

# Australian Organic Market Report 2010 – researching its way to you...

**RESEARCHERS AT** the University of New England, Armidale (UNE), are set to begin the gargantuan task of collecting updated organic industry and market data for the Australian Organic Market Report 2010. Organic industry members will see surveys in the latter half of this year which will form a basis for review of industry growth and development since the research was last conducted in 2007/8.

A BFA organic industry funded PhD position at UNE over three and a half years will ensure that the organic industry not only continues the process of creating career pathways for researchers within the organic industry, but also achieves continuity in the data collection process for industry that has been noted as lacking for some years.

The successful PhD candidate, Ms. Alex Mitchell, is well known to the organic industry through her work within the Department of Primary Industries, Parks, Water and Environment (DPIPWE) in Tasmania, in dealing with organic industry matters, including standards, and liaison with industry. Alex comes well qualified while also benefiting from industry knowledge she has gained whilst in her role

within the Tasmanian organic sector.

The AOMR 2008 confirmed the growth of the organic industry in the four years since a comparable study had been conducted. The researchers at the time also noted critical need for additions or modifications both to the methodology and industry data reporting to ensure ongoing integrity of the figures for industry. The expansion and depth of reporting, including in depth market and consumer reporting, will be important additions to future reports.

The latest investment, estimated as a project in excess of \$400,000 over three years, will not only be one of the largest ever dedicated organic R&D projects undertaken in Australia, but importantly one driven, and financially underwritten, by industry itself.

“This marks a turning point in the maturing of this industry sector, while also making a welcome change for researchers looking at studying this industry and its practices,” noted Dr Paul Kristiansen, head supervisor for the project.

The academic line up of those who will work with Ms Mitchell at the UNE



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School of Business, Economics and Public Policy includes Prof. Ray Cooksey, Prof. Euan Fleming, and supervisor Dr Kristiansen in the School of Environmental and Rural Science, who was the principal researcher for the 2008 report.

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