



BFA Media Notice, Friday 4th September 2009

AUSTRALIAN CERTIFIED ORGANIC MAGAZINE

Spring 2009 Edition

Welcome to the latest issue of *Australian Certified Organic Magazine (ACOM)*, the number one voice of Australian organics, published quarterly by the Biological Farmers of Australia.

Now in circulation for 13 years, *Australian Certified Organic Magazine* is a fresh, informative trade and information resource, popular with organic and related industry members, and organic consumers. It provides a thoughtful balance of the latest research in health and environmental benefits of organic, market updates, latest innovations, successful business profiles, reports on current industry issues, debates, a trade directory and more.

Owned by, and produced for industry, *ACOM* continues to be an essential resource for the sustainable development of the fast growing and dynamic organic industry. On top of an industry distribution of 6,000 hard copies, it is enjoyed by a growing number of consumers in its latest electronic format.

We hope you enjoy this coming edition of *Australian Certified Organic Magazine!*

Highlights from the current issue include;

6 in 10 Australians buy organic

The latest market research on organic sales in Australia highlights some fascinating facts about consumer attitudes towards organics. Commissioned by BFA and researched by leading social and market researcher Mobium, the survey reveals that organic produce is establishing itself firmly in the Australian marketplace, with 6 in 10 Australians buying organic at least occasionally – but education has the potential to increase this number significantly. Discover consumer perceptions and barriers to the purchase of organics.

The new silk road; Australian organics in China

An increase in wealth and education of the Chinese population is turning into opportunities in organics. Australian organic producers with the patience to learn the Chinese way of business are being welcomed into various Chinese markets. Their ultimate success will depend on meeting the challenges of marketing to a different demographic and negotiating new niche industries into positions of strength.

Spinning a yarn about organics

Exactly how organic are “organic” garments or manchester products? Where are organic fibres sourced from? What do the organic standards allow? Akiko Nicholls, Managing Director of Australian Certified Organic, provides us with an overview of the state of organic fibres and some Australian companies cottoning onto this fast emerging market.



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THE VOICE OF AUSTRALIAN ORGANICS

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Building a map for the future - Australian Organic Market Report 2010

Researchers at the University of New England, Armidale, will collect updated organic industry and market data for the second edition of the Australian Organic Market Report to be published in 2010, ensuring continuity in vital data collection for the organic industry. One of the largest ever dedicated organic R&D projects undertaken in Australia, this research is driven and financed by industry with funding support of Horticulture Australia Limited (HAL).

A spoon full of honey is the medicine

It tastes great and it has the potential to kill harmful bacteria, strengthen immune systems, and aid in the recovery of everything from strep throat to skin wounds and scars. A certified organic medicinal grade honey derived from Australian native trees has been found to have more potent levels of the therapeutic compound methylglyoxal (MG) than has been recorded in any other product currently on the international market.

Beauty and the beasts

A plethora of international organic cosmetic standards makes it difficult for consumers to know just what they're buying. In Australasia, the Australian Organic Standard for cosmetics is fast becoming recognised for its stringent approach to product integrity. Jaime Newborn looks at a global market that is growing annually by more than US \$1 billion and the impact on the industry as many certification bodies strive to establish one mutually acceptable Standard.

ENDS

For more information or to receive a copy of *Australian Certified Organic Magazine*, [click here](#), or contact the BFA on ph (07) 3350 5716 or email comms@bfa.com.au.

For all advertising queries, please phone the BFA media department on (07) 3350 5716 or E: marketing@bfa.com.au

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

DON'T MISS THE ROADSHOW!

The BFA Organic Roadshow - a line-up of fascinating speakers on many aspects of organic production and marketing -will be coming to Qld and WA between September and November. For more information ph (07) 3350 5716 ext 232; email events@bfa.com.au; visit www.bfa.com.au.



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