

# Industry comment

» Allowed input manufacturers talk about their reasons for entering the organic farm inputs industry and the business decision to have their products registered for use in certified organic systems.

## Ross Earsman, Katek



In developing the Katek Product Range, the key ingredient is Composted Poultry Manure. This ingredient at the heart of our fertilizer range is also a valued component in certified produce production, so it was vital our

products be registered and certified for this growing market. The development of our range also complemented the personal philosophies of the owners in relation to organic produce and sustainable farm practices.

Upon development of the range our extensive market research indicated the Bud (or BFA) stood out to be the industry performer in relation to organic branding and development. In the six years we've been producing Katek Certified Fertilisers we've seen the profile and branding of the Bud increase significantly. For Katek, the BFA Bud has been invaluable. It instantly gives our products organic identity and through the extensive audit process, credibility.

## Clint Liddleow, Custom Composts



We have always been keen to support the development of 'certified organic' food production in Western Australia. One of the key ingredients for organic production systems is good quality compost. It seemed to us the organic industry

was in a catch 22 situation. Its development was limited because there was no registered compost for certified organic farming available and no manufacturer could afford to produce compost for such a small market.

Custom Composts needed to develop a quality assurance system and decided to

**"More than 95 per cent of our customers were conventional farmers. Having 'certified organic input' status for our products gave us the opportunity to talk to our customers about soil health and the principles of biological farming systems."**

simply adopt the organic standard for all of our production. We had some difficulty in selecting a certifier and in the end decided to certify our products with both BFA and NASAA. This meant organic farmers in WA would have access to a range of certified inputs and this would overcome one barrier to development of the organic industry.

More than 95 per cent of our customers were conventional farmers. Having 'certified organic input' status for our products gave us the opportunity to talk to our customers about soil health and the principles of biological farming systems. We reasoned that converting conventional farmers to more sustainable practices was just as important as providing products to organic farmers who already understood these principles. As one of the first ports of call for growers interested in more sustainable farming methods we've seen a large growth in enquiries over the last 10 years. We look forward to the day when certified organic farmers buy the majority of our production.

## Mark McNamee, Ausmin



The Ausmin Australia team believe in the benefits of organic food production from both a human health and environmental perspective. We saw that going to the effort of designing and producing certified inputs was a

commitment we could make to support something we believe in. The challenge now is to get the whole operation up and running on a scale that makes it viable for a large section of the farming industry.

Our reason for choosing to register our products is in a word, credibility. The industry and the public need to have a standard to look toward and the Bud logo can deliver that standard. Its all about confidence in the process and the product.

The organic standard and the BFA Bud logo is beginning to deliver on its potential. On the inputs side we have noticed the skeptics still have significant sway among those with influence at the distributor level. As we work with the BFA to get Bud-labeled product available in more locations across the country that potential will be achieved.

## Dr. Michael Evans, Applied Nutrition



We are an organic stockfeed supplement manufacturer and are committed to the ethos of organic livestock production. Being certified means our customers can be confident the supplements we produce conform to the ethos and

stringent standards of organic livestock production. This translates to consumer confidence in our customer's products as well.

The BFA Bud is a recognised icon of the organic industry and has credibility in the market place. Consumers can be confident that when they see the Bud that the product is truly organic and conforms to stringent organic standards. Having the Bud on our products gives our products credibility in the marketplace.

Livestock producers can be confident in the organic livestock supplements we manufacture and sell. This means livestock producers are more likely to give us their business and have done so. The Bud has provided the necessary credibility we need to move our organic business forward. ◆◆