

Book reviews

New useful resource corner

This new section of Australian Organic Journal will provide the grower, marketer, processor and the simply interested with the most useful resources available for the Australian organic industry. Some of these will be newly available resources and others already well-known to many. Where possible, these will be available for purchase from the Biological Farmers of Australia (BFA) and a discount provided to members. Visit the BFA on-line shop at <www.bfa.com.au>.

Export Potential for Organics – Opportunities and Barriers, RIRDC, (Publication No. 06/061)



The recently launched report concludes that for nearly all certified organic products in virtually all developed economies, demand outstrips supply. Also, market potential for Australian certified organic products are likely to be greater in markets where:

- Australia is a globally competitive producer of the standard product category;
- Australia has a greater reputation regarding capability and integrity in the supply chain;

- Australia has seasonal products in a unique window of opportunity;
- Australia has unique, or differentiated, products;
- Australia has geographic proximity to the market (especially in the case of perishable products).

Demand for certified organic foods is being driven by:

- growing consumer concern about chemicals in food and the environment; health-consciousness; specific dietary and allergic conditions; perception of certified organic tasting 'better'; and desire to 'get back to basics'.

In terms of identifying market prospects, the report concludes that key driving factors of demand are: population; consumer affluence and sophistication; degree of environmental and health consciousness; safety and integrity of local food supply; and availability of a local, certified organic industry supply chain.

However, there are constraints to growth of the Australian certified organic industry. The report identifies them as: lack of consistent product supply and year-round availability; price premium, poor eye appeal and shelf presence; inconsistent product quality; short shelf-life; distance to market; and lack of consumer confidence in authenticity of labels.

The most likely prospect markets are Japan, Continental Europe, Britain, the US and South-east Asia. In the longer term, China, South Korea and Taiwan are expected to emerge as growth markets.

The most desired product categories for Australian certified organics are likely to be in beef and lamb; cereal-based products; processed foods; juices; beverages; wine; jam; honey and condiments. The closer markets of South-east Asia are most likely for perishable fruit, vegetable and dairy products.

Extensive research is conducted on each country listed above, assessing: market overview; consumer profile; retail market structure; market access, certification and labelling regulations; assessment of each country's own certified organic industry; Australia's exports to that country; Australia's competitiveness in that country; and market potential for certified organics in that country.

This publication is very comprehensive and provides up-to-the-minute information for actual and potential exporters of certified organic produce. It is essential for anyone researching potential markets for Australian certified organic products.

It can be bought from the RIRDC e-shop <www.extranet.rirdc.gov.au/eshop> for A\$21.

Pennie Scott

email <white-knuckle@aapt.net.au>.

Clean Food organic



What a welcome find. This series must be the ultimate starting point for the rapidly growing number of us seeking information/knowledge about the benefits of changing to an organic lifestyle.

For those of us who have made the switch, the handbook is equally valuable and will build on our knowledge. It is a book to pick up and open at any page and be instantly absorbed. The content is

interesting and topical.

Among the features is a comprehensive explanation of the organic accreditation process, which is most important. We also learn to help ourselves avoid cancer, how to create permaculture and the benefits, how to understand food labelling, and how to deal with pesticides.

Especially interesting and a wealth of information is the up-to-the-minute Australian organic consumer guide.

Clean Food Organic is thoroughly recommended as a resource for the whole family. It provides a reference for all aspects of the organic way – product and shopping directory, profiles on organic enterprises, recipe, gardening, and more.

Lastly, I found it user-friendly and beautifully presented.

CleanFood can be purchased for \$18.95 from <www.clean-food.com.au> or <www.bfa.com.au> (20% member discount)

**Sara,
Armidale, NSW**