

Australia's food facelift – organic forecast for every aisle from 2009

From delectable dairy to chemical free meat, IBISWorld market researchers have predicted Australians will turn towards organic and biodynamic with renewed energy in the years ahead, with organic items strong in anticipated shopping baskets by 2013.

Organic yoghurt has been highlighted as a hot opportunity, with organic dairy overall tipped to be a popular purchase ⁽¹⁾.

Speciality and organic cheeses will also move up the 'future favourites' list.

Robert Watson from Mungalli Creek biodynamic dairy in Millaa Millaa (Qld) says demand for organic/ biodynamic dairy on the basis of quality and taste is growing strong.

"People are learning to pay more for a higher quality product for a number of reasons – not only because it's organic, but because it's local, it's healthy, it tastes great and it's environmentally focused."

Australian sweet teeth are also expected to take a more ethical turn – chocolate sales will reportedly only increase where the treats are organic, dark, premium, or fair trade.

Scott Fry, Managing Director of premium organic chocolate brand Loving Earth says demand for their product in Australia and New Zealand is skyrocketing.

"We are doing very well with chocolate that is health orientated and minimally processed. We source our raw ingredients from indigenous co-operatives in developing countries that are members of the fair trade federation – a factor that is important to our customers."

Organic red meat is also primed to tempt tastebuds. Organic meat producers are expected to invest further this year in their marketing to distinguish products from conventional competition by meat quality and characteristics.

"We're embracing technology to assist in the delivery of high quality, certified lamb to the consumer," says Justin McClure, large organic meat producer near Tilpa (NSW).

"The Rangelands lends itself to organic production. Low stocking densities (animals are not kept in over-crowded conditions) are working in tandem with our management to deliver a quality organic product."

Organic and free range eggs are expected to expand their private label share – possibly reducing the price of non-caged eggs through increased competition. Organic poultry is also more likely to be spotted in-store, as consumers look for leaner, healthier products.

"People are becoming more willing to pay a premium for a higher quality organic bird, most often on the basis of health considerations," says Clive Wylie, organic poultry producer from Inglewood Farm (Qld).

"Organic birds are well exercised and fed nutritionally, and that leads to leaner, more flavoursome chicken products."

Marketers predict a healthy niche ahead for products which cater to the needs of a growing number of consumers who read labels, and are conscientious about the environment and their well being.

It's further proof Australians will take this year's chemical free shopping resolution to the counter.



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Original Data Source: (1) IBISworld market forecast: *Foods of the future: Australian shopping baskets in 2013* Link to summary: <http://www.ibisworld.com.au/pressrelease/pressrelease.aspx?prid=142>.

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