projects it is either co-ordinating or supporting this year including consumer awareness campaigns, R and D and farm trials funded partly by federal and state governments, the second edition of BFA's *Australian Organic Market Report*, and new member benefits including an online forum for producers, to name a few.

The BFA needs your support and we encourage anyone with an interest in the organic industry to become a member, not only to receive automatic subscription to publications such as this and others, however the big advantage is in keeping networked with other participants from within and outside of industry.

Having access to your questions answered on technical matters, meeting organic standards, locating market information, feed and inputs, and to generally keep updated with the latest research and developments are only a few of the advantages that will automatically flow to you as a beneficiary of membership of BFA.

Having said that, BFA membership applications for 2009 are being received now and are renewed during February of each year. Further information may be found on this page.

To those organic operators who have faced extreme and devastating hardships this year either due to flood or fire, our thoughts are with you as with others from across this nation and around the world.

Please contact the BFA/ACO/OGA Group if we are able to assist you to maintain your organic status or put you in contact with those individuals and businesses who are donating organic feed and goods. Many producers have contacted our office generously offering hay, feed, agistment, or farm inputs to those who have been affected.

As chairman I am proud of the structural changes to the overall group and I wish you all the very best in your organic endeavours. I look forward to supporting you as best as we can in the future.

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