

Processors of well known brand products provide their comment:

# What convinced your organisation to develop an organic line of product? Have sales met expectations?



MELISSA JONES,  
GM MARKETING, HEINZ®

"Heinz® launched its organic baby food range in 2002 in response to the growing international organic market. While the current market share of organic baby food in Australia is below that of European markets, organic is the fastest growing segment in the infant category.

"Baby food is one of the most popular food categories globally with organic shoppers. Parents want to have confidence in the food they are feeding their baby for a natural and nutritious start to weaning.

"It is extremely important for babies to gradually try new flavours. The Heinz Organic range offers a variety of products that are not available in the non-organic range and are not often prepared at home.

"Heinz Organic baby food is appealing to parents who are aware that they are opting for quality ingredients produced in our Centre of Excellence in Echuca.

"Demand for organic baby food is destined to continue, and Heinz Organic will continue to innovate in this very appealing market."



MARK O'BRIEN,  
GEORGE WESTON FOODS

"Our decision to develop an organic range came as a result of a perceived market in the late 1980s for organic wheat products. Initially demand was domestically driven and remains our main market.

"The decision to mill organic flour has been well worth the investment though is not without its challenges. High yielding seasons in previous years have forced prices down to export parity to result in adequate market clearance. More recently, drought has caused an increase in the domestic price of organic wheat in the order of 50 to 70% resulting in our servicing of the domestic market only."

"For long term success production needs to grow at a pace that is in line with demand."



PETER NIKOLAKOPOULOS,  
GENERAL MANAGER, COFFEX COFFEE

"Coffex Coffee has joined the organic movement by launching a range of Organic and Fairtrade coffee under the label, Global Café Direct.

"The Global Café Direct range came about further to noting the significant growth of the organic and fairtrade lifestyle choices by an increasing number of Australian consumers.

"We were successful in gaining entry for our organic brand, Global Café Direct, in Coles supermarkets which has proved to be a lucrative key to provide organic coffee for the mass market. We are very happy with how the products have performed and we have been able to build a collection of loyal customers, all choosing the product for many different reasons. We focused on producing a quality organic product and this has been the real source of the product's success."



ANDREW HEWSON,  
GROUP BRAND MANAGER, CEREALS,  
SANITARIUM HEALTH FOODS

"Sanitarium had been observing international growth in the organic market, but traditionally this market has not translated to domestic sales. However, through increased consumer interest about the foods we eat and their impact on our health, we have seen an emergence of more organic style products.

"Consumers are increasingly becoming more informed and educated on their nutrition choices and are now seeking to trial more organic products. Sanitarium responded to this trend with the launch of organic soy milk and organic Weet-Bix.

"For more than 100 years Sanitarium has been committed to being an innovator in the production of healthy foods – we are proud to also include organic foods as part of our range. We believe that being a leading producer of healthy organic foods is more than simply achieving certification from Australian Certified Organic.

"Even in our early days, Sanitarium worked directly with the farmers to ensure that the produce we purchased was the very best in every way. Today, we continue to buy only from a trusted network of accredited organic suppliers. Sales have exceeded expectations both through our organic Weet-Bix and organic soy milk products. Offering an organic line in two of Sanitarium's leading ranges has broadened our reach to consumers and allows a greater population to enjoy these products." ■