

Biological Farmers of Australia Media Release 8th April 2010

Discover organic value-adding – the fastest growth sector within the fastest growth industry in Australia

Australian Certified Organic (ACO) will present a workshop in Melbourne on organic value-adding on Thursday, April 22.

ACO Managing Director Akiko Nicholls says that the day will provide information invaluable for both currently certified operators and those with an interest in organics.

“The workshop will provide important information on innovations in preserving foods and cosmetic products for meeting safety and organic standards, national and international,” Ms Nicholls said.

As one of the fastest growth sectors in the agricultural industry, research group IBISWorld has recently forecast that the organic industry will have the fastest growth across all industries in Australia, second only to the sugar industry.

Standards Convenor for ACO’s parent company the Biological Farmers of Australia, Dr Andrew Monk, says there is still a need for more players to fill the gaps on retail shelves providing organic alternatives to conventional foods.

“The demand for Australian organic processed products in many cases exceeds supply which currently is leading to a significant number of imported products entering the market,” Dr Monk said.

As a result there is the opportunity for Australian businesses to enter this space however operators are advised to do their market research into their sector of the market before investing.

“The same demand is being seen overseas which has led to Australian organic processed products becoming the sector with the largest amount of exported goods, exceeding the volume of organic beef and wine exports,” he said.

“Consumers are looking for healthy, convenient organic alternatives to the foods they eat every day.”

According to BFA, food labelling is not always reliable for guaranteeing additive-free or GMO-free food and consumers are increasingly depending on certified organic products for



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assurance that a product is free from additives linked to food intolerances, behavioural problems and allergies.

“This is in addition to the benefits of being farmed using no synthetic chemicals, and incorporating animal welfare and environmental standards,” Dr Monk said.

Recent research by consumer watchdog CHOICE shows that consumers are looking for this guarantee. In a recent survey which determined ACO as the winner of a CHOICE award, the Australian Certified Organic logo was recognized by 64 per cent of survey respondents and 40 per cent of respondents indicated that the logo influenced their purchasing decisions.”

When? 1 – 6pm, Thursday April 22, 2010 (followed by networking dinner 6:30pm)

Where? Melrose Melbourne (Conference and Reception Centre) Cnr Melrose and Carrick Drives, Tullamarine Vic

Cost? Workshop: Early bird discount! Pre-paid before the day: \$0 BFA members; \$20 non-members. Or, pay on the day: \$15 BFA members; \$35 non-BFA members. Networking dinner: \$50 incl. 2-course organic meal, wine and beer.

Details and bookings: Download a booking form at www.bfa.com.au; ph 07 3350 5716 ext 222; email events@bfa.com.au

ENDS

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For the full program of the Melbourne Value-adding Workshop, please [CLICK HERE](#)



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