



BFA Press Release, 4th July 2007

Brisbane Organic Roadshow provides industry support and unlimited opportunities for a booming market

Held in regional and metropolitan areas around Australia, the roadshow is providing much needed information for new entrants and current members of an industry which despite being the fastest growing sector of the food and drinks industry, is struggling to meet demand.

The Organic Roadshow, hosted by leading organic member organisation Biological Farmers of Australia (BFA) and supported by Ausmin Australia, will arrive in Brisbane on Friday 20th July 2007.

With a full day of unequalled knowledge and advice from experts in the industry, including successful farmers and business owners, participants are able to gain a full overview of the organic sector from biological agriculture and soil health to processing, markets, consumer demand and more.

BFA's chairman Mr Doug Haas says "The roadshows have proven and continue to be a successful means of linking industry members at every level of the supply chain, from the grower to the consumer as well as government and others.

"The day aims to provide participants with a snapshot of the sector as well as an exclusive opportunity to network" he adds.

Michael Blakeney, General Manager of the BFA Group comments on the changes in consumers' demands "Apart from health benefits, environment and sustainability are proven to be increasingly important factors in consumers' purchasing decisions, which is encouraging from a continued demand perspective."

"As organic products continue rapid growth in the mainstream market, including recent commitments by leading supermarket and retail chains expanding their ranges of organic products, an opportunity exists for new entrants into the industry, to assist in the development of the supply chain"

Brisbane, and the surrounding region, are long due for an event to grow the sector and to link and benefit individuals either currently in the industry or interested in learning more.

Don't miss the roadshow, which thanks to sponsors of the event is free other than a catering fee. Sponsors will have trade displays on the day and include allowed farm input companies Ausmin Australia, Katek Fertilizers Australia, Kialla Pure Foods, Organic Crop Protectants, consulting company the Right Food Group and wholesaler United Organics.

When: 8:30 to 4pm, 20th July 2007

Where: Bardon Conference Centre, 390 Simpsons Rd, Bardon, Brisbane

RSVP: Please RSVP by 16th July for catering purposes – organic of course!

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