



**The Peak Body for the Australian Organic Sector**

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*From the desk of:*

**Andre Leu, Chairman**

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## **MEDIA RELEASE**

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### **Organic Sales Beat World Recession Sales of Organic Products Continue to Increase**

'Organic sales continue to increase because consumers are buying more organic products for home consumption rather than spending on more expensive items such as cars and TVs.' Andre Leu Chair of the Organic Federation Australia, the sector peak body stated.

'Market information from Australia, USA and Europe is showing a considerable increase in the sales of the types of organic products used to prepare meals, such as fruits, vegetables, dairy products, grains, bread and meat.' Andre said

OFA Director and Convenor of the Organic Traders' and Consumers' Network, Catriona Macmillan stated, 'Our members are telling us that sales have increased significantly. While there is some evidence of a slowing in sales of some of the more expensive packaged organic products, this is more than compensated by the increase in all the other lines.'

'The global recession had no impact on the world's largest organic trade show, Biofach in Germany.' Andre stated 'This year was the twentieth anniversary of Biofach. Over 46,000 trade visitors from 130 countries and 2,717 exhibitors spread over 12 halls participated in the largest global organic event. This is similar to 2008 when more than 2,600 exhibitors presented their products to 46,484 trade visitors from 116 countries.'

'Several countries gave presentations on their organic sectors with the consistent message that sales continue to expand.'

'This data is consistent with the survey conducted by Newspoll that revealed that 61% Australian grocery buyers buy organic products.' Tim Marshall, Deputy Chair, stated

'The organic industry is emerging from a small niche to a significant part of the Australian food industry. A recent report showed that it is worth over \$600 million. When we add flow-on industries such as the compost industry that is worth over \$400 million it is easy to see that the organic industry is worth over a billion dollars to the Australian economy.' Andre Leu stated.

'The organic industry offers all Australia governments a sunrise industry to generate jobs and much needed consumer spending as a positive economic stimulus in this recessionary environment.' Andre Leu stated.

'Governments need to partner with the Organic Federation of Australia to facilitate more farms, increase employment and expand the range of organic goods and services across all areas of Australia.'

***-ENDS-***

The Organic Federation of Australia is the peak body and the largest representative organic organisation in Australia. For further information please visit [www.ofa.org.au](http://www.ofa.org.au)

#### **For Interviews:**

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