

BFA Media Release Tuesday 07 April 2009

BFA GETS THE SHOW ON THE ROAD...

AUSTRALIAN ORGANIC ROADSHOWS 2009 READY TO ROLL!

The latest in organic industry developments, ideas about value-adding, chances to network, inspiring presentations by leading organic producers, researchers and consultants, opportunities to strut your organic stuff, the latest news on innovation, information and regulation and a chance to rub shoulders with like-minded people – these are all on offer at the 2009 Organic Roadshows!

At a time of economic downturn organic produce is holding its own and even increasing its market share. Hot-from-the press survey results indicate a growing consumer awareness about organics and BFA's consumer education campaign is taking the organic message to an Australia-wide audience.

Roadshow events offer the opportunity to consolidate your place in a steadily growing industry sector. Events will be held in eleven locations nationwide throughout Victoria & South Australia (May); NSW & ACT (August) and Queensland & WA (November).

Presenters will include A-grade organic farmers who have done the hard yards and respected researchers and advisors who have the latest information on such vital topics as soil health and farm applications.

Your BFA representatives will bring you up-to-date with information about Australian and international regulations. What are the likely impacts of the new AQIS export rules? How will the Senate Enquiry into food labelling affect you? What are current public perceptions about organic? What is BFA doing about these issues?

The Organic Roadshow is the ideal one-stop shop for information exchange, trade displays, networking and forging links with other organic producers.

Limited opportunities are still available for Roadshow sponsors. For a small outlay you can draw a valuable focus to your product or service, including options that range from brochures to event naming rights.



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AUSTRALIA CO-OP LTD**
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If you'd like more information on how you can become involved or to register your interest in attending, please phone (07) 3350 5716 ext 233, email us at events@bfa.com.au or access the BFA website at <http://www.bfa.com.au/files/BFA-media-kit-ROADSHOWS-09.pdf>

Vic Roadshow

- 12 May 09 Networking dinner, Melbourne. Vic
- 13 May 09 Roadshow Daylesford, Vic
- 14 May 09 Roadshow Swan Hill, Vic

SA Roadshow

- 15 May 09 Networking dinner Adelaide, SA
- 16 May 09 Roadshow, Adelaide, SA

NSW Roadshow

- 26 Aug 09 Roadshow Lismore, NSW
- 27 Aug 09 Networking dinner Sydney, NSW
- 28 Aug 09 Roadshow, Dubbo, NSW
- 29 Aug 09 Roadshow, Canberra, ACT

Qld Roadshow

- 17 Sep 09 Roadshow Toowoomba, Qld
- 17 Sep 09 Networking dinner Brisbane, Qld
- 19 Sep 09 Roadshow Cairns Qld

WA Roadshow

- 14 Nov 09 Roadshow Perth, WA

(*dates/ locations are subject to change)

The Roadshow offers a Smorgasbord of Speakers. At the coming Vic/ SA Roadshow guest speakers include:

Rob Fenton

TAFE Riverina Institute, Natural Environment Centre (NEC)

Rob's background is in education, ecological agriculture and sustainable landscapes design. Rob and the NEC team have established a 400-acre organic farm designed specifically to explore organic farming in times of climate uncertainty. The impact of climate change is like introducing chaos theory to agriculture and Rob's charter is to develop strategies, within organic farming



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guidelines, for coping with the unexpected. Rob's presentation will include crop selection, managing organic matter in soil, working with the seasons and rotational grazing and other management tools.

Hugh Lovel

Biodynamic farmer and Ag Physics Adviser

Hugh Lovel, with a background in maths, physics, chemistry, biology and psychology, applies science to the subject of biodynamic agriculture, presenting it in an easy to comprehend language, demystifying it and rescuing it from a cultish past. Hugh has more than three decades farming experience in all areas of agriculture, from market gardening to grazing and dairy. His presentation incorporates a memorable slide show, while he loves to answer questions and solve problems.

Dr Andrew Monk

BFA Director, Standards Convenor, BFA

Dr Andrew Monk's presentations will address the latest developments in organic standards, locally and internationally, including the release of the BFA's Australian Organic Standard 2009. Clarification will be provided on claims made about the relevance and application of other standards in operation in Australia and internationally. Updates will also be given on the latest industry data and market trends commissioned by BFA, covering consumer trends and industry developments.

Dr Maarten Stapper

Director, BioLogic AgFood (former CSIRO senior scientist)

Dr. Stapper, who began a career in science and agriculture more than forty years ago, is an expert across a wide spectrum of agricultural areas including wheat agronomy and the use of information technology in farming. He says soil health is not just about the environment - it is also about profitable farming; lowering inputs and associated costs, making plants and land more resilient and efficient and utilising natural resources for increased productivity. A former senior scientist with CSIRO, Dr. Stapper will share his knowledge on how to make the most of soils using alternative farming methods to 'hard chemical' applications.

ENDS

All media is invited to attend free of charge. An organic networking lunch is a feature of all roadshow events.

Media contacts:

Ms. Holly Vyner, BFA and PR Manager, PH: (07) 3350 5716 ext 233 E: media@bfa.com.au

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
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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