

# MEDIA RELEASE



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## Doyenne of Australian organic industry steps down as chair of NASAA

The National Association for Sustainable Agriculture Australia (NASAA), the nation's original organic certification organisation, today announced Ms Jan Denham would be stepping down after seven years as Chair of the Board. She will continue to serve as a board member and Chair of NASAA Certified Organic.

Glenn Schaubé has been appointed as incoming Chair effective immediately with Mr Phil Rowe as Deputy Chair.

Ms Denham, a successful organic citrus producer from western NSW who joined NASAA in 1992 having gained certification for her farm in 1989, has served twice as Chair of the Board. She said she was proud of her contribution to NASAA and the development of the booming organics industry.

"The organic farming and certification landscape, in Australia and internationally, has changed so much since the early 1990s," Ms Denham said. "In the early years we had to fight extremely hard for organics, and sustainable farming generally, to be seen as a legitimate system.

"Now you can walk into any supermarket and find organic products across all major commodities on nearly every shelf.

"It has been an absolute privilege to lead NASAA and so rewarding to see the industry go from strength to strength," she said. "I will still be working closely on the certification side but it's time for change."

Mr Schaubé joined the NASAA Board in 2013 and has made a significant contribution with expertise in corporate communications, policy and stakeholder engagement underpinned by a strong background in working with associations and agribusiness.

He is the founder and director of GRS Communications, a boutique public relations and marketing communications agency operating from Melbourne since 2002. He has 30 years' experience working with commercial and not-for-profit organisations at local, state, federal and international levels. Mr Schaubé also served on the Executive Committee for the Organic Retailers and Growers Association Australia prior to its merge with NASAA.

In accepting the appointment, Mr Schaubé paid tribute to outgoing Chair, Ms Denham.

"There is no greater champion for the organics in this country," he said. "Jan has been a pathfinder from the beginning: helping to open valuable new markets in Europe and Asia and ensuring organics earned a seat at the broader agricultural sector table.

Mr Schaubé said there were many challenges and opportunities as natural demand for certified organics takes up a larger slice of the food market, alongside growing recognition as a legitimate and viable food production system that can help to feed the world.

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“Whether it’s creating a trusted organic quality assurance program and standard that is recognised internationally, encouraging new operators to enter the market or opening new arrangements for trade with countries such as China, NASAA has always played a vital role in the organic sector,” he said.

“Supported by an experienced board and staff, combined with the tenacity and creativity of our certified operators, I believe NASAA will continue to deliver a range of valuable services that will ensure organics can thrive.

“With many conventional growers either adopting organic certification or just employing more environmentally sustainable practices such as improved soil management, and establishing wildlife corridors, we have every reason to feel optimistic about the future of organic certification, and more broadly, sustainable food production,” Mr Schaubé said.

“I look forward to making a more substantial contribution to NASAA as we navigate a new era for Australian organics,” he said.

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## **ABOUT THE NATIONAL ASSOCIATION FOR SUSTAINABLE AGRICULTURE, AUSTRALIA**

Formed in 1986, the National Association for Sustainable Agriculture, Australia supports the education of industry and consumers on organic, biodynamic and sustainable agricultural practices. NASAA's Standard covers the organic supply chain – from input manufacturers to producers, processors to wholesale and retail operations - ensuring organic integrity 'from paddock to plate'.

## **ABOUT NASAA CERTIFIED ORGANIC**

NASAA Certified Organic is a fully-owned subsidiary of the National Association for Sustainable Agriculture, Australia and provides the certification services to operators within Australia, its territories and Internationally.