



Biological Farmers of Australia Media Release, 3 March 2010

## Watch out for Australia's second Australian Organic Market Report

Surveys sent to certified organic operators around Australia over the next two weeks signal the start of Australia's second-ever Australian Organic Market Report (AOMR), with certified organic operators nation-wide encouraged to make their participation a top priority.

The AOMR is now a biennial project commissioned by BFA with funding from Horticulture Australia Ltd (HAL) in concert with industry support, and will provide regular data for the first time on the Australian domestic and export organic markets.

Dr. Andrew Monk, BFA Director says the AOMR 2010 is a significant milestone in consistent reporting of real and valuable data back to the Australian organic industry; something which has historically been lacking.

"For this reason we cannot encourage operators strongly enough to take the time to complete their surveys," says Dr. Monk. "This research provides individual organic operators and industry overall with a powerful tool in the form of data which will assist with business planning, industry support, and investment decisions in the future."

He says formerly the industry has not had the ability to track its own growth. "Now through the AOMR it can – and additionally will obtain comprehensive information on every sector and type of operator in the organic supply chain."

Independent researchers from the University of New England (UNE) (Australia) will collect information from organic farmers, processors, retailers and wholesalers to provide much sought after information on opportunities, challenges, real value, and growth of sectors within the domestic organic market.

Researcher Alexandra Mitchell says the report will also allow the organic industry to map areas where information and training need to be provided to support industry growth.

"We know for example there has been fast growth at the value adding and processing end of the industry and the report will help identify where attention needs to be directed to assist in its efficient development."

She says there is growing understanding amongst industry as to why research is needed with figures set to be rigorously cross checked by organic retailers, wholesalers and certification bodies.

"We are anticipating and encouraging even greater industry involvement in the 2010 report. All of industry will be represented - from small primary producers who sell certified organic product direct to consumers; through to larger operators with a focus on export."



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She says the report is also expected to provide insight into where fresh organic produce and value-added products from Australia are currently being sold and marketed.

“Demographics and industry size will also be assessed to ensure information is able to be aligned with ABS census data collected in the future,” she says.

Dr. Monk says an interesting feature of the report will be more information on the organic consumer and the organic marketplace than has been available in the past.

“There will be extra depth and scope in the areas of market and consumer research including the evolution of consumer attitudes towards organic. This is one area operators frequently indicate they would like more information.”

He says all certified organic operators in Australia should expect to receive a uniquely numbered survey in the post before the end of March.

Certified operators who do not receive their survey should contact the UNE directly (see contact below).

Ms Mitchell says operators experiencing problems with completing the survey should contact the research team directly to work through questions via phone.

She says information provided would be anonymous and confidential; and individual operators would not be identifiable in the final aggregate report.

To request your AOMR survey copy, or for assistance in completing the survey contact Alexandra Mitchell Ph: 03 6233 2404; E: [amitch30@une.edu.au](mailto:amitch30@une.edu.au)

ENDS

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