

## Special features

### 9 Building a map for the future - Australian Organic Market Report 2010

One of the largest ever dedicated organic R&D projects undertaken in Australia, this research is driven and financed by industry with funding support from Horticulture Australia Limited.

### 10 Six in ten buy organic

The latest market research on organic sales in Australia highlights some fascinating facts about consumer attitudes towards organics.

### 28 A spoon full of honey is the medicine

A medicinal grade honey derived from Australian native trees has been found to have more potent levels of the therapeutic compound Methylglyoxal (MG) than has been recorded in any other product currently on the international market.

### 30 Profile: Australian Harvest Fine Foods

### 32 An unlikely epicentre of Australian organic wine

### 34 The new silk road

An increase in wealth and education of the Chinese population is turning into opportunities in organics.



## From the editor

HOLLY VYNER



Australia may be skirting a recession and the organic industry may be travelling on slightly rougher ground, however by no means has the industry shown sign of relaxing its pace

over the past quarter.

You will find this edition packed with developments and news showing great optimism - all of what organic is about.

The statement, 'fast food that couldn't be better for you', sounds like a contradiction in terms, but is likely to be true at 69 Sumo Salads outlets this winter where one of the feature menu items is organic soup. This is a fast-food first in Australia and judging by the restaurant chain's success, there should be more healthy and organic fast food to come.

Retail giant Woolworths has also recognized the growing organic trend with its decision to catapult the expansion of its new Thomas Dux stores with the purchase of 8 Macro Wholefoods stores. These latest acquisitions add to the 2 already established wholefood grocers based in Sydney, taking the number of stores to 10.

A further encouraging sign of the potential of organic being recognised by larger investment companies is the RM Williams venture. Inglewood Farms chickens will soon wear the quality RM Williams label - this is not to say organic chickens will be seen in Akubras! - Australia's largest organic chicken operation has been recently purchased by R.M. Williams Agricultural Holdings Pty Ltd ('RMWAH'). The vertically integrated business fits well with RM Williams' venture which will manage prime agricultural land as organic, and, through strategic partnerships, see a diverse number of businesses supplying both domestic and export markets with RM Williams branded organic meat and grain products.

It is highly encouraging to see a successful business such as RM Williams invest its quality iconic brand and substantial assets along with new partnerships into such a venture.

I trust you will enjoy this edition and look forward to your feedback as always. As is our goal at BFA, we look forward to being your voice should you have a story of interest in the future.

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