



# PRESS RELEASE

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## NASAA wins injunction against Kings Court Vineyards

The National Association for Sustainable Agriculture (NASAA) has won an injunction in the Federal Court of Australia against Kings Court Vineyards, restraining the Victorian grower from claiming its produce was certified organic by NASAA.

NASAA had never certified Kings Court Vineyards and will be seeking the maximum claimable in damages and costs against the vineyards' operators Zeno and Duran Ayhan.

NASAA General Manager Ben Copeman said his organisation was committed to truth in labelling and would rigorously pursue any producer fraudulently claiming organic certification.

"We are prepared to take similar action to protect our integrity, certification process and brand against any business claiming to be certified organic when it is not," he said.

"This case is not only about NASAA protecting its brand and reputation but also about defending the brand value and integrity of our certified operators.

"Our certified operators spend many thousands of dollars to maintain their certification, perfect their organic products and grow their brands and images.

"Certified organic produce commands a premium from consumers who choose to eat food that is free of synthetic fertiliser and pesticide residues, or genetically modified organisms.

"That premium only exists, however, if the consumer can trust the integrity of the organic label.

"Only by enforcing truth in labelling and ensuring producers are, in fact, certified when they claim to be, can the NASAA Certified Organic label live up to its ideal.

"NASAA has zero tolerance for conventional operators calling themselves organic and making use of counterfeit certificates."

In early 2014, a number of organic wholesalers in Sydney and Melbourne alerted NASAA that Kings Court Vineyards was claiming to be certified organic by NASAA when it was not.

In June 2014 NASAA sought an injunction in the Federal Court of Australia to stop Kings Court Vineyards from claiming it was NASAA certified and from using the NASAA Certified Organic label on its products.

Zeno and Duran Ayhan have signed undertakings to 'destroy all physical copies of the fraudulent document that purports to be (but is not) a Certificate of Registration issued by NASAA; and to delete all electronic copies of that fraudulent document'.

The signed undertakings also unconditionally forbid Zeno and Duran Ayhan from ever again claiming NASAA certification or labelling its products as NASAA certified unless they have been so certified.

## ENDS

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## About NASAA

The National Association for Sustainable Agriculture, Australia (NASAA) was formed in 1986 and supports the education of industry and consumers on organic, biodynamic and sustainable agricultural practices.

NASAA was Australia's first organic certifier.

Today, its certification arm, NASAA Certified Organic (NCO), provides certification and inspection services to assist Certified Organic operators access every organic market in the World.

NCO certifies more than 1,000 operators in 13 countries, certifying some 5.5m ha of agricultural land worldwide.



## NASAA and NASAA Certified Organic

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