

**Biological Farmers of Australia Media Release Wednesday 15<sup>th</sup> May 2009**  
*Responding to: Woolworths purchase Macro Wholefoods*

## **Organic momentum drives Macro sale**

Biological Farmers of Australia (BFA - representing organic farms and food in Australia) says the recent acquisition of the independent organic retail outlet Macro Wholefoods by major supermarket chain Woolworths is a sign the organic industry is gathering momentum.

The eight-store Macro chain – originally founded by “Billboard King” Pierce Cody - will now be rebranded as Thomas Dux Grocer, a fresh grocer/deli launched by Woolworths last year, which currently operates two stores in Sydney's Lane Cove and Paddington.

*“Increasing interest in organic from major and mainstream retailers confirms recognition that this industry holds a promising future,”* says **Dr. Andrew Monk**, BFA Director and Standards Committee Convenor.

*“This recent sale clearly shows leading retailers are acknowledging the benefits in integrating organic into their broader market offering.”*

He says organic is becoming harder for major operators to ignore, with the retail value of the organic market reported at approximately \$0.6B last year.

*“Organic is growing on both fronts. Small operators remain an integral part of the industry, as consumers seek to re-connect with food at farmers and local markets in economically tighter times.*

*“In addition, organic is now also proving it has the capacity to embrace the mainstream food market.*

*“Major brands are now offering certified organic lines and major retailers are looking for organic products to place on shelf.”*

Dr. Monk says resources and skills of professional retailers in the organic market will be valuable and should among other things *“allow medium and larger sized organic producers more volume and certainty in demand.”*

He says an increasing uptake of certified organic by retailers is also allowing more consumers to access organic items than ever before.

*“It is all about expanding the range and availability of organic products for consumers. Certified organic is proving it is here for the long term.”*

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The BFA is working to improve organic industry growth and education in Australia. Ask about your complimentary copy of the Australian Organic Market Report to see how the organic industry is changing. More information is available at [http://www.bfa.com.au/index.asp?Sec\\_ID=260](http://www.bfa.com.au/index.asp?Sec_ID=260)



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