

AUTUMN 2022

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ORGANIC INSIGHTS

THE MAGAZINE OF THE NATIONAL ASSOCIATION FOR SUSTAINABLE AGRICULTURE AUSTRALIA



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Tim Marshall
/ NASAA Organic Chair

MESSAGE FROM THE CHAIR

ACHIEVING FOUR PERCENT ORGANIC PRODUCTION IN AUSTRALIAN AGRICULTURE

In 2000, the Organic Federation of Australia (OFA) developed a strategic plan for the organic industry that anticipated 4% of Australian agricultural production would be organic by the end of the decade.

The plan envisaged that this would require the conversion of 2,000 farmers, a cohesive and integrated organic industry where diverse organisations worked together, and policy development to convince government and non-government environmental organisations that organic could significantly contribute to sustainability and biodiversity.

Why did we not achieve any of these goals and what would it take to reach them in the current decade?

Problem: The OFA has been replaced by Organic Industries Australia (OIA) that is showing early promise as an effective peak body, but there is still another pretender to that role, even though its constitution is not designed for that function and its industry consultation falls far short of what is required for that role.

Solution: We must gather industry support and funding for OIA so that it can coordinate policy development and consultation with government, environment, and consumer organisations. This is a key objective that will aid with facilitation of all other goals.

Problem: While the value of the industry is growing, the number of new conversions is far below what is possible.

Solution: NASAA Organic and other organisations must step up our efforts to provide conversion support.

- We need to make available a comprehensive conversion manual, supporting workshops and mentoring for converting farmers.
- We need to provide workshops to government, private agronomists, and farm economists to secure their support for conversion. When we do this, we will also gather support for more organic R&D, which will assist converting farmers.
- We need to target the regenerative agriculture movement to convince them that organic is the ultimate achievement of regenerative approaches.

/ Continued from previous page

- We must introduce Participatory Guarantee Systems to encourage small scale producers into certification and prepare them for third party certification as their business grows.

Problem: Organic is not gaining reputation with consumers or environmental NGOs with respect to its reputation for health and sustainability outcomes.

Solution: We need to promote the excellent research into health benefits that is now possible due to the reduced cost of product testing, the much greater levels to which we can test for beneficial results and contaminants, and better knowledge of the impact of pesticides and agricultural inputs. We must emphasize the capacity of organic production to reach UN Sustainable Development Goals (SDGs) to gain support of government and NGOs. We must ensure that whatever process replaces the now-disbanded OISCC to manage the National Standard is rigorous and that biodiversity and humane provisions of the standard do not continue to decline as they have done in the last two decades.

Problem: Our industry is fractured and lacks integration.

Solution: We must unite our industry and I believe that more conferencing and community activities such as pub talks, and workshops have an important role. Conferences were the glue that held our industry together in the early years of certification and rapid growth. We should collaborate on conferencing rather than fragmenting and running organisation-specific events. We must have a plan to manage the industry, which includes support for the OIA, industry ownership of the National Standard, government enforcement of the standard, and industry-wide agreement on key policy documents and goals.

Question: Who is responsible for achieving these suggested solutions?

Answer: Everyone has a role to play and need to contribute what they can, according to their knowledge and capacity.

Here are a few suggestions:

- Buy organic products whenever you can to support organic producers, processors, and retailers.
- Maintain certification for your products.
- Achieve the best organic management you can on your own property, so that you are an example to neighbours and friends.
- Encourage others to convert. Do not see other converting farmers as a competitor, but as a way of achieving the holistic goals of organic production. Grow the pie and there will be enough for all.
- Talk to everyone about the benefits of organic. Organise local events and talks where possible. Ask NASAA Organic for support and we will help when we can, with literature, social media promotion and providing speakers.
- Maintain your membership of key organisations like NASAA Organic or OIA. When the organic industry talks to government, numbers matter. Your membership fees matter. Introduce organic ideas and benefits to any other organisations to which you belong, including Landcare, NRM, regenerative agriculture associations, social media groups, local environmental organisations, or political parties.

Tim Marshall

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“Everyone in the value chain has a role to play in supporting organics.”

David McFall, Chair of COBWA on industry participation and a voice for organic



Alex Mitchell
/ NASAA GM

MESSAGE FROM THE GENERAL MANAGER

From Summer into Autumn and we find the world is again in turmoil, with the unease of the international relations bearing down on us all. This can have a long-lasting effect on our resilience as we all get about our business. I personally, have noticed how difficult it can be to be in the here and now, and to concentrate on what is important and in front of us.

In approaching our focus on the themes for issues of Organic Insights, the crew identify the questions and points of discussions they've had with business operators, family, friends and the general public. This helps us to see what we should be concentrating on to provide the best information and opportunities to support the organic industry and the community.

To be perfectly blunt, sometimes it feels like a record playing the same song. After 35 years, the message of "what is organic" is still the focus of communications and advocating on the importance of organic to the individual, the community, and the world, remains an uphill battle.

So...this issue we went out asking "What do you think the perception of organics is in 2022, and has it changed over the years?"

Afterall, the recent release by FiBL and IFOAM of the "[The World of Organic Agriculture- Statistics and Emerging Trends 2021](#)" again tracks the continual growth of the organic supply chain. The release last year of the Commission for an [Action Plan](#) to develop and boost organic production and consumption of organic products and reach 25% of agricultural land under organic farming by 2030, surely shows the world view, how important organic production is to all agricultural sectors.

However, in our pursuit of support from well-known agricultural organisations – *the biggest message we got was silence.*

In approaching mainstream agricultural organisations and peak bodies (in some cases many times), we did not get engagement from them, to put forward their perceptions of organics positioning in their industries.

Our stories in this issue therefore, come from businesses working in the organic supply chain and NCO certified operators, exploring their experiences within their industry sector. Some of the stories show great acceptance and acknowledgement, others are a little less optimistic, but all are a great read!

This brings the biggest question of all – is the organic community (industry, scientists and consumers) – still fighting for legitimate recognition? Is this still a social and environmental movement, with a valid voice and contribution that requires remobilising? I hear from many..."yes!"

So, in the world of the "Me Too" movement – I will be brave in putting forward an "Us Too" in recognition of organics and all it delivers socially, environmentally, and globally for sustainable development.

It can start with the Australian Government taking the position that it recognises this, by legislating domestic regulation...after all, we have only been asking for it for a decade or two! I hope you took part in the "Us Too" movement and put your voice forward on the submission process addressing the [Domestic organics regulation impact statement | Have Your Say - Agriculture, Water and the Environment \(awe.gov.au\)](#)



celebrating 30 years

and still
excited...

Broome Organic Gardens at 12 Mile has been a 30-year journey and love affair for Wayne Howard and his [recently deceased] wife Claire.

Meeting serendipitously as artists in the 70s, the couple lived a freewheeling existence, following their shared interest in Indigenous cultures, and living remotely in the NT – in Darwin and Arnhem Land and later Fitzroy Crossing in the Kimberley region.

“We weren’t hippies, but I guess you could call me a ‘punk’” says Wayne.

“We had a saying, PUPO or Pack Up and Piss Off. We were moving around a lot,” he laughs.

“We lived in a few Aboriginal communities, and both of us spoke fluent Pitjantjatjara,” he says.

“We used to joke that Claire spoke kid’s Pitjantjatjara because of her background in educating children, and I spoke proper language as I had learnt from Elders.”

After 6 years of living remotely in the NT and WA, Claire coaxed Wayne to go back to study, and he was accepted into Film and Television and Australian studies at Curtin University in Perth.

“The second year, I also enrolled in a Post Graduate program in the Art Department, specifically to do experimental video and painting,” says Wayne.

“At the end of the year, we held a successful Exhibition in the Beach Gallery, and it got a good review and photograph in the weekend West Australian newspaper.”

“We moved to Nookanbah Station in the Kimberley’s the next year, 1988. My son and I had had enough of the city life!”

Claire had started writing curriculum for indigenous studies and was put on the ministerial board for petrol sniffing; she wrote curriculum and distributed it into the affected communities.

During this same year, Claire was selected for the position of tri-State Coordinator for Aboriginal Education Policy across the three states WA, SA and NT. This was later overturned in subsequent meetings, so Claire took the 3 states to the Equal Opportunities Commission and won after a 5-year battle.

“It’s such a story – I want to make a radio play out of it,” says Wayne.

Wayne then worked at Junjuwa (Fitzroy Crossing) as a Project Officer, and later for the Kimberley Regional Service Providers, a training RTO supporting indigenous communities.

Claire was working as a lecturer and developing teacher training courses on site at the Nookanbah community.

It was during this time of Claire working in Perth and preparing to take the teaching role, (while Wayne was studying Film & TV at Curtin University) that she was seconded to take up the position.

On a trip to Broome to work on curriculum, Claire encountered 12 Mile and the Bukanal’s who lived there, and upon her return to Perth she said how nice it was. Wayne and Claire sold their house that they had purchased in Broome back in 1984 and bought the 12 acre block at 12 Mile.

“We bought the property in 12 Mile at Broome in ’88, when the tri-State issue happened and began our lives as organic growers!” says Wayne.

THEN & NOW



"At that time, there were just 13 mango trees planted and a tin shed on the property."

Claire had a family background in farming and Wayne has early memories of his family gardening in Gippsland in Victoria.

Wayne says his family was a big inspiration, particularly his mother, who would enter all the flower shows. So, growing was definitely in the background.

"It's very harsh up here, though, hard to grow. It's a hard gig," he says.

Armed with Grass Roots magazine, having met John Archer (Publisher of Owner Builder Magazine) at Docker River in 1983, Wayne and Claire proceeded to build an oasis of beauty and bounty on the property.

Wayne ran the building program employing Angus Mc Ivor, an Architect Builder and along the way, gained a good knowledge of building, welding, mud brick and rock construction along with knowledge of bores.

"A local Kimberley guide, Tim Willing – or as we liked to call him, Time Willing; brought a number of exotic plants on to the property, introducing me to the wonderful world of Bamboo," says Wayne.

"It's created this overwhelming dense canopy of 12 acres that people can get lost in!"

"You could write a book on Tim's exploits as he introduced many exotic plants from Madagascar Africa and India into the Broome environment and is probably the most knowledgeable person on Kimberley plants and history."

Mangoes, bananas, jackfruit, citrus trees, 60 varieties of bamboo, borassas palms, coconuts

sapodilla, black Sapote and a selection of beautiful flowering Kimberley rainforest trees such as Bombax ceiba and Garuda floribunda create a canopy over the property with spots carved out to enable the growing of vegetables, watermelons and herbs. Produce is sold through the Broome Courthouse Markets (a community market which Claire set up) or into the restaurant trade.

"Our approach – and advice to others – is to find a product that grows best. See what grows well," says Wayne.

"Organics is lifestyle. Sharing your life with all the animals. Natural beauty," he says.

After 30 years, Wayne still shows a keen enthusiasm for creative expression.

"I have so many ideas that excite me, but there is not enough of me to do it. I need a clone," he laughs.

"I have an idea to establish my RAGS idea, or Remote Area Gardens that would look to establish gardens in Aboriginal communities."

"Another project I call my BOG (Bairnsdale Organic Garden) on a family property where Claire and I planted 1100 inoculated oak trees. So, I'm imagining a future of wombat with truffle maybe."

"I'm experimenting with our bamboo harvest now making bio char. The excess culms I'm imagining as vertical gardens, container boxes, fencing poles..."

"I also see myself returning to my Art eventually."

"I plan to become a crypto-millionaire to fund it," he laughs.

Claire Howard was diagnosed with a fungating sarcoma cancer in early 2020 and moved back to her origins in Blampied, Victoria. She sadly passed away in early 2021.

"In her last few months, she never stopped drawing and painting on the iPad I purchased for her, so her legacy lives on. I got the digital images printed and now sell them as post cards or larger A4 prints and intend to have them available online," says Wayne.

Creativity lives in the genes, with daughters Magnolia and (son) Tjalkalyiri both being jewellers, and other daughter Lesley-Claire, an architect. Their son Wilyarti is a computer engineer, who lives in Eme in QLD with grandsons Wayne-Han, Eric and Noah.



industry viewpoints

The organic community is a broad church that represents a diversity of production, philosophy, opinion, and background. It has been a community that has been going since the 1930's, becoming more formerly recognised as an industry in the mid 1980's with the formations of groups, such as NASAA and the Biological Farmers of Australia.

These articles and interviews explore how organics is currently perceived as a legitimate business model, and we revisit the journey some have taken to get where they are. Also featured is an international perspective from a well-known personality from the New Zealand organic industry – who has a turn of phrase worth putting on a t-shirt!

“Whilst the Australian Export Control Act controls how we export our organic beef, without Mutual Recognition Agreements (MRAs) with export markets like the USA and South Korea, additional certifications are needed, and this is costly for producers, processors & exporters like ourselves.”

“We continue to encourage Government to address technical trade barriers and to negotiate MRAs to enable better access to opportunities in export markets.”

“And, for the farmer, research and development on farm, including pest management and predator control...” she says.

OBE Organic and Dalene are (and have been) strong participants in calls for better industry frameworks and regulation through involvement in several



**DALENE WRAY,
MANAGING
DIRECTOR OF
OBE ORGANIC**

“Our primary concern is market access and recognised equivalency

in export markets,” says Dalene Wray, Managing Director of OBE Organic, Australia's largest family-owned organic meat supplier.

Having just returned from her first travels in 2 years representing OBE Organic at Gulfood 2022 in Dubai, Dalene says that “interest in organic continues to be strong in export markets; North America, the Middle East and South East Asia.”

organic representative groups.

As a participant in the Australian Organic Industry Working Group, founded in 2017, Dalene was involved in the development of an Industry Roadmap & Export Strategy, a project that was funded through an ATMAC grant from Department of Agriculture, Water and the Environment to improve outcomes for the organic industry.

“Peak industry bodies play an important role,” says Dalene.

“Many participants in agriculture are small to medium enterprises, which lack the resources to successfully prosecute for necessary improvements to industry standards. Peak industry bodies typically have representatives with skills & the resources to lobby Government on behalf of their members.”

Most recently, Dalene has been a part of the Hon David Littleproud’s Organic Industry Advisory Group, which is focused on improving the domestic organic regulatory framework, that will also benefit exporters. The Department of Agriculture, Water and the Environment has recently released a Regulation Impact Statement (RIS) for public consultation.

The Regulation Impact Statement (RIS) is seeking comments on how the Australian Government could regulate organic products domestically. It examines the policy problem under consideration, as well as potential regulatory and non-regulatory options for reform.

Domestic regulation of the Australian organic industry is a positive step towards improving opportunities for all participants in organic supply chains.

“In addition to our participation in organic leadership, we [OBE Organic] are a member of the Organic Industries of Australia, Australian Arab Chamber of Commerce & Industry, Chamber of Commerce and Industry Queensland, AgForce, Institute of Managers & Leaders and Femeconomy – and of course, our producers are levy-paying members of Meat & Livestock Australia (MLA).”

“While Meat & Livestock Australia doesn’t specifically promote organic over conventional beef production, they promote the benefits of Australian beef to customers in domestic & export markets more generally, and we benefit from that co-marketing promotion,” she says.

Dalene also points to a recent investment by MLA through a supply chain project that included Australian Organic Meat (AOM) and Escavox, which validated the benefits of track and trace technology.

Other Government funding has been available to the sector, with Australian Organic receiving \$100K to develop an online platform to deliver webinars on exporting.

“We think it’s important to be involved in & contribute to as many forums as possible,” says Dalene.

“You can’t ask for better outcomes without giving something in return,” she says.

“It’s a two-way street; we need to provide information to Government on what our challenges are as a sector, to seek support in return.”

“I would encourage people to participate....we need more people to share their views in various ways.”

“It just helps to make our message stronger.”

/ Continued on page 8

OBE ORGANIC IS AN AUSTRALIAN LEADER IN CHAMPIONING SUSTAINABILITY, NOT ONLY IN BEST-PRACTICE ENVIRONMENTAL STEWARDSHIP, BUT IN THE PROMOTION OF SOCIAL JUSTICE, DIVERSITY & INCLUSION, AND INDIGENOUS RECONCILIATION.

The company’s list of efforts and achievements are considerable, and include:

- **2014** – the first and only Australian beef company to adopt the UN Global Compact’s six Food & Agriculture Business (FAB) Principles.
- **2017** – the fourth agribusiness to have a Reconciliation Action Plan (RAP), endorsed by Reconciliation Australia.
- **2019** – alignment of the company’s ‘Flourish’ sustainability strategy to achieve relevant UN Sustainable Development Goals (SDGs).
- **2020** – recognition by Mental Health First Aid Australia

(MHFA), as a GOLD Accredited Mental Health First Aid Skilled Workplace.

- **2021** – participation in the ‘She Looks Like Me’ global campaign to change perceptions of careers for women in the meat supply chain.

The company’s **Sustainability Update**, circulated initially to critical stakeholders, provides a snapshot of the company’s efforts and commitment to product, people, animals, and the environment.

“Our latest sustainability report describes the progress of the OBE Organic® FLOURISH Sustainability Program. We take our commitment to people, animals, the environment,

and our product seriously. Our Sustainability Update provides a snapshot of our efforts to deliver on our mission, to help people lead better, healthier lives. What we’re hearing from consumers around the world, is that they want businesses like ours to focus on sustainability. There is no ‘one size fits all’ when it comes to sustainability. Ultimately, what we do and how we report on our sustainability efforts, needs to be tailored to the unique needs, interests, and preferences of each stakeholder.”

Further Information

[OBE Organic](#)

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FINDING ADVICE AND INFORMATION ON PRACTICAL ON-FARM MANAGEMENT IS A CHALLENGE FOR MANY

DEANNA DE BONDT BENOA HOLDINGS, VICTORIA

“People traditionally change only if they are challenged,” says Deanna de Bondt, an NCO certified organic dairy farmer from South Gippsland.

This was the case for Deanna and her husband Con when circumstances forced them to make some hard decisions.

“2015/16 was a particularly bad season that followed what seemed to be a long run of bad milk prices and bad seasons and we were doing it tough – the Murray Goulburn issues surfaced, and prices were sharply down,” says Deanna.

“We were putting 80-90 hours in each week, but we were just hanging on, selling cattle to China to help subsidise things.”

It was a conversation with a neighbour (and friend) that first put certified organic farming on the couple’s radar.

“By chance, he had followed a True Organic milk tanker on his way to the post office and that got him thinking. He suggested it as an alternative to conventional milk harvesting,” says Deanna.

“We initially gave consent to our

friend/neighbour to do the research and he encouraged us to attend a meeting with True Organic, and that’s when we started to seriously think about certified organic,” she says.

“We decided to bite the bullet and go ‘cold turkey’.... this meant no inputs unless they were certified organic, and a steep learning curve for the couple, and their cows.

“Con wasn’t a believer at first, but after treating mastitis in the cows with honey [produced on farm by a Certified Organic beekeeper] and seeing the results, which were very positivein a short time, he was converted,” she said.

As nature came in and did its thing, Deanna says the cows went from “screaming for silage” to enjoying better pasture feed and forage.

“We became fully certified in 2019 and now supply to Australian Organic Milk Company, ACM – who process conventional, A2 and certified organic milk,” she says.

Whilst milk prices have improved in the last few years and conditions are generally better for all dairy farmers, Con and Deanna can see strong financial growth in their certified organic dairy.

“Had we known what benefits it would bring, we would have started earlier!”

The couple found it difficult at first, coming in as ‘conventional’ farmers and not as organic ‘purists’.

“We had been farming traditionally for 30 odd years. We didn’t see ourselves as organic farmers,” says Deanna.

“There was definitely a divide and a learning curve for us, with not much information available on what works, and what remedies were available,” she says.

“We found some resistance to sharing information from established organic producers and it was hard to organise to chat with people.”

“But the founders of True Organics were helpful, and once they realised we were there to stay, and committed to ‘Certified Organic,’ it was much easier.”

The couple also found that some of the remedies were more appropriate to smaller farms; and that larger numbers made herd application more complicated.

“We are quite a large operation over 1,400 acres with 500 milking cows, and as some remedies require physical application on

each individual cow – rather than a blanket approach – we had to figure this out,” says Deanna.

While there has been no specific support from Dairy Australia for certified organic producers, the de Bondts have been proactive in accessing a grant to support funding of a farm infrastructure upgrade.

The couple have just received a solar energy grant from the Victorian Government (50% matched funding) to convert the whole farm to a solar power and lithium battery storage system.

“We spent 12 months putting the grant submission together, getting an energy assessment and working with a solar solutions provider (REDEI Solutions),” says Deanna.

“Given that we have been researching an alternative to grid power and high-power costs for almost 20 years, it was a relief to finally find a solutions provider in REDEI Solutions that could support our farm ongoing, not just installing and walking away.”

“We are thankful to a neighbouring farmer who had previously used the grant and put us on to REDEI; and grateful to the Government, in helping dairy farmers fund alternatives that help the environment.”

“We hope to have the project completed and running by June 2022.”

“We are aware that large companies are also starting to fund farms/certified organic farms

to choose alternatives that are “sustainable.” We will be looking at these [funding avenues] as we move forward.”

Since leaving city-based careers to return to the family dairy almost 34 years ago, Deanna and Con have been on a continuous learning curve; growing the operation to scale, transforming, and building new infrastructure, and now adopting new management practices.

“It feels great to be working within a space of ‘sustainability,’ ‘healthy happy cows’ and caring for the soil, not just what is on the top!” says Deanna.

“It’s given us great pride in our work and long-term security for the future.” / Continued on page 10



ACCESSING GOVERNMENT CHANNELS CAN HELP FUND INFRASTRUCTURE INVESTMENT



WENDY EDWARDS M EDWARDS & SONS PTY LTD, VICTORIA

"Lack of clear and consistent domestic regulation is a huge problem for us and one that the certifiers need to tackle," says fifth generation farmer Wendy Edwards, of NCO certified orchardists M Edwards & Sons Pty Ltd.

The Edwards family have been farming continuously since the 1880's at Red Hill South, an hour and a half out of Melbourne. Father Donald, Mother Jean, brother Brendon and Wendy run the certified organic farm, predominantly growing a range of apple varieties sold through the Queen Victoria market, at Market Organics Pty Ltd and the Melbourne Wholesale Market at Organic Growers Group.

"At the markets, it's the younger generation, the millennials and health-conscious families that understand the difference between organic, biodynamic and conventional," says Wendy.

But she says the markets, Retail, Wholesale and Farmers Markets, don't try to educate people on the differences – or the importance of certification, and how it ensures food quality.

"At Market Organics, if I can see someone trying to understand it, then I educate them on certification, to look for the certification label as a check and balance, to also look for an organic

the consumer can trust, to show the certification in organics."

Along with seeing more education around what organic is, Wendy would like to see a greater representation of varieties and a change in perceptions of the 'perfect' fruit.

"We are being conditioned by the major supermarkets to grow only certain varieties. You don't see Jonathon apples anymore, for example," she says.

The Edwards family grow a whole range of varieties of organic apples - Gravenstein, Jonathan, Golden Delicious and Granny Smith, along with the newer varieties of Royal Gala, Pink Lady, Fuji, Sundowner and Jazz.

The family farm was fully converted to organic management in the 80's and has been continually certified organic by NASAA since 1987.

Wendy thinks that the industry doesn't share information well though, and that the certifiers have an opportunity to play a leading role in this exchange and growth.

"There are definitely conventional growers that are interested in organic practices, they are trying to be more conscious, but it can be difficult where there is money to make, when you need to protect crops and keep the pests out,"

/ Continued from previous page

retailer that is registered," she says.

"It's particularly a problem at Farmers Markets, with claims of the stall holder being organic, but failing to hold any appropriate organic certification. We need a domestic standard that

she says.

"There is a lack of information on practical remedies. You have to ring growers to ask, but of course, one orchard will be different to another."

The Edwards are members of APAL (Apple and Pear Australia Ltd) and Horticulture Australia, but haven't seen any particular support for organic producers, which has been 'disappointing' according to Wendy.

"Most of our knowledge comes from Dad and has been passed down from the previous generation and now to the current, Brendon."

"We keep plodding on, one foot in front of the other; there are people out there who need and want organic, for health and lifestyle. It is important to help others within our community who want to consume healthy produce."



From Left to Right: Brendon Edwards, Donald Edwards and Jean Edwards. Brendon's daughters Sophie (in his lap) and Tayla (with Jean).

Further Information

[mpproduce.com.au/
m-edwards-sons-035](http://mpproduce.com.au/m-edwards-sons-035)

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DAVID MCFALL TEMPLE FARM TRADING

COBWA (Certified Organic Biodynamic Western Australia) is an excellent example of collective advocacy for the interests of organic growers.

Current Chair, David McFall recognises that a lack of support from peak industry groups and Government for organic producers in the State was the genesis for COBWA, and he speaks of his own experience as an NCO certified organic oat farmer.

"The organic grains sector in WA has variable support at agency and industry level," says David.

"The Grain Industry Western Australia [GIWA] has an Oat Council, and the organic oat growers have a seat around that table," he says.

"Other grains are less represented, however, and the Government [DPIRD] and R&D Agencies [GRDC] have historically been poor engagers."

David says the bulk of chemical farmers have "well established

system approaches, supported by agronomists, dealers, bankers, agencies, R&D sector, Uni's and educational institutes etc leaving organic operatives as 'poor cousins'."

"The limited access to organic agronomy support does not help to encourage chemical farmers to transition to organic, though 'organic' knowledge is starting to be applied by default in chem systems to improve soil health, carbon and economise on inputs."

David says that organic farm systems attract interest, but there needs to be a better "understanding of weed management, earlier sowing, variety trials, bio amendment trials and product / market development."

Also, "yields are way too variable."

David says that DPIRD does not consider organics as a major player in WA, the sentiment is that Regenerative, is good enough.

"Despite regenerative being an honourable principle," he says, "it does not have a clear system description, and can in all reality be GMO, heavy chem, synthetics,

carbon depleting and eco disruptive, but gets the pass card because it is 'min till'."

COBWA facilitates discussion and networking to assist the organic 'community' and encourage member trading. The group also networks with other interstate groups like NASAA Organic, OIA and ORICoop, to help exchange ideas and support greater profile of practice to the Australian Government.

"Engaging with Government and other agencies may create a seat at the table for organics, though the industry is establishing good relationships with the science sector, through University entities and is finding this a great help," says David.

"The other organisational layer that organics engages with is the Grower Group Alliance network. This is very much the people's grower network [though funded by Government] and has good accessibility and resource support for the organic grower group."

"Our aim at COBWA is to get the traditional bodies to embrace the value of organic farm systems and practices," says David.

"Everyone in the value chain, from producer to consumer has a role to play in supporting organics as it is a two-way relationship, and we are all reliant on each other to grow the industry."

Further Information on the COBWA network go the web site cobwa.com.au and follow the link via resources page to access the Bioamendment Support Tool

David McFall is a 4th generation farmer located in the picturesque district of Cherry Tree Pool in the Great Southern District of WA.

The property 'Temple Farm' is a leading example of regenerative organic farming with fully integrated projects, such as Yeoman's water harvesting, revegetation for habitat linkage, Oil Mallee agro-forestry and Carbon farming.

over the ditch NZ perspectives

Buy Pure New Zealand Managing Director Brendan Hoare has a strong vision for the future of the country's organic farming, "I want to see New Zealand as an organic eco-nation – touching every aspect ... energy, transport, healthcare, the products we consume, and everything we eat."

"But I don't see this as a New Zealand issue; it's a global issue and an international task," he says.

"We've left the industrial age, but we are still holding on to its mythology."

"The change needed is cultural; cultural attitudes, cultural intelligence, cultural practices and acknowledgement of cultures – of our indigenous peoples."

"There is a global need to reconnect, to speak and be truthful to the Earth."

New Zealand may be small but comparatively punches above its weight in organic.

Valued at a conservative \$723 million (\$421 export), according to the 2020/21 New Zealand Organic Market Report commissioned by Organics Aotearoa New Zealand, and undertaken by Brendan's company, the sector has grown at an annual average of 6.4% over the last 3 years, underpinned by consumer demand for key products; dairy, wine, and kiwifruit.

The report, titled Time for Action, is timely in its call to address constraints to industry growth in terms of policy frameworks, research, and funding.

"In New Zealand, it's not happening fast enough," says Brendan.

"Effectively, there is little to no Government support at a national level. To be honest, we are struggling, and have little capacity. For example, we only have a level 4

Diploma in organic at the tertiary level, which simply is not enough. No training, professional development, all extension services are private."

"Many who have been leading change are the same volunteers who have been tirelessly contributing for 30 years," he says. "It is not sustainable."

"We are exhausted!"

Brendan identifies many parallels with the Australian experience and says the two countries have long enjoyed cooperation and a "dynamic exchange" on matters of regulation, market access, export, and trade.

His fondness for Australia extends back to his student days, where he was fortunate to meet both David Holmgren and Bill Mollison at Lincoln University in New Zealand, in 1984.

This led him to study Urban Regional Planning at Queensland University of Technology in Brisbane, and later in 1994, he had the fortune of working with Prof Richard Bawden for his Masters at Hawkesbury, and subsequently Prof Stuart Hill of the School of Social Ecology (University of Western Sydney).

It's where he embraced the progressive and holistic focus on the social, psychological, environmental, and 'spiritual'.

"While Holmgren set me on fire," he says, "it was my time at Hawkesbury that transferred that young, youthful energy into professional capacity, with skills

and confidence to have impact. I've never stopped learning, or lost touch with these people and practices. I have committed my life to this."

Passion has guided Brendan over the last 39 years as an organic farmer, advisor, trade consultant and researcher. His CV also notes roles including former Executive Chair and CEO of NZ's national body Organics Aotearoa New Zealand, President of Soil and Health Association, a Director of BioGro, and IFOAM World Board member, with involvement in all aspects of organic regulation, industry promotion, trade development and R&D. Brendan also lives and works on his own certified organic PGS farm, Long Breath Farm, located in the Waitakere Ranges.

Brendan doesn't hold to a distinction between expression of systems; regenerative, permaculture, biodynamic or organic.

"We need to embrace people at all scales; to meet people where they are at, at their point in time, and degree of learning," he says.

"We need transition strategies that enable and empower people to have confidence to change."

"Organic is really a verb, we really should be practicing 'organicking'.

"Organic to me is not an industry, it's a community leading the fastest growing multi food sector in the world" he says.

Further Information

Buy Pure New Zealand
buypurenewzealand.com

New Zealand Organic Market Report 2020/21
oanz.org/market-reports

"We need to embrace people at all scales; to meet people where they are at, at their point in time, and degree of learning."
 "We need transition strategies that enable and empower people to have confidence to change."

Brendan Hoare, CEO Buy Pure New Zealand
 on pathways to regenerative organic agriculture



Brendan is currently Associate Director of the NZ Government initiative, the 'Veracity Lab', that is looking to address just one of the big science challenges - ensuring the safety and security of New Zealand's digital future.

His role embraces working with 10 professors across five Universities through a use case exploring the challenges of ensuring agricultural trust and integrity, through the quality assurance value chain.

To give 'tangibility' to the project, Veracity Lab researchers are currently working with a trial group of organic and apiculture digital savvy practitioners and aquaculturalists. The intent is to demonstrate the cutting edge of values-based and human-centered technology.

Veracity Lab
veracity.wgtn.ac.nz

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sales & marketing master class

Where to go for help? was the theme of our last Organic Insights and, from feedback, it seems that the path to market is a challenge for many.

Many people enter organic production from a purely philosophical and ideological perspective, wanting to work in harmony with the land and achieve better environmental outcomes. However, many are less comfortable with the other side of the sustainability equation; sales, marketing, operations and financial profitability.

In this edition, we follow up with management consulting firm Elm Professional to deliver Part 1 of a 3-part Sales and Marketing Master Class.

Being able to market and sell your organic products successfully, is a critical element in the success of your operation. Often, we think increasing sales is the panacea to profitability, without realising that it can also be the quickest way to destroy it, especially when made independent of the broader business and processes.

Elm Professional, a Management Consulting firm specialising in organic food distribution, is all too familiar with this.

“Our most requested service is sales support,” says Dr Pete Marzec, CEO of Elm Professional and farmer from South Australia.

“However, when we start to delve into our client’s challenges around sales, things start to unravel quickly. From not having sufficient stock for the sales team to sell, through to delays in dispatching goods, it’s the operational aspects which are often overlooked when it comes to sales.”

“There’s a common story we see in food businesses, especially in the early start-up phase. After researching the market and building an initial group of loyal followers, the business engages a contract manufacturer, or brings the manufacturing in house to start testing the market, to further prove the product. They see an uptake in the product and the business pivots to start increasing their marketing spend and sales footprint- this is their first mistake,” Dr Marzec comments.

Realistically speaking, proving your product

in a handful of stores, is only the start of the journey into the Retail market. It shows that a handful of stores are interested, yet the next steps along this journey should be a combination of sales conversations and operational improvements.

STEP 1 ASSESS YOUR CURRENT STATE

Take a close look at your current operation and work out what your actual output is. Define each step in the process and the areas of waste and inefficiencies. Importantly, hone in on the bottleneck of the process- in other words, the limiting factor.

“In most instances, we are able to find improvements of up to 25% through small, simple changes to the process, which ultimately improves overall profitability and margins,” says Dr Pete.

For an easy-to-follow guide to improving operational efficiency, download Elm Professional’s [Operational Efficiency in Manufacturing](#).

STEP 2 SIZE THE TRUE SALES OPPORTUNITY

Look at your current sales orders and determine whether you are servicing your orders to the store capacity, or if the client is accommodating you, by placing a smaller order for you to fill. The sooner you can fill to store capacity, the sooner you can build confidence to open up the market to other stores and locations, to test the product further.

Commonly, we see independent retailers wanting new, fresh, organic products in their stores as a differentiator to the Majors- accommodating smaller business and manufacturers is an easy way to do this.

“This is a leniency though, so understanding the true opportunity, allows you to work towards servicing this market first, before expanding further,” says Dr Pete.

/ Continued from previous page

STEP 3 PRIORITISE YOUR EFFORT

Equipped with a better understanding of your customer's needs and your operations, we can now go back to the business and ask the question- what do we need to do in order to service the entire sales opportunity?

Dr Pete explains an easy 2-step approach. "Start by brainstorming all your improvement ideas- marketing collateral to boost sales in-store, changes to equipment, sales scripts etc- I like to use Post-It notes and get the whole team involved, as ideas can commonly evolve and improve as the creativity starts flowing."

"Next, prioritise these ideas in terms of urgency (how soon they could/should get done) and importance (what's mission-critical or likely to have the most profound impact on the business)."

From this, a clear plan and approach to scaling the business will emerge:

- **'Must do'** activities (Urgency- high, Importance- high)- get on to these straight away and stay focused until completion.
- **'Should do'** activities (Urgency- lower, Importance- high)- allow plenty of time to do these, so that they do not become urgent, or the momentum is lost.
- **'Could do'** activities (Urgency- high, Importance- lower)- consider rescheduling, delegating, or shorten these tasks.
- **'Shouldn't do'** (Urgency- low, Importance- low)- ignore or cancel these tasks.

This measured approach will allow you to expand at a pace that you are personally comfortable with, and with a balance that works across all parts of your business.

In our next edition, Elm Professional will continue the conversation around the impact sales has on your business. If there are any particular topics or challenges you would like addressed, reach out to Lee at NASAA Organic via lee.mastus@nasaa.com.au.

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The humble potato has an incredible capacity to transform into the most flavoursome, more-ish dish and Fermented Fries are no exception!

We all know Fries are addictive, that classic combination of crunch and salt. When we introduce the added gift of fermentation, we take that addictive offering to the next level.

Yes, fermenting potatoes is a thing, a really good thing. It adds exceptional flavour and texture, you get just the right amount of sour funky, the fermentation process adds depth, salt and tang!

Soaking of fermenting foods, like potatoes, helps release starches and sugars, it can neutralise anti-nutrients and assists in making existing nutrients more available to us. Our digestive systems love it!

Of course, we won't be getting any of the beneficial bacteria because we are frying them off, but the benefits of bioavailability are still present.

Ingredients

1 large potato per person
– scrubbed and washed,
peeled, cut into long strips
(chip size) and rinsed

sea salt

water (use unchlorinated
water, if possible, if not, boil
the water and let it cool
before using)

If you have some brine
from a previous ferment –
add 1-2 Tbsp, if not, that's ok.

olive or vegetable oil.

but what about all that peel



When I see potato peel in a bin, I almost cry, seriously, because that washed peel makes the most potato-y potato crisps that you could ever eat, and they are so easy to make.

Ingredients

Potato Peel
Olive oil to coat
Salt and spices of your choice

Method

Preheat the oven to 200 degrees

Line a flat baking tray with baking paper

Place the peel into a large bowl, add salt and any spices you like, pour over olive oil (enough to coat all the peel) using tongs or your hands, mix well.

Lay the peel out in one layer across the baking tray and cook in the oven until crispy and golden, approximately 15 minutes.

Serve immediately – I like to toss through some chopped fresh herbs if I have them on hand, chopped oregano is perfect (you can substitute with dried – just remember to use less than fresh).



Method

Ensure all utensils and fermenting vessel have been washed in hot soapy water and rinsed in very hot water.

Firstly, weigh your raw, chopped potatoes, then place your potatoes into an airtight clean jar or fermenting vessel.

Pour over water, leaving at least 1-2 inches headroom from the top of the jar.

Now pour out the water into a suitable vessel/jug/glass and weigh it, use the weight of the water only, not the vessel - you will have two weights, the weight of potatoes and the weight of water. Now calculate the required salt and for this ferment, we need 2% salt, so if the total of all your ingredients weighs 500g, you will need 10g of salt.

Dissolve the salt into the water and pour over the top of the potatoes, leaving the headroom.

Seal the jar or vessel.

Leave the jar to ferment out of direct sunlight in a cooler spot.

This is a short ferment – you might see activity quickly, after day 1 or 2, so it will be important to burp your jar (release gases) each day. If you see a lot of activity, do this twice per day. If using a clip top jar, just unclip the lid and gas will escape. There is no need to open the jar. If using a screw-top jar, give a 1/4 turn until any gases have been evacuated.

Your potatoes will be ready after 3 – 5 days. Drain and wipe the potatoes dry. Either deep fry in oil (approx. 175C) or coat in oil and bake in oven (200C).

When I deep fry chips, I like to double fry – that is fry until barely golden, drain and let cool then fry again until crisp and golden, this ensures a creamy inside and crunchy outside. It is not imperative, just a great tip if you have the time and energy.

Season the fries. If using salt, go gently, remembering that your potatoes might already be a little saltier from the fermenting brine, or you could include a sprinkling of paprika, cumin, or fresh herbs.

Eat them whilst piping hot, dip them in some sour cream, aioli, or hot sauce – sit back, devour, and enjoy your fermenting endeavours!

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For more details on the Trust or to make a donation, visit our website www.organictrustaustralia.org.au



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NEWS WRAP UP



WOOLWORTHS GRANTS A BOOST FOR TWO NASAA CERTIFIED ORGANIC (NCO) OPERATORS

Two NCO certified operators have benefited in the latest round of the Woolworths Organic Growth Fund.

[SA Organic Strawberries](#) has received a \$232,000 grant to install packing shed technology that helps cool strawberries quickly, extracting heat once they're picked, to retain quality and extend shelf life for customers.

The certified organic farm, located in Lobethal in the Adelaide Hills, is

owned, and operated by Plamen Paraskevov and his wife Sonja Bognarova, who started growing a single acre of strawberries in 2010-2011 season, which has now grown to 25 acres, supplying major supermarkets.

Plamen is well known to many, as a former organic inspector and member of NCO's Inspection Review Committee.

Also successful in this round of funding, [Curra Downs Date Company](#), receiving a \$414,000 grant to upgrade its packhouse, to increase processing speed, and overall production capacity.



Owners, Dave, Anita and Shaun Reilly have been farming organically for over 30 years in the Riverland region of South Australia, producing salt-tolerant date trees.

[Find out more about their story on pg. 10 of our Autumn 2017 edition of Organic Insights.](#)

Congratulations to all involved!

Round 6 of the Woolworths Organic Growth Fund closed end February 2022.

[Keep an eye out for further rounds here.](#)

young gun of wine



Congratulations to NASAA Certified Organic (and Biodynamic) producer **Alkina Wines** on their win in this year's 2021 Young Gun of Wine Vineyard of the Year Awards.

The Barossa winery, managed by Amelia Nolan and Johnny Schuster, won the category of 'Innovative Vineyard of the Year' in recognition of the distinctive vineyard management practices in place that have resulted in some truly unique and interesting wines. The ground-breaking Alkina 'Polygon Project' is an ongoing quest for the pair to produce terroir-

reflective wines, through sourcing from micro-parcels, or 'polygons' across the vineyard, reflecting the variations in soil across the site.

For further information, visit:

Alkina Wine Estates

[Young Gun of Wine Awards](#)

[Alkina Wine Estates website](#)

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GLOBAL REPORT CONFIRMS SALES OF ORGANIC INCREASED BY 14 BILLION EUROS TO 120 BILLION+ IN 2020

In February, the latest data on organic farming worldwide was released by the Research Institute of Organic Agriculture FiBL and IFOAM – Organics International.

The statistics yearbook “[The World of Organic Agriculture - Emerging Trends and Statistics](#)” is published by FiBL and IFOAM – Organics International. This annual survey on global organic agriculture is supported by the Swiss State Secretariat for Economic Affairs (SECO), the Sustainability Fund of Coop Switzerland, and NürnbergMesse, organisers of the BIOFACH trade fair.

NASAA has contributed to the data informing Australian statistics for over a decade, noting the importance of validated statistics, in helping to inform industry

development and government policy, both in domestic and international settings.

In this the 23rd edition of “The World of Organic Agriculture” the positive trend seen in past years continued into 2020. Highlights from the report show:

- The US continues to be the leading market (49.5 billion Euros), according to the World of Organic Agriculture 2022, followed by Germany (15 billion) and France (12.7 billion).
- That organic retail sales increased rapidly through the pandemic, however, this was balanced by a decrease in food service sales.
- Total land under organic management increased, along with total share of agricultural production.
- Australia continues to have the largest organic agricultural area (35.7 million hectares), followed by Argentina (4.5 million) and

Uruguay (2.7 million).

- Liechtenstein had the largest organic share of total farmland (41.6 percent), followed by Austria (26.5 percent) and Estonia (22.4 percent). In 18 countries, 10 percent or more, of all agricultural land, is organic.
- Swiss consumers spent the most on organic food (418 euros per capita in 2020), and Denmark continued to have the highest organic market share, with 13 percent of its total food market.

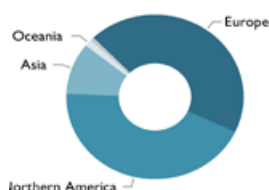
[For further facts and stats visit the website](#)

The World of Organic Agriculture report is supported by the Swiss State Secretariat for Economic Affairs (SECO), the Sustainability Fund of Coop Switzerland, and NürnbergMesse, organisers of the BIOFACH trade fair.

WORLD: ORGANIC RETAIL SALES 2020



The largest single market is the USA (49.5 billion €), followed by the EU (44.8 billion €). By region, Northern America has the lead (53.7 billion €), followed by Europe (52.0 billion €) and Asia (12.5 billion €).



Distribution of retail sales by region 2020.



The countries with the largest markets for organic food are the USA (49.5 billion €), Germany (15.0 billion €), France (12.9 billion €) and China (10.2 billion €).



The five countries with the largest markets for organic food in 2020.



Switzerland has the highest per capita consumption worldwide, followed by Denmark, Luxembourg, Austria and Sweden.



Top five countries with the highest per capita consumption 2020.



The highest organic share of the total market is in Denmark, followed by Austria, Switzerland, Luxembourg and Sweden.



The five countries with the highest organic shares of the total market in 2020.

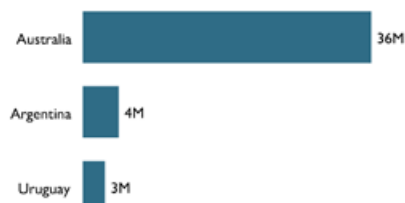
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Organic Agriculture Worldwide 2020

Organic Farmland



Land in million hectares Top 3 countries

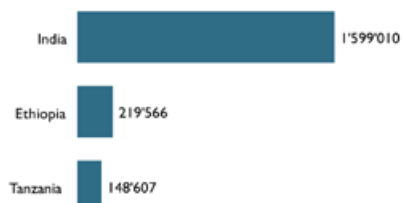


Organic Producers

The number of organic producers is increasing



Number of producers Top 3 countries

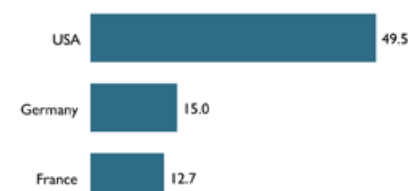


Organic Market

The global market is growing and consumer demand is increasing



Market in billion euros Top 3 countries



Market growth in percent Top 3 countries


FiBL

Source: FiBL survey based on national sources
© 2022
More information: www.organic-world.net - statistics.fibl.org

ORGANIC INDUSTRY ADVISORY GROUP

The Federal Government's Organic Industry Advisory Group, which is focused on improving the domestic organic regulatory framework, have recently released a Regulation Impact Statement (RIS) for public consultation.

Find out more about the process [here](#). The consultation phase closed 17 March 2022.

TASMANIAN R&D LOOKS TO FIND ORGANIC SOLUTION TO BLUEBERRY RUST

Researchers at the Tasmanian Institute of Agriculture (TIA) have conducted trials across Australia, to evaluate a range of products suitable for the control of blueberry rust. Trials will be repeated to verify initial results, with a further examination of selected products to obtain residue data, which will be critical in determining appropriate use in organic farm systems.

Blueberry rust is still a regulated disease in Tasmania.

Further Information [here](#)



Hugo Aitken / Unsplash

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NEW GUIDELINES STREAMLINE WILD DOG MANAGEMENT FOR ORGANIC FARMERS IN THE NT

Guidelines are being rolled out in the Northern Territory, to allow organically certified cattle properties to bait for wild dogs and remain compliant with their certifying body.

Additional plans for wild dog management were outlined to landholders, at a best practice wild dog management online forum, hosted by the Northern Territory Cattlemen's Association and the National Wild Dog Action Plan. NCO's former General Manager, Tammy Partridge was a guest speaker at the event.

NCO originally worked with South Australian State and National Wild Dog Coordinators Heather Miller and Greg Mifsud, to develop management plan templates for managing wild dogs on organically certified properties in South Australia. The templates were created in accordance with the Guidelines for Feral Animal Control on organic properties developed by the National Wild Dog Action Plan.

NCO has now amended its management plan template for wild dog baiting to be able to be used on NT properties.

"The management plan template covers how to monitor and manage a wild dog problem, through exclusion areas, with baiting the preferred management tool," Mrs Partridge said.

Baiting can be undertaken by excluding areas from certification and creating fenced enclosures wild dogs can access, but livestock cannot, and securing baits within those enclosures, so they cannot be moved onto certified land.

Tethering baits, by either using canid pest ejectors, or securing to an embedded steel dropper in the excluded zone, means the wild dog will ingest the bait whilst inside the excluded zone.

The ingested 1080 bait is broken down rapidly as the body decomposes, leaving no residual poison in the environment.

"Using canid pest ejectors means less area in hectares needs to be taken out of certification to be able to bait adequately, than in previous times when the baits were not tethered," Mrs Partridge said.

"People have been excluding an area of land near a water point or an area they know they are receiving

high wild dog traffic, and they are using that area to both manufacture with a permanent drying rack and laying the baits.

"The baits can be dried and transported, with transport, storage and labelling abiding by NT legislation and ensure you have the current supporting documents."

A farm map with GPS references of the non-certified exclusion areas needs to be maintained.

"Certified organic operators should check with their certification body, to ensure their proposed management plan is deemed compliant by them," said Mrs Partridge.

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- Through changing the mix of bacteria in the soil, Great Land Plus enhances root development, and improves the plant's ability to withstand periods of stress.

What are the benefits of using Great Land Plus?

- Great Land Plus benefits the environment and lowers input costs for farmers through improving plant nutrition and reducing the need for chemicals and fertilisers.
- Great Land Plus can also rehabilitate degraded soil.
- Great Land Plus is used by conventional and organic farmers. It is a certified organic in Australia and New Zealand and complies with the USDA National Organics Program (NOP).



Figure 1 – The roots of seedlings following application of Great Land. Seedlings were grown with either no treatment or with 10 µl or 50 µl of Great Land. The micrographs show that compared to no treatment control plants, those plants treated with Great Land had more numerous and longer root hairs. This was particularly evident at the root tips of each plant.

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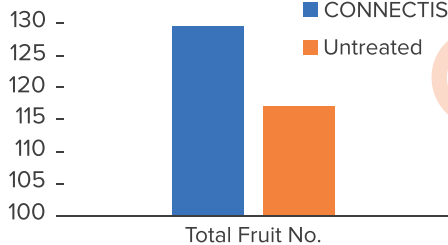
/ Composed of *Rhizophagus irregularis* spores, symbiotic soil fungus, CONNECTIS has the ability to attach itself to crop roots to help them assimilate nutrients and water in larger quantities.

/ **CONNECTIS** secures and optimizes plant emergence allowing uniformity planting, a guarantee of future production quality.

STRAWBERRY PLANTS



Total Strawberry Numbers at Harvest



“CONNECTIS positively influenced the plants so much, we've treated the entire new plantings”

Plamen Paraskevov, Trivodi Fruits Pty Ltd.

→ Independent Trial conducted in South Australia, by Staphyt AUS Ltd. Results showed an increase in total fruit numbers by 13 fruits per plot on average in comparison to untreated control, equating to approximately 13,000 more fruits per hectare. CONNECTIS was applied as a root dip prior to planting.

For more information on this topic, contact your local De Sangosse Territory Manager:

De Sangosse Australia Pty Ltd, 17/45 Huntley St, Alexandria NSW 2015 - Phone: 1800 782 969 or 02 9519 6360 - Fax: 02 8569 2098 - Email: infoau@desangosse.com - Web: www.desangosse.com.au

Contact your local Territory Manager:

• Stuart MILLER (National Business Manager) on stuartm@desangosse.com or +6421 288 2703 • Rathna HERATH (QLD) on rathnah@desangosse.com or 0448 651 678
• James ALMOND (VIC / Sth NSW) on jamesa@desangosse.com or 0427 838 760 • Romain BROCH (NSW / SE QLD) on brochr@desangosse.com or 0416 191 594
• Liam DONAGHY (SA / Sunraysia) on liamd@desangosse.com or 0438 015 554 • Denoline JOLIVET (SE QLD) on denolinej@desangosse.com or +61 460 313 319

BioFertiliser
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DE SANGOSSE



NATURALLY, WE'RE OFF TO NATURALLY GOOD AGAIN.



Following the success in 2021 of assisting our NCO operators to be a part of the Naturally Good Conference, NASAA Organic and NCO staff will again be attending on 6-7 June this year, and we want as many of you as possible to join us.

During the 2-day conference we will be manning an exhibit site, promoting all the good things about certified organic and the hard-working people who certify to the NASAA Spring Leaf Label.

Don't miss out on this great opportunity.

If you or your organisation would like to be involved and benefit from the fabulous marketing opportunity packages that we will be offering, please register your interest by:

Friday March 18 to:
Lee.mastus@nasaa.com.au
08 87231 7703



UPCOMING EVENTS AT HOME & AROUND THE GLOBE

NATIONAL CARBON FARMING CONFERENCE & EXPO



Date: Monday 23 – Thursday 26 May 2022

Location: Albury Entertainment Centre – Theatrette, NSW

carbonfarmingconference.com.au



HORT CONNECTIONS

Date: Monday 6 – Wednesday 8 June 2022

Location: Brisbane Convention Centre, Queensland

hortconnections.com.au



NATURALLY GOOD EXPO

Date: Monday 6 – Tuesday 7 June 2022

Location: ICC Sydney, Darling Harbour, New South Wales

Naturally Good showcases the latest brands and newest product innovations. There's a chance to gain insights from industry professionals and build long-lasting relationships with retailers and distributors.

NASAA Organic will be a stallholder at Naturally Good, after a successful run in 2021.

naturallygood.com.au



AGFEST / IN THE Paddock:

Date: Wednesday 24 – Saturday 27 August 2022

Location: Carrick, Tasmania

AGFEST / IN THE CLOUD:

Date: 27 August – 2 September 2022

agfest.com.au



SAVE THE DATE

AUSTRALIAN BIOLOGICAL FARMING CONFERENCE AND EXPO

Date: Sunday 16 – Tuesday 18 October 2022

Location: Southern Cross University, Lismore NSW



CONTACT DETAILS

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