

Retailers provide their comments:

Why do you see organic certification as important to your retail business?



ROYCE HAGEN,
OWNER, HAGENS ORGANIC MEATS,
BENTLEIGH, VICTORIA

"When we began selling organic produce around 20 years ago people were selling almost anything as organic and getting away with charging a premium. 10 years ago we became certified organic in order to separate ourselves from those less than honest retailers.

"I find that consumers have become more aware of the need to look for an organic certification logo on meat, however still more education is needed. In the meat game there is a plethora of different labelling to confuse the consumer including "organic", "free-range", "chemical free", etc.

"Having organic certification we believe is essential to our business to give the consumer a guarantee of integrity of what they are purchasing."



KYLIE TURNER
OWNER, THE ORGANIC GROWERS STALL,
MAROUBRA, NSW

"Through being certified organic I am immediately able to differentiate myself from those businesses that sell produce or products as organic, according to their own interpretation of the word. Being a market stall owner, I see many cases where the word "organic" is used incorrectly to promote a range of products that may be pesticide free or home grown.

"To protect the consumer, my own business and support what the industry has worked for over many years, it is important to me to be a certified organic retailer."

"Organic retailers I believe have a responsibility being at the forefront of the industry to maintain the integrity of certified organic product right through to the sale point to the consumer. The only way to achieve this is by achieving certification as a retailer.

"In addition there are marketing benefits which come with being certified through the BFA Group. The ACO Bud logo is a widely recognised certification mark and in addition the BFA website regularly refers people to our stall. I believe by encouraging more retailers to become certified there is the opportunity for more cooperative marketing benefits to be gained in the future.



JOEL ALTMAN
MANAGER, NEROTADEO NOMINEES
RENAISSANCE SUPERMARKET,
ST KILDA, VICTORIA

"I believe that certification is important for organic retailers to ensure that there is a uniform standard adhered to. Certification is the only way that standards can be enforced and sorts those who are doing the right thing by the organic movement from those who aren't.

"Certification of our supermarket gives people a greater belief in the products they are buying; that they are handled correctly. This is especially important for a supermarket where loose produce is sold. It allows us to tell our clients that what is being sold is genuine and provides us with better credibility."



NEIL ROBERTS
OWNER, MRS BEETSONS, JEWELS
(NEWCASTLE), NSW

"I originally became certified as a retail processor, providing a service to certified organic growers, cutting up meat for them to sell direct to consumers. I now also stock organic meat in my retail butcher shop. The meat cutting and handling needs to follow certain procedures in order to retain the organic status of the meat.

"Families purchase organic product carefully, often buying only for their children rather than themselves in order to give them the best start in life. Therefore, they require that guarantee that comes with certification.

"I see a future in selling certified organic meat and as consumers become more aware of the real definition of organic, certification will become paramount."