

Biological Farmers of Australia Media Release Thursday 30th July 2009

R.M. Williams Agricultural Holdings three steps ahead with Australian Certified Organic

The newly formed **R.M. Williams Agricultural Holdings (RMWAH)** has gained the support of major organic certification and representative organisations for its involvement in projects which show a long term commitment to operations in the organic sector.

RMWAH has identified its future organic food operation – incorporating the recently acquired premium organic free range poultry business **Inglewood Farms** (Inglewood, Qld), and **Mirage Plains** (an amalgamation of properties in Cunnamulla, Qld) - as “one of the most exciting endeavours of the RMWAH business” and states it is committed to fostering the initiative to assist in the future development of organic farming in Australia.

Biological Farmers of Australia (BFA) and **Australian Certified Organic (ACO)** have applauded the initiative and say RMWAH will benefit from being ‘three steps ahead’ of many major agribusiness companies when it comes to recognising the potential value of organic production.

Holly Vyner, General Manager BFA, says the certified organic industry in Australia has evolved over the past twenty years to be now in a position to support major agribusiness.

“We look forward seeing organic farms and sustainable land management integrated more prominently in commercial agribusiness activities in the future,” she says.

RMWAH is currently solidifying plans to create a vertically integrated organic production operation under which certified organic grain and protein grown at Mirage Plains will be used to supply affordable organic animal feed to Inglewood.

Clive Wylie, a former owner of Inglewood Farms and current manager of Mirage Plains says the move sees RMWAH well positioned to take advantage of the organic market where the cost of grain is rising in line with increasing demand for organic poultry products.

“The demand for organic poultry is firming – interestingly there has been very little softening during the current economic downturn. Organic products are differentiated on the basis of quality and integrity and this is something consumers continue to look for,” says Mr. Wylie.

He says integrating the two formerly distinct operations is expected to expand the production capacity of the Inglewood poultry business in the near future, keeping organic consumers in Australia well serviced.

“In addition Mirage Plains will ensure the organic integrity and quality of the feed produced. RMWAH will be able to control all ingredients intended for animal consumption for a final product of the highest standard”.



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Mr. Wylie says while RMWAH could consider taking the opportunity of supplying organic cereal crops grown at Mirage Plains for human consumption in the future, that stock feed for the poultry business will be the focus in the short term.

Mirage Plains (incorporating six properties and over one third of the irrigation water allocated on the Warrego) is currently in the first stages of organic certification with Australian Certified Organic. RMWAH state the property has the capacity to supply both the domestic and export grain markets.

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Watch out for the BFA Organic Roadshows in NSW, Qld and WA. The BFA Organic Roadshows - a line-up of fascinating speakers on many aspects of organic production and marketing –will be coming to centres across NSW, Qld and WA between August and November this year.

For more information visit www.bfa.com.au or contact Ph: (07) 3350 5716 E: events@bfa.com.au

The BFA is working to improve organic industry growth and education in Australia. Ask about your complimentary copy of the Australian Organic Market Report to see how the organic industry is achieving its goals. More information is available at www.bfa.com.au



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