

Organic By Nature

GROWING WITH INTENT AND NOT AS A REACTION

Organic By Nature is an Australian-owned and-operated company marketing certified organic products and is proud to be involved in this dynamic industry. The Organic By Nature team has a firm belief in and commitment to delivering benefits to the whole food chain, from soil health to farmers wellbeing and, as a result, is having a positive impact on the health and wellbeing of the consumer.

The benefits are not for today alone. It is about leaving a legacy and a sustainable environment for the next generation. The universal law prevails: you reap what you sow. Organic By Nature began its journey by supporting sustainable agricultural practices and all products in the Organic By Nature range reflect this.

Organic By Nature in Australia

Over the past 18 months Organic By Nature has undergone a metamorphosis across its entire business, strategically refocusing itself for future growth by working with their business partners (organic retailers), identifying their needs and working with them for a deeper understanding of their business and support infrastructure required to grow our industry. Some of the key transformations are:

People

Having the right people in the organisation with the ability to value add to all business partners and work with an aggressive growth agenda is a priority.

Organic By Nature has undergone a massive overhaul of their management, sales and merchandising team. The result has been consistent representation in the market through a team driven to deliver a higher level of service to its retailers and to engage consumers. All business partners have a dedicated area service manager responsible for the success of Organic By Nature products in their stores.

Products

Historically Organic By Nature was known as a general distributor of Certified Organic food products and operated on a generic distributor model. This has since changed for Organic By Nature as it has focused on building an organic brand name within the domestic marketplace. More than 95 per cent of the products in the range are from brands managed exclusively in Australia (Nicola's, Sonnentor, Mt Hagen, Zeta and Middle Earth Organics) or under the Organic By Nature label. Organic By Nature has also geared its product development to fit in with the growing consumer demand for healthy, convenient, allergen free, fully certified organic grocery foods. The most recent range launched has been in the

confectionary category with six different types of Gluten free, certified organic confectionary, two of which are vegan. Organic By Nature is constantly on the lookout for innovative Australian manufacturers and producers to work with in developing new products for both domestic and international markets.

Distribution

Built on a strong nationwide distribution back bone, Organic By Nature has reconstructed its order delivery system to support smaller organic retailers. Organic By Nature is one of a handful of organic brands in Australia that manage the entire process from order through to sale to allow their retail partners to order in units and replenish the stock more regularly by increasing the delivery frequency. Organic By Nature's customers are able to access the entire range of 360 different products in 32 grocery categories without tying up cash flow in excess inventory. The convenience of ordering 'what you want, when you want' on a needs basis has made a big difference to struggling smaller retailers and created better value for larger conventional retailers as they slowly make the shift to stocking certified organic groceries in their stores. Organic By Nature's distribution infrastructure is part of its competitive advantage and delivers a consistent level of service to all retailers nationally.

Marketing and communication

Organic By Nature has various marketing and PR tools to create more awareness within the conventional consumer segment. The best results have been generated on the ground through engaging consumers directly within the local area where they do their grocery shopping. Organic retailers that have participated in these innovative communication projects have not only found an increase in sales but also a lift in their store's profile within the local community, making them a destination point for grocery shopping. This in turn also allows the retailer to market its other services such as naturopathy to its consumers. Most retailers have found the Organic By Nature marketing model most effective in comparison to conventional marketing efforts. Community engagement projects make up the cornerstone of Organic By Nature's marketing model. All Organic by Nature retailers have access to this model. The core values of the model are to raise the awareness of organic food within the community and to create the consumer's first positive organic experience through Organic By Nature.

In the next edition of the ACO magazine 'Organic By Nature: Australia's Organic Brand to the world' – a profile of how a small Australian business is growing at a global level.

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