SUMMER 2019 | NASAA organic EST 1986

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Mark Gower
/ General Manager

# SUMMER HAS ALWAYS BROUGHT CHALLENGES FOR FARMERS IN AUSTRALIA

**This Summer, in particular, will bring a sense of dread as it serves to emphasise the ever-deepening drought affecting much of New South Wales and Queensland, and parts of Victoria and South Australia.**

Access to quality water and certified organic feed has reached crisis point in some regions, with several organic farmers facing the prospect of losing their organic status.

To support our farmers who have invested so much in their organic management systems, the NASAA Standards Committee approved in May an extraordinary measure with a derogation to the NASAA Standard to allow a percentage of conventional feed for livestock in drought affected communities.

This is not an unprecedented step globally and not one taken lightly; it is, however, an important step to support and alleviate immediate pressure on our organic operators. There are conditions, however. Farmers must apply for a derogation, brought in feed must be uncontaminated, not be treated or contain GM, and product can only be sold into the Domestic market i.e. it will not meet Standards for export.

It is important that operators are aware that this derogation is under the NASAA Standard and is not applicable under the National Standard. Should operators sell their product into a supply chain that has any chance of entering the export market, this derogation would not be applicable.

With worsening climactic events globally, and agriculture contributing some 24% to global emissions, it is clear that regenerative agricultural practices, working hand in hand with organic management principles, can play a part in the solution.

This was the clear message in presentations at our annual IntoOrganics Seminar held in Coffs Harbor from Glenn Morris and Kim Deans, who we will hear from in this edition. Glenn himself is experiencing the worst of the drought impacts and relates firsthand the situation in NSW.

As always, our Seminar program provided much food for thought, with an entertaining, diverse and inspiring line-up of keynote speakers. We will be sharing some of these learnings in future editions of our magazine.

This edition, we also visit some of our established operators in WA who recently played host to our IntoOrganics field day program, Changerup Pastoral Co. and Payneham Vale Organics. We are thankful to be part of a farming community that genuinely supports others entering various stages of their organic journey. This grassroots knowledge is vital and thriving in WA, as we

/ Continued on page 2

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discovered in various conversations including with David McFall, Chair of the recently formed local association COWAG.

Partnership is community plus purpose. NASAA continue to develop strong relationships with those associated with the organic industry to achieve our purpose of growing a stronger, more unified industry. This is evidenced by our promotion of the wine and grape broker, Winegrapes Australia.

Finally, Organic Insights is your magazine and we'd love to hear from you. We make every effort to keep track of events and developments, awards and happenings within the industry – but we can't be everywhere at once! So, if you've got some news that you'd like to share, drop us an email or contact the Office.

I look forward to hearing from you!

Samuel Zeller / Unsplash


Li An Lim / Unsplash

# words of inspiration

## THERE IS NO DEBATE. THE SCIENCE IS SETTLED ON
[READ MORE...]

**John Kerry, former US Secretary of State, addressing the Global Table agrifood conference in Melbourne recently.**

Senator Kerry saved his biggest criticism for those who don't accept that climate change is an issue and continue to debate its impact.

"There is no debate," he said.

"The naysayers are the same people who brought the tobacco industry to America, that for years lied to the American people. That is what is happening right now with respect to climate change.

"Paid for, totally unscientific studies that aren't really studies at all, but efforts to confuse people. The science is settled on."

## THERE ISN'T ANOTHER SIDE, AND THERE ISN'T ANOTHER MOMENT
[READ MORE...]

**Time Magazine – Why TIME devoted an entire Issue to climate change**

'Notably, what you will not find in this issue are climate-change sceptics. Core to our mission is bringing together diverse perspectives. Experts can and should debate the best route to mitigating the effects of climate change, but there is no serious doubt that those effects are real. We are witnessing them right in front of us. The science on global warming is settled. There isn't another side, and there isn't another moment.

## CLIMATE CHANGE DENIERS ARE DANGEROUS. THEY DON'T DESERVE A PLACE ON OUR SITE
[READ MORE...]

**The Conversation**

Climate change deniers, and those shamelessly peddling pseudoscience and misinformation, are perpetuating ideas that will ultimately destroy the planet. As a publisher, giving them a voice on our site contributes to a stalled public discourse.

That's why the editorial team in Australia is implementing a zero-tolerance approach to moderating climate change deniers, and sceptics.

We believe conversations are integral to sharing knowledge, but those who are fixated on dodgy ideas in the face of decades of peer-reviewed science are nothing but dangerous.

# Join the Regener-ators!

**"Regenerative farmers seriously are the most lit up and fun people to work with on the planet!" according to Kim Deans, Regenerative Agriculture Coach with Integrity Soils, and a keynote speaker at our recent IntoOrganics seminar.**

And, she believes it comes down to the mindset that regenerative farmers have, and can develop.

"90% of success is mental attitude," said Kim, "and we can only work with the willing!"

Part design and part psychological mindset, regenerative agriculture focuses on working with natural principles, growing healthy soils as the basis for a profitable and enjoyable farm enterprise.

According to Kim, a regenerative approach to agriculture requires a true transformation in thinking.

"A lot of the coaching that we provide is designed to help farmers develop a growth mindset; to see beyond incremental change to effect real transformation," she said.

"Transformation that is future focused, and not based on past action; an approach that requires both creativity and open-mindedness – where problems are seen as opportunities," she said.

Often, the transformation to regenerative agriculture starts with an 'a-ha' moment.

For Kim, her epiphany came when checking her wheat crops one day and noticing a large, bare area of non-productive land.

"My husband at the time pointed out that this was because of the fertiliser rig running out at that particular point," she said.

Kim was devastated by the realisation that the soils were so depleted that a wheat plant could barely survive without fertilizer.

"I looked at this patch of crop and just said, if that's how our soil is, then we are in big trouble!" she said.

"I could have taken a decision at that point and said, Wow, we should apply more fertiliser, but I realised this wasn't the answer."

This was the beginning of a journey of learning all she could about a more holistic approach to improving soil health.

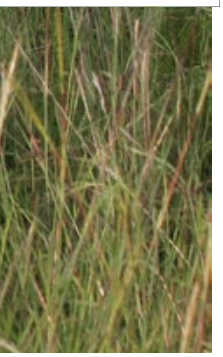
"It motivated me to look at things differently," she said.

"I started to look for answers, studying holistic management, permaculture principles, and biodynamics – and I realised that everything comes back to the soil," she said.

Since then, Kim has set about turning her learnings of regenerative principles into practical action.

Principles that she has been applying, with her now husband Angus, on their small property in the New England region of northern NSW Australia in regenerating soil that was originally mined for tin using managed grazing and biodynamic practices.

Kim and Angus currently provide regenerative agriculture coaching to farmers in Australia with Integrity Soils, a New Zealand based consultancy lead by Nicole Masters.



The transformation model championed at Integrity Soils is based on the 5 M's, with a focus on **M**icrobes, **M**inerals, Organic **M**atter and **Management** wrapped up as a total **M**indset.

"We apply systems thinking and an individual approach to each farm – understanding that everything is connected, moving away from a linear way of thinking to a circular view," said Kim.

"Our approach is to help farmers to challenge assumptions, shift perspectives and to question everything," she said.

"Our role involves a lot of detective work."

"In each system, we work out what is missing," she said.

"Then we encourage strategic action aligned with the farm strategy, focusing on 'first things first', tailoring action to the factors that are going to make a difference on that farm."

"We get the foundations right first," she said.

Those foundations are based on an approach of **Measure, Manage, Improve,** involving:

- Setting up a monitoring transect;
- Undertaking a visual soil assessment and looking at soil physical health;
- Looking at the chemistry and biology of the soil;
- Observing plant health; and
- Capturing photos for time series analysis.

"We basically take a medical history of the farm to find out where things are, and aren't, working," said Kim.

"Often, it's like we are managing a patient that is in a critical condition."

"We adopt a triage process – examining soil efficiency with respect to solar energy, air, water; mineral cycling and biology...and then we look at nutrients."

"We don't go to the fertiliser bag first," she said.

"There is no point in throwing additives, whether they be organic or conventional, if all these things aren't working."

"We get our farmers to minimise things that are damaging to soils with the usual suspects of cultivation, synthetic fertilisers, compost overuse, pesticides, monocultures and overgrazing."

"And, then look at taking strategic action, to feed the underground workforce, maintain ground cover, encourage as much diversity as possible, and manage grazing."

*To view Kim's full presentation*

**CLICK HERE**

## Are you a Regenerative Farmer?

- ☑ You focus on growing soil and that takes care of everything else
- ☑ You focus on growing things, not killing things.
- ☑ You see weeds as indicators
- ☑ You don't go anywhere on the farm without a shovel
- ☑ You get ALL the rain
- ☑ You care for the livestock beneath the soil as a first priority
- ☑ You are the expert in your farming business
- ☑ You stop caring what the neighbours will think
- ☑ Farming life becomes fun again
- ☑ You make a profit$$

**If you answered YES to most of these questions,** then congratulations, you could just be a Regenerative Farmer!

**If not**, then you may just need some help from **Kim** and **Integrity Soils.**

Kim's advice to farmers is to consider regenerative agriculture as a journey.

"There is no silver bullet. You need to allow time and be patient. It's not about adding on or exchanging one input for another," she said.

"It's important to focus on profit, not production. And, not just dollars and cents."

"In my mind, there are three banks on the farm – being Financial, Natural Capital and Human Capital," she said.

"You're not making profit if you are running down your natural resources, or your people are suffering."

### Further Information

Both Kim and Angus are available for one-on-one coaching across Australia. Visit **Integrity Soils** at www.integritysoils.co.nz

Grab a copy of Nicole Masters' book *For the Love of Soil* released in October 2019.

# restoring paradise

> Australia needs **long term vision** on climate change, restoring the water cycle and human health.

## NSW CATTLE FARMER GLENN MORRIS IS HAPPY TO PUT HIMSELF ON THE LINE WHEN IT COMES TO FOCUSING ATTENTION ON THE NEED TO TAKE URGENT ACTION ON CLIMATE CHANGE

**As a keynote speaker at our recent IntoOrganics seminar, Glenn, Manager of Fig Trees Organic Farms at Inverell and Grafton, spoke of the pressing need to respect the land, water and community in Australia. He also called for leadership in addressing the challenges of climate change as he laid out his vision of the future in 'Restoring Paradise'.**

Over the last two decades, Glenn has been motivated by his three sons Ben, James and Andrew – and a concern for young people everywhere – to search for answers to Australia's farming challenges.

"I've been fighting climate change since my youngest son was born in 2000," he said, "and today, we are in a precarious position."

"We are starting to see, what happened to the coral reefs in the Great Barrier Reef, we're seeing it on the land now," he said.

"We've seen around 500,000 hectares of forest burning in NSW. In our district, where the trees aren't burning, they are dying through lack of water."

"We've seeing it on our own farms," he said.

'We've had to shut down our organic brand, we don't have any grass-fed beef at the moment. In Inverell, we've had to totally destock," he said.

Glenn is opposed to using the word 'drought', however.

"What we have is a manmade disaster in Australia through neglect on climate and neglect on ecosystem processes and waterways," he said.

"Australia needs long term vision on climate change, restoring the water cycle and human health."

"We need to start repairing the damage to the earth's ecosystems right now," he said, as he proceeded to lay out his vision for a paradise restored.

### Stewards of the land

Glenn acknowledged the significant role that farmers can play as stewards of the land in managing the carbon cycle, restoring degraded landscape, restoring the mineral and water cycle and restoring a stable climate.

A vision that he believes most organic farmers naturally embrace in the holistic management of the land.

"Full credit to NASAA and early organic pioneers who had the foresight in seeing what was happening and the urgent need to restore the health of our ecosystems," he said.

Glenn's own entry into organics is essentially a story of optimism.

"I was very concerned about the environment and identified early on the need to focus not just on on-farm activity but the bigger issues like water cycling and climate," he said.

Whilst practicing applied principles on farm, Glenn's interest led him to a Masters in Sustainable Agriculture, where he explored in depth the topic of soil humus and its water storage capacity.

Through his research, Glenn discovered the massive potential that humus held for both storing carbon and water and how this could assist with two of the world's greatest challenges.

*To view Glenn's full presentation*

**CLICK HERE**

"I realised that having a strong focus on building humus would go a long way to helping enhance all of these foundations for life on our farms and across the earth."

### The Importance of Humus

Through his research, Glenn was able to establish the fact that one part of humus was capable of storing, on average, four parts of water.

"What that means in real terms for farmers and community water supplies is that for every additional one percent of soil humus over one hectare, at a given depth of thirty centimetres, the soil would be capable of storing an additional 160,000 litres of water."

"Landscapes with good levels of humus provide one of the biggest reservoirs for fresh water supplies on the planet," he said.

In the same study, Glenn identified carbon sequestration as one of the greatest ecological means we have for combating climate change.

"Building humus offers a real solution for carbon sequestration," said Glenn.

"If we were able to regenerate one hectare of land with ten percent humus, we could sequester over 822,000 kilograms of carbon dioxide equivalent out of the atmosphere and back into the soil," he said.

A large surface area and complex macro-molecular structure allows humus to exert an effect over the entire soil matrix, providing the home for a healthy microbial population.

"Just 100 grams of humus can contain over 250 billion microbes; responsible for incredibly important ecological services, like the building of more humus and enhanced mineral cycling," said Glenn.

Glenn's research also looked at the links between healthy soil and human health.

"Unlike chemically manipulated soils, healthy humus-based soils supply a full range of amino acids, fats and important phenolic compounds which are the true source of health for ecosystems and life," said Glenn.

"Just three percent humus in the soil can be responsible for half of the plant nutrient storage," he said.

### A New World View

In his speech, Glenn asked everyone to imagine a 'A New World View', one that promoted a greater culture of respect for living processes.

"I've come to the conclusion that having a healthy landscape is the most valuable asset we have on earth," he said.

"Every square metre of healthy land with humus soils acting like a super absorbent sponge, storing vast quantities of water and carbon, helping keep the earth's climate in balance and water cycles functioning."

"Imagine a future where all food is naturally organic, and we understand that these foods will not only regenerate our health but will also regenerate the landscape and the ecosystems which we are dependent on for clean air, fresh water and a stable climate."

Welcome to Paradise!

### Further information

Glenn won the 2013 State Landcare Award for Innovation in Sustainable Farm Practices and was nominated in the 2016 Bob Hawke Landcare Award.

winegrapes australia

# Maximising return on investment for organic grape growers

**Introducing Winegrapes Australia – who say that true partnerships are always fruitful.**

For existing organic viticulturalists, and those considering conversion, realising the true value of an investment in organic production systems is critical – from both a personal, and economic perspective.

Making the decision to convert production to organic management requires not just an understanding of organic principles and systems - and costs, but an understanding of the market for product, current and future trends.

In the interest of Certified Operators NASAA is working with wine and grape broker Winegrapes Australia to provide an avenue for organic growers (and those aspiring) to explore the market and make informed decisions about selling their organic wine grapes.

Winegrapes Australia is an established wine broker, and one that is unique in that the business was founded by growers in 1992 and continues today as a grower owned collective.

The collective now represent just over 100 growers across a variety of regions, representing 2,200 hectares of vineyard and 900 individual blocks of fruit—including certified organic and biodynamic grapes.

Winegrapes Australia CEO, Paula Edwards, a seasoned viticulturalist with over 25 years' experience and a graduate in natural resource management, is always receiving calls about the availability of organic and biodynamic grapes.

"There's massive interest from overseas, particularly in Europe," says Paula.

"As a lot of organic fruit was going into conventional product previously, the benefits were not being fully realised," she says.

"Now, we are definitely seeing the differentiation with strong recognition and demand for organic product."

"This means that we can now challenge the price platform."

Winegrapes Australia can provide general viticultural and market intelligence to growers, assist growers in finding their ideal winery partner and help negotiate better trading conditions and options.

"We provide sales and marketing expertise for our growers, establishing pathways through to sales for organic fruit," says Paula.

"The potential for organic fruit cuts across all regions and varieties and we can provide advice to organic growers across the country," she says.

Understanding the market, as well as understanding the requirements of organic certification is an educational process that goes hand in hand.

"Because of their comprehensive knowledge base, we're excited to be able to recommend Winegrapes Australia to both existing operators and interested growers, as it opens up another avenue to either sell product or source a shortfall," says NASAA General Manager Mark Gower.

"Organic certification is only part of the equation," he says. "Growers need to weigh up the costs of organic production with an understanding of the market for organic grapes, and how that will translate financially. Winegrapes Australia have the experience and up to date market intelligence to assist this process."

Paula agrees, "We can help to simplify transition into certification and give confidence to growers," she says.

"At the end of the day, we are a not-for-profit organisation that exists solely to deliver strong financial results for growers."

**Further Information**

Contact Winegrapes Australia on (08) 8323 0056

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# Everyday heroes


Dr Bernard Doube and Tim Marshall / Dung Down Under

**The deployment of small armies of dung beetles may be an effective tool in the arsenal when it comes to combating climate change.**

A few dozen dung beetle species, distributed across Australia according to soil type and climate, can improve soil fertility, soil structure and biology by deep burying of dung, while also increasing available grazing area by removing surface dung.

These effects combine to increase pasture productivity, improve water infiltration and the quality of runoff water, reduce dung-breeding pest species such as flies and the diseases they may spread, and reduce greenhouse gas emissions.

In well-managed perennial pasture, about 30% of vegetation is trampled and 30% is converted to dung, while the remainder is exported via cattle, either as bovine respiration (carbon dioxide) and methane belched from the rumen, or in the carcass.

Each year, cattle worldwide produce dung that contains carbon equivalent to 3.4 billion tonnes of CO2, and a similar amount of plant carbon is probably returned to the soil surface as trampled organic matter in grazing systems.

Beetles can rapidly bury dung deep in the soil, opening up the subsoil and allowing roots to follow the channels into the soil profile.

The deep burying of dung can also sequester carbon and reduce methane outputs, contributing to the amelioration of climate change and reducing the costs of agricultural inputs including fertilisers and pesticides, thereby potentially increasing overall farm profitability.

The deep deposition of dung-derived carbon and nutrients, and the resulting increased pasture growth and root production can transform duplex soils (shallow infertile surface soil over hostile clay subsoil) over time into deep fertile soil.

This produces a substantial and permanent increase in the soil's capacity for pasture production and carbon storage, with the twin benefits of increased food production and increased soil carbon.

Over time, the activity of tunnelling dung beetles, their larvae, and earthworms and microbes, creates humus and improves soil structure and fertility, and raises soil carbon levels. Soils store substantial amounts of carbon – two to three times more than the atmosphere and four times more than terrestrial vegetation.

While providing these services, dung beetles also provide additional benefits for farmers, including reduction of fly strike by dung removal, increases in productive pasture by removing cow pats and contributing to soil health and nutrient cycling.

Once established, populations of dung beetles can be self-sustaining and will operate without running or maintenance costs.

It's time to celebrate these unsung carbon warriors!

## Further Information

Tim's teamed up with acknowledged dung beetle expert, Dr Bernard Doube, to produce the substantive farm guide to beetle promotion and management.

Order your copy of *Dung down under: dung beetles for Australia* through the NASAA Office.

# Does Regenerative Agriculture radically challenge Certified Organic Agriculture

Glenn Schaube
/ NASAA Chair

**One of the issues that appears to be confronting the Organic Industry is the emergence of Regenerative Agriculture.**

Reportedly Regenerative Agriculture is the next generation in sustainable farm management providing a profitable new farming alternative, that is good for the environment and climate change.

Unfortunately, some have used the movement to discredit organic production and certification with misinformation.

They argue that Regenerative Agriculture goes far beyond Organic Agriculture, with statements like: '*Organic farms usually have simply replaced the chemical inputs with so-called "natural" inputs. The basic farming paradigm remains the same.*'....'*Regenerative farmers find their techniques and solutions by observing nature. They use the sciences of ecology and biology, whereas Organic Agriculture relies mostly on the science of chemistry.*'

Such views show a lack of understanding of fundamental organic management practices and the Foundation Principles which state that Organic Agriculture should:

- sustain and enhance the health of soil, plant, animal, human and planet as one and indivisible
- be based on living ecological systems and cycles, work with them, emulate them and help sustain them
- build on relationships that ensure fairness with regard to the common environment and life opportunities.
- be managed in a precautionary and responsible manner to protect the health and wellbeing of current and future generations and the environment.

Hence, organic food, fibre and cosmetic production systems are founded on the principle of caring for community, land and product to achieve sustainable, healthy and productive ecosystems—soil, plant, animal and people.

Organic Standards, provide a practical set of operational rules that help producers and operators ensure they are meeting the expectations of the industry and consumers who buy organic food. Organic Certification ensures that the bona fide of their Organic status is verified by an independent Certifying third party such as NASAA Certified Organic, which in turn is Accredited by independent regulators.

Importantly, Regenerative Agriculture was started by people who are active members of the global organic community, as a means of bringing the conventional agriculture sector closer to organic practices that are already in use worldwide.

Bence Balla-Schottner / Unsplash

Andre Leu, international director of Regeneration International, IFOAM-ALGOA ambassador and former president of IFOAM Organic International, addressed the Leaders at Summit of Asian Local Governments for Organic Agriculture Highlight Progress, Identify Future Needs which was organized by IFOAM Asia.

Andre explained that to implement policies aimed at regenerative development, consumers need to be fully on board, and they need to demand political action that scales up regenerative farming practices that restore the environment. *'Product labelling research shows the greatest pull for consumers is health. It is health that drives 95 percent of consumers to invest in buying organic. And this brings us to the need to focus on better communicating the health impacts of synthetic agrichemicals, food additives and genetically modified organisms (GMOs).'*

Some believe that Regenerative Agriculture labels will start appearing on food labels as a way for brands to demonstrate that they work with farmers dedicated to healthy soil.

Unlike Certified Organic labels, it is unlikely that Regenerative Agriculture labels will be underpinned by a global quality assurance program.

Organic certification is managed and monitored throughout the world, in regulated and unregulated markets, by independent government accredited certifiers. It includes the total avoidance of artificially produced, and broad-spectrum natural chemicals, fertilisers and genetically modified organisms. It is the perceived relationship to health outcomes that motivates consumers to buy organic product and seek out organic certification labels.

Reportedly, many conventional farmers feel trapped by the lack of knowledge required to farm without inputs, their farms are big and highly specialized, with many carrying operating loans and other debts. To conventional farmers Regenerative Agriculture provides an accessible sustainable alternative without abandoning conventional chemical inputs that are not permitted in organic production systems.

Arguments that claim Regenerative Agriculture releases farmers from dependence on agribusiness products blur the line between Organic Agriculture and Regenerative Agriculture.

Statements such as: *'instead of purchasing synthetic fertilizers for soil fertility, producers rely on diverse crop rotations, no-till planting and management of livestock grazing impacts'*,–do not acknowledge that all of these and far more are already entrenched Organic Farming practices.

Conventional farmers that use modern, industrialised food production systems with a regenerative overlay, such as no-till and building organic matter in the soil, still tend to rely heavily on synthetic herbicides to manage weeds and other problems. While incorporating aspects utilised in organic farming systems, other management practices utilised in Regenerative Agriculture still fall well below the Standards acceptable in certified organic production.

Despite this, it is worth remembering, that the farming methods promoted under the banner of Regenerative Agriculture—which have long been championed by organic and biodynamic farmers, the original soil health advocates—are a huge environmental win. Regenerative Agricultural practices represent a forward step along the pathway towards organic production and sustainable agriculture.

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The limitation is that within the conversation and rapidly expanding support for Regenerative Agriculture by politicians, chemical companies and conventional farmers, there seems rarely to be a mention of this critical issue—reducing agricultural pesticide use.

Unfortunately, this leaves Regenerative Agriculture open to co-optation by the pesticide industry.

A case in point is the term Sustainability, which is the basis of NASAA's name (National Association for Sustainable Agriculture Australia).

As I recall, during the 1990s Sustainable Agriculture became a popular term for identifying practices that helped to sustain the environment and community forever because it is designed to promote endless regeneration[1], which naturally incorporated economic sustainability.

Similarly, to Regenerative Agriculture, sustainability was quickly adopted into the conversations of governments, chemical companies and conventional farmers. However, 'economic sustainability' soon became the overriding arbiter for any change to sustainable practices. As such Organic Agricultural practices have since been referred to in many circles as unaffordable and financially unsustainable. History has proven them wrong.

The Rodale Institute and others in the USA, are establishing Regenerative Organic Certification systems. These certification systems aim to set the benchmark for integrity in both organic and regenerative systems. Rather than competing with organics standards, they provide a mechanism to support these standards as a minimum requirement that a qualified product must be certified organic, consistent with USDA NOP Organic Standards.

Importantly, Regeneration International is also working hard to bring the world community closer to the thinking that Regenerative Agriculture includes the avoidance of artificial inputs.

During the Asian summit, Nakhyun Choi, director of Environmentally Friendly Agriculture Department of the Ministry of Agriculture of South Korea, advocated strongly against the use of modern chemicals in food production. Mr Choi cited numerous negative effects of artificial chemical use, and stated that eco-friendly agriculture strategies and policies are needed and will be implemented in Korea.

Such events and international relations, strengthen the credibility of Organic Certification Labels.

In Australia, a number of certified organic operators are already using regenerative agriculture methods as part of their systems because regenerative methods and organic methods are not mutually exclusive of each other, but rather help to augment the three pillars of sustainability (economic, environmental and social), when used in an integrated fashion and in line with the needs of individual operations.

They serve to reinforce the credibility of Certified Organic labels when local industries, like Australia's, acknowledge the value and effort made by conventional producers to improve their environmental practices through Regenerative Agricultural practices.

Hence Organic Certification with a regenerative overlay can represent the final evolution towards sustainable agricultural production, and achieving independence from artificial chemicals and genetically modified biological inputs.

Sandy Millar / Unsplash

1 Stenholm, Charles; Waggoner, Daniel (February 1990). "Low-input, sustainable agriculture: Myth or method?". *Journal of Soil and Water Conservation*. 45 (1): 14. Retrieved 3 March 2016.

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- Replicated yield data
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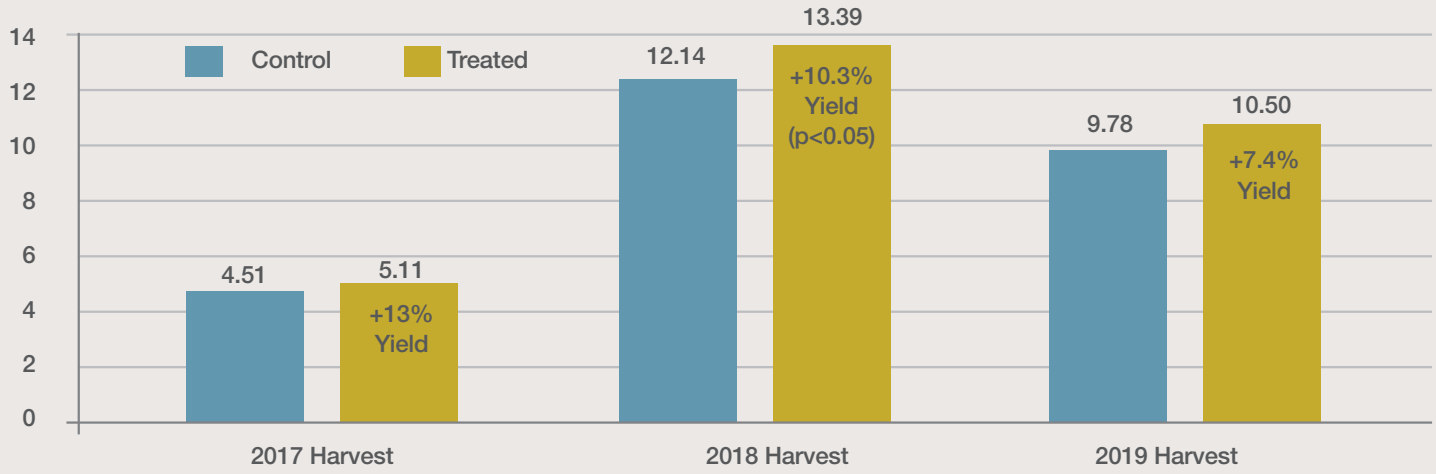
- Treated rows +7.4% (not significant)
- Incremental gross margin $3,430 / Ha.

**Yield Results (Tonnes per Hectare)**





**For more informations talk to your local representative:**

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Terragen BIOTECH

# What is a summer without strawberries?

## A berry ordinary one!

**NASAA Board Director and organic berry farmer, Phil Rowe, knows a thing or two about strawberries; and raspberries, blackberries, blueberries, loganberries, gooseberries, and other lesser known members of the rubus and ribes families.**

December through to February is Phil's busiest time on farm as the harvest season for many of his varieties nears. With this in mind, we've stolen 5 precious minutes to get to know Phil as he reflects on his own organic farm experience and organic standards development.

### Tipping the scales

Reflecting on the last 40 years, Phil thinks one of his biggest challenge has actually been "to remain small".

"There is a stratified split in farming everywhere," he says," and not just in organic."

There is room for the large-scale farmer and the small, according to Phil, but often it's the medium-sized operator that is struggling to adapt or find a niche.

Staying small fits the philosophy that lead that lead Phil and his partner, Cathie Taylor, to establish the farm in the first place.

"Part of our philosophy in starting the farm was lifestyle considerations, we were unorthodox in the way we grew things, and needed to make it work for us and our land," says Phil.

And as he observes, building scale to fit the corporate supply chain doesn't necessarily match with organic farming principles.

"Our whole farm is based around permaculture principles, we grow the varieties that are best suited to our land, not necessarily best suited to major retailer demand with its focus on volume supply of limited lines," he says.

### It's a labour-intensive exercise

Staying small with intensive plantings, however, has meant a high level of labour input.

Particularly so when considering the fragility and high perishability of many varieties of berries.

"For example, because of the multitude of berries that we grow, our picking team have a wider understanding of characteristics, grading and faults to recognise in specific varieties," says Phil.

"This takes time and a particular level of skill."

"Because of this, and the highly variable range of harvests on any given day, we pay our staff by the hours worked, rather than volume."

And, Phil thinks of himself as an organic gardener, more than a farmer.

"We are Pedestrian farmers in that nearly everything we do is achieved on foot!" laughs Phil.

### Premium product, premium price

Quality underpins the value of everything that's achieved on-farm.

"The price premium we achieve reflects the cost differential in the methods we employ," says Phil.

"In addition to the cost of off-season management, particularly weed management, and harvest costs, some varieties (rubus fruit, for example) have lower yields when compared with traditional strawberries and blueberries and are highly perishable with a shelf life of days," he says.

"This is reflected in their higher retail price."

The farm proposition is built on shelf life, organic status, diversity of offering and rarity of fruit, according to Phil.

"We find that many of our loyal buyers share the same values that we do," says Phil.

"We now sell at a fairly flat price through the season, and while some shoppers are price sensitive, most of our loyal followers value our proposition," he says.

"We've built a reputation over the years as a reliable supplier of quality organic fruit, and we're very proud of that."

Building a loyal following has enabled Phil to have a more direct relationship with customers.

'Pick your own' sales are becoming a larger part of the farm offering, along with representation

## SUNNY CREEK ORGANIC BERRY FARM

**For almost 40 years now, Phil and his partner Cathie Taylor have grown a wide variety of berries (over a hundred varieties) at Sunny Creek Organic Berry Farm at Trafalgar in Victoria's Gippsland region.**

Established in accordance with permaculture principles, the 10-hectare farm consists of 2.4 hectares of productive berry lines, and includes heritage collections of apples, chestnuts and other assorted fruit and nut trees, set against a backdrop of sprawling orchards and native forest.

The farm has been a work in progress as the couple have experimented over the years in developing their organic production systems, and product offering, including value adding.

at farmers markets and distribution through the Melbourne Wholesale Market.

Product innovation has come part by accident, part by design.

"We've have had some success with mixing our fruit product as cocktail berry punnets, and on-farm jam processing now represents 40% of farm income," says Phil.

### Sharing knowledge

In addition to his role with NASAA, Phil is a recognised Diggers Club 'Expert' and has been a longstanding committee member and former President of Raspberries and Blackberries Australia (retiring in 2016 from that position). He has always been keen to learn from, and happy to share his knowledge with others.

"I'm happy to talk to people about the techniques that we use here on-farm," says Phil, "However, every farm environment is different and what works here at Sunny Creek, may not be appropriate for others."

"It's about understanding your own farm system and learning over time, through observation, what works for you."

As President of an industry association, Phil has always maintained a respectful position toward conventional growers.

"In turn, I feel that I have been respected and it's certainly been rewarding when growers have had the opportunity to see what we do here and are surprised by the results that we have achieved on-farm through organic methods."

### Farm succession planning

Describing himself on the 'lighter end' of the baby boomer generation, succession planning is an issue that Phil has been reflecting on, an issue shared with many of his generation, and not one just confined to organic.

With three children that have graduated from University, Phil says there was never any expectation that they would have to work on the farm, "although they have found their own careers, and use their skills to help us here."

"We are part of a strong core of small scale, farm owner-operators. Our farm has been our lifestyle, and we always planned to expand and contract in line with our stage of life."

Having found his passion, though, Phil feels like "he retired already when he started the farm, which was a very good feeling."

### Setting the Standard

Phil has had a longstanding, active participation in the development of organic certification Standards, serving as NASAA's Certification Review Committee Chair for 14 years, and on the Boards of NASAA and NCO.

His scientific literacy (with a Degree in biochemistry and micro-biology), understanding of legal frameworks, experience in horticulture, and in the operation of a mixed organic farm, has provided Phil with a strong skillset to apply in Standards development.

"People think that Standards are static, but they're not," he says.

"It's important that our Standards continue to keep pace with changes and developments in the processing sector and input manufacturing, for example, and increased technical and technological capability."

"It's also important that our Standards reflect and respect enterprise scale, from a large capacity system to the small-scale, micro producer."

"The challenge for NASAA also will be to ensure that we are providing Standards advice that meets regulatory and legal frameworks, whilst also providing 'plain English' interpretation to assist farmers of all scale."

/ Continued from previous page

"This is something we'll be working on over the short term."

Phil is particularly passionate about supporting the smaller-scale operator.

"For our own business, organic certification means that we meet Standards that are largely designed for export product, even if we are only supplying domestically."

This can be hard for many smaller producers, in terms of cost and complexity and Phil is concerned that this may be prohibitive for many seeking to grow their organic enterprise.

For this reason, "NASAA's 'gateways to organic' program is specifically designed to support transitions for the home gardener and micro-producers to consider growing systems to commercial production, as well as ensuring ongoing viability for already certified operators," he says.

**And Phil's outlook for Christmas?**

"We'll be preparing and mobilising a new harvest team, selling to our established markets and supplying our dedicated local followers."

"We've been very lucky here," says Phil, "everything is looking very green at the moment."

"I'm just starting to look at the irrigation now," he says, as his voice wanders off.

With the next farm job in mind, so marks the end of a very long 5 minutes!

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# Trip to the west

BY TAMMY PARTRIDGE

MARK GOWER, NASAA GENERAL MANAGER AND I TRAVELLED TO WA IN OCTOBER TO CATCH UP WITH SOME OF OUR OPERATORS WHO ARE DOING AMAZING THINGS THROUGH IMPLEMENTATION OF INNOVATIVE PRACTICES AND THINKING OUTSIDE THE SQUARE. WE ALSO HOSTED A FIELD DAY IN THE WHEAT BELT AREA OF KOJONUP AND FRANKLAND RIVER.

### Margaret River Organic Creameries, Busselton

To reduce the use of plastic milk bottles, which end up in landfill, Peter and Chris Togno have expanded their processing recently to include 20L reusable food grade buckets, with demand increasing steadily. Buckets are delivered and collected each week to clients from Margaret River to Perth. Many cafes, restaurants and even a boutique cheese maker are on-board with this fantastic initiative.

### Woodlands Wines, Cowaramup

The team at Woodlands Wines are looking forward to the opportunities organic certification can provide. Andrew, who is responsible for market access, said they "have already seen the value of organic certification for opening up access to additional markets".

### Vasse Felix, Cowaramup

Recently, we conducted the initial inspection for this iconic brand, and are delighted to say they are enjoying the journey towards certification. Viticulturist Hannah and the team are tackling pests such as weevils in innovative ways, always focussing on soil and plant health as a necessary foundation.

### Landsave Organics, Vasse

Brent and Lisa are doing innovative work in the soil biology microbe space throughout Australia. Achieving significant results in marginal areas with low carbon, high salinity and chemical residue soils. Specialist areas include the wheatbelt, mine site revegetation, horticulture, viticulture and pasture management with an emphasis on incorporating organic principals. They produce NASAA Certified Organic approved compost and vermicompost, as well as a full range of liquid bio stimulants.

### Woodcote Dexters, Margaret River

Owner Tony Skinner runs a purebred Dexter beef herd on diverse native pastures. Cattle are sold via the Western Australian Organic Co-operative.

### Temple Farm, Kojonup

David McFall is running a diverse enterprise system with livestock, cropping and carbon sequestration in the mix.

Land contours have been used to create swales for water management, ensuring water remains on the land for as long as possible whilst managing salinity and erosion. Tree belts have been planted along the swales to provide ecosystem services and increase biodiversity.

## NASAA FIELD DAY, KOJONUP AND FRANKLAND RIVER, WESTERN AUSTRALIA.

**The WA field day was well attended by a mixture of certified operators including Greg Lancaster, Tom Hack, Steve and Susie Marsh and David McFall; organic input manufacturers; agronomists; South West Catchment Council, and farmers interested in organic farming methods.**

NASAA Field Days are a fantastic opportunity for like-minded people to get together and share their knowledge and seek advice regarding any issues they are facing on farm. We are blessed with a wonderful community of operators and supporting organisations.

A massive thank you to the Marinoni and Watkins families for welcoming us onto their farms and sharing their knowledge and experience.

### Changerup Pastoral Co., Grantly and Peta Marinoni

It was wonderful to visit Grantly and Peta, and listen to them, Grantly's parents Phil and Vi, and agronomist Ken Bailey, talk about Changerup Pastoral Co. and its journey in organic certification.

Changerup Pastoral Co. has been in the Marinoni family for three generations, shortly to become four with Grantly and Peta's son about to return home to the farm. The farm has been certified organic since 1991, when Grantly and Peta made the decision to go organic, as they were not seeing the results they expected from conventional farming methods, and overtime their land was becoming less productive as soil health declined. Their neighbours were certified bio-dynamic, so they knew it was possible to farm organically in the area.

Changerup Pastoral Co. has a mixture of soil types from loams to sandy country. This year, the rainfall has been about two thirds of the average, with much of it falling at the wrong times, plus there has been no good rain to finish off the growing season. Oat varieties planted this year were Carrolup and Euro. We drove around the paddocks and had a look at the soils, roots and plant health across a range soil types and crop varieties. The Euro has exceeded expectations in the sandier paddocks, particularly considering the way the season has gone. Agronomist Ken Bailey puts this down to the result of continual work to improve soil health over a period of many years. The soils are forming good aggregates and the microbiology is active, making required nutrients accessible to plant roots. The health of the soils has also resulted in the crop being able to hold off rust, which is a fungal disease causing major issues in many farms and is often treated with chemical sprays in conventional systems.

The Carrolup oats are predominately planted in the paddocks with loamy soils, they have produced extremely good growth and looked to be heading for good yields, (depending on receiving finishing rains). Grantly and Ken conducted a Brix test on the Carrolup oats, which is a measurement of the sugar content in the sap of the plant, expressed as a percentage. It is thought that if you can achieve a brix level of 12% or more it reduces the attraction of insects to the plants, meaning there is reduced need for pest control measures. The brix level in the crop measured was 25%, which is absolutely fantastic. The more efficiently plants take up nutrients and water, the higher the brix reading. This indicates that the balance of bio stimulants, minerals and nutrients is at an optimal level in these soils, being readily available for plant uptake.

It was fantastic to see such great results being achieved by our operators, well done to the Marinoni family, your farm is a fantastic example of what can be achieved when you farm intuitively and with soil and plant health as a priority.

/ Continued from page 21

**Payneham Vale Organics, Ron and Suzanne Watkins**

It was a great treat to visit Ron and Suzanne, and listen to Ron talk about the farm and the ways he has managed it over the years to improve soil, water health and sustainability. Ron has such an intimate knowledge and relationship with the land. He has been able to translate that knowledge into helping people in many countries around the world manage their water and soil to improve health and yields. In some cases, this has meant that families have been able to harvest enough food to feed themselves for the year, with some left over to sell. When previously, they had only harvested less than a quarter of their requirements and had to rely on external assistance to survive.

Ron is a third generation farmer, at Frankland River, WA. Ron and Suzanne have managed the family farm for over 40 years, following on from Ron's parents. Ron's grandfather originally took up the farm in 1908 as virgin bush.

When Ron and Suzanne took over the 550-hectare farm it had many of the same problems faced by most broad acre farms – namely salinity and water management issues. To combat these problems, Ron began by constructing swales that follow the natural contours of the land, capturing fresh water and preventing it from becoming saline. The concept of swales is to pick up water at high points in the landscape before it catches too much volume or speed, and direct it via the swales to water storage sites. When one dam is full, it overflows into the next one.

Ron has also planted trees in continuous belts along the swales, which flow with the landscape and look amazing, in addition to increasing shelter, habitat and biodiversity on the farm. Sections of remnant vegetation have been fenced to exclude livestock and allow them to regenerate.

The farm has gone from being a sheep farm, to being one with rich diversity and integration of farming operations. Some of the current certified organic operations are beef cattle, olives, crops and pastured eggs, with the chooks being housed in caravans and shifted around to assist with pest, weed control and fertilisation. Ron believes that diversity is a key component of sustainable agriculture, with an eye to future generations.

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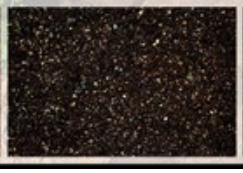

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DE SANGOSSE

# Millennials drive consumer purchase of organic

## DEMAND FOR PRODUCTS THAT ARE 'NATURAL', 'SAFE' AND 'ENVIRONMENTALLY FRIENDLY' CONTINUES TO INCREASE, AND GEN Y ARE THE DRIVING FORCE, ACCORDING TO NIELSEN STUDIES.

It estimated that Millennials – those born between 1981 and 1996 – now represent a third of the dollars spent in the Australian economy. Nielsen data indicates that this cohort is passionate about the environment, increasingly using their purchasing dollar on products that can demonstrate sustainability credentials.

Millennials are also increasingly demanding transparency around production claims to counter the prevalence of 'greenwashing' – or the 'borrowing' of terms such as 'sustainability', 'eco' and 'organic' to promote products.

Certification is not legally required for a product supplied in Australia to be described as organic. However, where a company describes its product as organic, it must ensure that representation is not false, misleading or deceptive, according to the Australian Competition and Consumer Commission (ACCC).

In 2018, skincare products manufacturer GAIA found itself in hot water with the ACCC over misleading claims that their range of baby products were Pure/Natural/Organic when they contained two synthetic chemical preservatives: sodium hydroxyl methyl glycinate and phenoxyethanol.

The company was fined $38,000 for potentially having 'misled consumers into thinking these products are free from synthetic chemicals when they are not," according to ACCC Commissioner Sarah Court.

### Further Information

Visit organic-consumers.com.au

**Whilst cases like GAIA, and others, demonstrate that consumer protections are afforded through the ACCC, collective representation of the interests of organic consumers has been somewhat lacking when it comes to the broader development of the organic industry in Australia.**

Until now.

Officially launched in October, the Organic Consumers Association of Australia (OCAA) is a non-profit, grass roots group dedicated to maintaining and enhancing ethical & quality standards in the Australian certified organic food industry.

The OCAA will provide a voice for consumers who are passionate about ensuring that the food they are eating is natural, safe and environmentally friendly.

OCAA will be active in the area of organic standards, certification and promoting organic food to consumers and encouraging more conversion to organic growing.

The formation of OCAA recognises that consumer trust is the platform that will continue to underpin the growth of organic food production in Australia.

# NEWS WRAP UP

## ANNUAL SEMINAR AND COFFS HARBOUR FIELD DAY

This year NASAA combined a Field Day, Annual Seminar and AGM all into 2 days in beautiful Coffs Harbour, NSW region.

The Field Day kicked off, hosted by Alan Johnstone and his team from Biodynamic Agriculture Australia. At a farm in Bellingen the group were taught about the basics of biodynamic farming and the range of biodynamic treatments. This was followed by morning tea at the local golf club were the group were able to continue with an interactive discussion focusing in on sustainable, organic and biodynamic farming.

/ Biodynamic Agriculture Australia

/ Kiwi Down Under Organic Farm

Following lunch the touring party visited Kiwi Down Under Organic Farm hosted by Tom & Marguerite Hackett. It was a joy to walk about this magnificent property, learn about how it had evolved during the years that the Hackett's had owned it and also to pick up some handy farming tips along the way.

The best part about our Field Days are the opportunities for people to meet others in the industry, build relationships, gain knowledge, share stories and be able to feel part of something bigger than just an individual operation.

The next day was the NASAA annual Into Organic Seminar at the Pacific Bay Resort, Coffs Harbour. This year we were treated to presentations by Glenn Morris (Fig Tree Organic farms), Andre Leu (Director of Regeneration International), Kim Dean (Regenerative Agriculture Coach), Dr Ash Martin (Soil Scientist, Microbiologist), Chris Colbert (The Herbal Connection) and Prof. Margaret Alston (Australian Women in Agriculture). Each of these exceptional presenters will be featured in current and future editions of Organic Insights.

Between the Seminar and dinner NASAA held its AGM, which was well attended. The highlight of the day was the dinner that featured food and beverages supplied by our very own Certified Operators, Wymah Organic Olives and Lamb, Pepe Saya, Mike & Kate Ward, Mandarin Bend and The Never Never Kombu Farm. A truly wonderful way to conclude a busy couple of days.

/ Continued from page 25

## BREAKING NEWS


/ House of Health Collective

### NATIONAL ORGANIC WEEK 9TH–15TH NOVEMBER, 2019

Taste the Difference, Feel the Difference, Make a Difference!

National Organic Week Australia (NOW) consisted of 10 days of targeted media and locally-staged activities designed to increase awareness of the benefits of organic products and farming production systems.

A focal point of the annual NOW celebrations are the Organic Consumer Choice Awards, with winners selected each year by popular public vote across various categories.

Temple Bruer Wines

A shout out to NASAA certified operators, **Temple Bruer**, voted runner-up this year in the Specialist Organic section, and **Central Organic** (now House of Health Collective, featured in our Spring edition of Organic Insights), as runner-up in the Organic Retail Outlet category.

Congratulations to you both!

Aaron Blanco Tejedor / Unsplash

### SA DECISION ON GM MORATORIUM

The move exploited a loophole to make changes prior to the existing expiry date of 2025, through regulating the area covered by the moratorium (to include only Kangaroo Island) – rather than having to pass legislation to remove the moratorium in full through both houses of parliament.

NASAA has been following developments closely over the last few months, as the regulations, which were due to come into force from December 1, went to a Parliamentary vote in late November.

The extension of the moratorium, to 2025, was endorsed by Parliament only 2 years ago. Public consultation at the time found that the majority of submissions representing Local Government, Consumers SA and other stakeholder groups did not support a lifting of the ban.

We are at a loss to understand why the Marshall Liberal Government wants to lift the

moratorium on GMOs, irrevocably damaging South Australia's international reputation as clean, natural and GM-free.

In NASAA's public submission on the draft regulations, General Manager Mark Gower said, "It is unfathomable that the South Australian government, having spent years and many millions of dollars positioning South Australia as clean, green and environmentally sustainable and building the clear economic advantage and brand position, would throw it all away on the back of a flawed high level review and pressure from a small minority of pro GM farmers."

"A decision to remove the current ban will mean the loss of choice for South Australian growers to remain GM free, or move to organics which can offer significant premiums, especially in drought years."

A proposal to introduce regulations to lift the GM moratorium in South Australia was quietly presented by the Marshall Liberal Government in August this year as an - almost - fait accompli. Thankfully the government were defeated in their ill-considered proposal and currently the South Australia GM moratorium remains in place. However we will continue to be vigilant, monitoring any possible future activity in this space.

## WHILE EARLIER, IN FEDERAL PARLIAMENT…

**Deregulation of gene-editing technology: Disallowance motion defeated in the Senate.**

The Senate convened on the 13th November to consider a disallowance motion from Greens Senator Janet Rice to prevent the Morrison Liberal Government's proposed exclusion of a class of gene-editing technologies (SDN1 and CRISPR–CAS9) under the Gene Technology Act 2000.

The proposed exclusion means that such technologies will not be required to be notified to the Office of the Gene Technology Regulator (OGTR) in Australia and will, therefore, be largely deregulated.

**This is not good news for organic producers.**

CRISPR technology is recognised as genetic modification in several major export markets including Europe and China and will, therefore, have a major impact on producers looking to supply these markets.

"Because our markets demand GMO free food, their uncontrolled and unmonitored release into the environment, agriculture and domestic food supply are a significant concern for Australia's organic industry and conventional food exporters," says NASAA Chair, Glenn Schaube.

"No other country is deregulating CRISPR GMO technology to the extent that Australia is," he says.

"This is a disappointing outcome for organic farmers everywhere in Australia. However in the immediate term, the risk of non-compliance with the NASAA Organic Standard (NOS) is limited, until these life forms are more widely released. While an adjustment to the NOS with reference to the definition of GMOs to include gene deletion, encapsulation and doubling, will be required shortly, current products are unaffected."

"Alongside any advice of changes to the NOS, NASAA will provide guidance to ensure Certified Operators can respond appropriately and with minimum disruption or cost to their business. Our goal is to ensure that products bearing the NASAA Organic label can continue to meet organic standards in regulated and unregulated organic markets, here and overseas."

/ Mister Rye

## THE FINAL (PLASTIC) STRAW

Local Greentech start-up company, Mister Rye, is set to capitalise on the recent commitment from the South Australian Government to place a ban on single use plastics, committing to producing 1 million straws made entirely from organic rye (sourced from NASAA certified producer, Border Park Organics) before Christmas.

The straws are 100% biodegradable and compostable and are set to take us back hundreds of years before plastic, when rye was the original straw!

# UPCOMING EVENTS AT HOME & AROUND THE GLOBE


## BIOFACH 2020

**Location:** Nuremburg, Germany

**Date:** 12-15th February 2020

A highlight of the international organic calendar under the patronage of IFOAM, BioFach will once again be held in Nuremburg from the 12-15th February 2020.

BioFach is the largest organic trade show in the world, with last year's event attracting 3,266 exhibitors and 51,500 trade visitors from 143 countries.

For further information on exhibiting, visit www.biofach.de/en


## EVOKE AG.

**Location:** Melbourne, Australia

**Date:** 18-19th February 2020

evoke AG. is the Asia Pacific region's largest agrifood tech event.

It is an event that allows delegates to explore what's next in the agrifood tech space, covering three main themes; food – farm – future. evoke AG. It is an immersive experience delivering diverse topics and cutting edge innovation from across the region and around the world. The only event of its type bringing people together to connect, collaborate and evolve all things agriculture.

## THE CLIMATE AND CARBON IN AGRICULTURE CONFERENCE 2020

**Location:** Adelaide Convention Centre, South Australia

**Date:** 31 March – 1 April 2020

The Climate Research Strategy for Primary Industries (CRSPI) is bringing together people from across a wide range of commodity sectors, primary producers, government, investors and researches with the latest information on climate and carbon strategies for the agricultural sector.


## BIOFACH CHINA 2020

**Date:** 13 – 15 May 2020

**Find out more:** www.biofachchina.com/en

As the sub-exhibition of BIOFACH in Germany, BIOFACH CHINA has been organized by NürnbergMesse GmbH since 2007. After rooted into the local market for 14 years, exhibits of superior quality, gathering of professional buyers, exhibition culture of environmental protection and further education of organic consumption have made BIOFACH CHINA become the main business exchange hub of organic commodities in China.

NASAA organic

# Join Australia's first organic industry association today. And help shape the industry of tomorrow.

**NASAA Organic (National Association for Sustainable Agriculture Australia), was established in 1986, making us Australia's first organic industry association.**

**With passion we support, educate and promote the benefits of organic, biodynamic and sustainable agricultural practices for industry and consumers, to provide healthier choices for people and the planet.**

**We truly value and appreciate members support as it further enables us to advocate for the organic industry and promote the produce and services of our operators and members.**

As a NASAA member you directly contribute to the national organics agenda, providing input to the organisation's future direction.

**ORGANICS IS MUCH MORE THAN MARKET ACCESS. IT'S A WAY OF THINKING AND FARMING.**

NASAA Organic's strength has always come from those who firmly believe in upholding the standard, embracing innovation while respecting the organic philosophy and supporting the development of sustainable, certified organic food production in Australia and overseas.

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- Marketing support via sector-wide promotional of organics which underpins consumer confidence and sales

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