

Supply and demand

Industry comment

Industry members have their say on developments in the organic retail sector



Scott Kinnear, retail owner Organic Wholefoods and BFA board member, Melbourne

"In the short term grower and processor returns should be consistent with increased sales of product. Though how Macro forms its long-term relationships with growers will no doubt be of interest to all in the industry."

Anthony Beutel, Googa Farms, producer, Blackbutt, Qld

"We need more large organic stores that will enable farms to move larger amounts of produce at a lower cost. Freight costs and levies for transporting small amounts of produce are restrictive to the industry as it often doubles the cost of the production."



great organic stores in Melbourne with good customer followings. We wish Macro Wholefoods every success as they will have some tough competition. I believe this is also healthy for industry."



Lena Smeaton, SHE, Organic Expo events organiser, Sydney

"Having lived in the UK and seen the effects of organics entering the mainstream retail sector, it has had a positive effect from a consumer's perspective. Prices are now comparatively similar to those of premium conventional products and more affordable to all."



Andrew Monk, MD Green Planet Holdings and chairman BFA standards committee, Melbourne

"Having just recently returned from a visit to Whole Food Market in the US, it is evident that they and Wild Oats are the two independent organic and natural engine rooms of organic growth in the US. I believe Macro is the beginning of this evolutionary development in Australia." ■



John Williams, owner, Organic Wholesalers, Melbourne

"We look forward to offering any new stores our wide range of quality produce at fair prices. I believe that any increase in the organic retail sector is positive; this includes supermarkets. We have some



The demand for high quality organic produce in Australia is going through the roof. Shoppers are starting to realise (finally!) that organic is worth seeking out and worth paying a premium for. Macro, already Australia's largest organic retailer, is where shoppers will go to find the organic produce they've been hearing so much about. As we grow, we're looking for more quality organic producers to help us keep up with this new demand. Meanwhile, we'll continue to support organic producers, in an effort to help encourage the healthy growth of the industry. For the latest information about issues currently facing organic producers – or for information about becoming a supplier to Macro – contact Angela Brand on 02 9779 9904.

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wholefoods market