

Export markets

Australian organics popular at BioFach Japan

Aussies stood out among the crowds at BioFach Japan 2006 this year. After Germany, Australia provided the second-largest group of exhibitors, comprising of 22 companies. Half of these exhibitors had their own stand space at the event, while the other half was represented under the banner of Australian Certified Organic (ACO) – 16,346 trade visitors attended the three-day event, a rise of some 20 per cent on last year.

Interest in juices and soft drinks was particularly high. Cathryn Wimbourne, representative of Wort Organics soft drink company, said “We couldn’t have hoped for a better response. It is the first time we have tried the Japanese market and it may be the only marketing we ever have to do here. Our unsweetened drink was the most popular from our range.”

Feedback from visitors to the stand indicated that labelling and packaging was the most important choice factor, closely followed by the product quality. Those products that had “cute” and well-presented packaging were most popular and subsequently some potentially excellent contacts were made for kid’s snack food company Nourish as well as the beautifully labelled skincare products of Harmony Harvest.

Australian Certified Organic was fortunate to be able to provide extra confidence to traders as one of only four companies outside of Japan accredited under new strict Japanese laws for certification to the Japanese Agricultural Standard (JAS). A seminar on the Australian Organic Market and JAS by Akiko Nicholls, ACO certification manager, indicated a high interest in JAS certified products in Australia.

Reports from Tokyo were that while organics still remains a



(From left) Jason Fs Lai, Bradley Stafford, Teava Iro from Cook Islands Noni Marketing at BioFach Japan.

relatively small market in Japan, interest in healthy food is increasing rapidly. This may be in response to the proliferation of fast-food and unhealthy diets previously unknown, which have arrived with Western influence in recent years. ■

BioFach, Nuremberg, is coming up on February 15-18 next year. Those wishing to participate on the ACO stand should write to <media@bfa.com.au>, phone (07) 3350 5716 or visit <www.bfa.com.au> for more information.

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