

Australian Organic Roadshow arrives in WA at international leading organic grove – Kailis Organic

Kailis Olive Groves in Mumballup will become a hub of organic experts and entrepreneurs Friday 15th August when Biological Farmers of Australia's organic road-show arrives in Western Australia.

Presenters include:

- **Prolific biodynamic & carbon neutral wine award winner** - Vanya Cullen
- **Local leading soil health agronomist** – Deborah Archdeacon
- **Long-term successful horticulturalist provides growing tips** – Brett Kirkpatrick
- **Regulation of fraud in the market place** – BFA Standards Chair Andrew Monk
- **Southern Hemisphere leading organic grove tour** – Kailis Organic Grove
- **And more!**

The road-show will be followed by a farm tour of the Kailis olive grove. Morning tea, lunch and afternoon tea will be provided – all organic, naturally.

Learn more at the BFA WA organic roadshow!

When? Friday 15th August 8:30am – 3:30pm. Farm tour from 3:30pm

Where? Kailis Organic Groves, 3101 Donnybrook-Boyup Brook Rd, Mumballup, WA 6225

RSVP: Contact BFA on Ph (07) 3350 5716; Email info@bfa.com.au

Further information: http://www.bfa.com.au/index.asp?Sec_ID=150

Cost: Thanks to our sponsors there is just a small fee to cover catering costs: BFA members \$35 advanced booking/ \$40 on the day; Non-BFA members \$45 advanced booking/ \$50 on the day.

Launch of the first Australian organic market data in four years!

The roadshow will follow the official WA media launch event of the *Australian Organic Market Report 2008* (Australia's first local organic industry data for four years) in Perth, Thursday August 14th.

With new data revealing national farm-gate returns to organic farmers is up by 80% since 2004, the time has never been riper to learn more about organic operations.

Barry Ruddy, National Manager of Agribusiness Banking for Westpac (major report sponsor) says support for sustainable production from agribusiness is important. "Westpac Agribusiness is a strong supporter of research into organic and sustainable farming systems and industries - we recognise the importance of contributing to a sustainable and viable future for Australian farming".

Report figures flag WA as a prominent market for organic pork, and the sole source of respondents involved in organic aquaculture production.

The state is also home to several large olive and wine operations, including award-winning premium certified organic Australian extra-virgin olive oil producers, Kailis Organic. Kailis company owner, Mark Kailis, will be among several organic industry operators and experts sharing their knowledge with media launch attendees.

Attend the media launch for the *Australian Organic Market Report 2008*

When? Thursday 14th August 11am

Where? Perth – Kailis Bros Fish Market and Café, 101 Oxford Street, Leederville WA

RSVP: Contact BFA on (07) 3350 5716 email info@bfa.com.au to register interest

Cost: \$15. *This event is free for media.*

ENDS.

Media images and interviews will be available for both events – to arrange a specific interview in advance contact BFA media officer Jaime Newborn ph: (07) 3350 5716 ext. 222; email marketing@bfa.com.au
Barry Ruddy Westpac Agribusiness: Ph: 0408 899 194

The BFA has a vision for organic industry growth and education in Australia. Ask about your copy of the Organic Industry Market Research Report to see how the industry is achieving its goals! More information is available at http://www.bfa.com.au/index.asp?Sec_ID=260



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