



NASAA Newsletter

Issue 9 - August 2014

NASAA Latest from the General Manager

Wow, August already?

This financial year has started with a bang; initial applications for the calendar year are easily double what we have received for the same period in any previous year; Chinese inspections are finally underway after a few teething hiccups; Korean certification is now available and recognition by the EU for wine products is also available.



In my last GM Comments, I mentioned that NASAA is expecting to have significant growth in 2014. The almost unbelievable number of enquiries we have been receiving (more than 2 a day since Xmas) does not seem to be abating – which for NASAA and organics in general, is great news!! A number of years ago when confronted by a similar surge in growth, the Organisation wasn't properly prepared and was caught with a significant increase in numbers but no resources allocated to accommodate or manage it. The result was four to five years of playing catchup and a number of disgruntled operators.

Not so in 2014. Last year as part of the review and restructure, one of the key issues we looked at was the organisation's capacity to manage any significant increase in numbers. Since then, we have significantly upgraded e-Cert (our database), increased the level of training for all certification officers and significantly improved internal productivities. We now have surplus capacity in all the key areas affected by growth in operator numbers. So rest assured, we can manage the current growth and significantly more!! So bring 'em on!!

While we are enjoying the surge in operator enquiry and applications, as I have said before, 2014 will mainly be a year of consolidation and implementing business development plans. We have had an amazing growth in our Facebook and social media numbers and will be looking to convert this into marketing power in some

way. A large number of our operators are following us on Facebook and we are delighted with this and 'Share' your posts whenever we can. To get the most out of FB, we need to utilise brand recognition. We really need you to add the NASAA label to all your FB posts. When we see you adding the NASAA label, we then Share your post with 28,000 other NASAA followers. Other NCO operators on-share, and the figures multiply very quickly.

Into Organics is now out in the paddocks and available for anyone who is considering entering the world of Organics. Into Organics was first published in 2004 and is a beautifully written step by step account of how to obtain organic certification. Over the past twelve months we have updated it with more recent photos and personal accounts of becoming certified and what it means.

If any of you are attending field days, local shows or other events and would like our support, please don't hesitate to call the office. We will try to arrange for someone to attend, or at the least ensure you get a pop-up banner and other NASAA marketing materials.

Also, over the next 12 months we will be conducting a series of workshops around certification. If you feel there is an opportunity in your region to run a workshop on becoming certified, please let me know and we can start discussions on doing so. We have copped a bit of flack over the last few years about claiming to "support the education of industry..." when in reality, we have been slow to provide this education. So this year, with your support, we will run workshops and attend your functions and again, become the organic industry educators.



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Finally, we hear plenty of negative news as the media seems to think that's what we want to hear. When we have good news stories, its hard to get the media to listen or to run media releases. The Global Organic Market Access Agreement with China launched in March received global media attention and the response we have received from this has been astounding. Other big good news stories that may not have got into your Media are:

- Market reports stating that the organic industry is predicted to grow at around 20% internationally and anything up to 35% domestically over the next few years. We are certainly seeing this growth
- NCO signing Market Access agreement with Korea. As of 1st July 2014, NCO can now certify your products to enter the Korean organic market
- NCO gains recognition with Switzerland for products entering Switzerland
- NCO gains recognition from the EU for organic wine products entering the EU. Previously, certified operators exporting wines to the EU had to obtain Import Authorisation or Import Permit. This is no longer the case.
- NCO certified the first Organic Farmers Market, the Organic & Sustainable Market at Henley Beach in SA.
- NASAA sponsors Australia's first Certified Organic Wine of the Year Award. While there have been organic wine awards before, this was (& will be next year) open only to certified organic wines produced and processed in Australia and certified by a Department of Agriculture approved certification body. The winners were the O'Dea family from Windowrie Estates at Cowra in NSW with the Pig in the House Cabernet Sauvignon.
- NASAA & NCO were heavily involved in developing the Pacific Organic Standard for the Pacific Islands
- NCO had six Accreditation Audits during the year and passed all six with flying colours!!
- NCO Certified the first FairTSA operator, Kokonut Pacific in the Solomon Islands
- NCO started offering HACCP to reduce the overall certification costs for operators who need both Organic and HACCP certification.

In the next month we also have a new NASAA Industry Liaison Officer starting at the Stirling Office, as well as a new full-time organic inspector.

So, while our sun is shining, lets enjoy the good times and the good news even if the Media doesn't think its important!! Thank you and best wishes.

Ben Copeman
General Manager

NASAA AGM 2014

The **2014 NASAA Annual General Meeting** will be held on the 14th November, with venue to be confirmed soon. All NASAA members and NASAA certified operators are encouraged to attend.

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Operator Expectations

Being in one of the most progressive industry sectors in Australia and worldwide, we are seeing emerging trends in what operators expect from organic certifiers...

Operators have both professional and personal expectations of certifiers. From a professional perspective, quality of service, reliable market access and cost efficiencies are imperative. The more personal expectations include impartiality, confidentiality and openness at the certifier's level.

These are the guiding principles of an established and responsible organic certifier like NASAA Certified Organic. They have not only been ingrained into our certification system for many years as a requirement under individual accreditations, but also represent our inherent approach to operating and running our business.

As new horizons beckon within the organic industry, impartiality, confidentiality and openness will play an even greater role in organic certification. From an operator's point of view, certifiers need to assure operators that certification decisions have been made impartially, the operator's information is kept strictly confidential, and compliance issues have been dealt with transparently. NCO's accreditation for ISO65 or ISO17065 assesses our internal quality systems which provide assurances to operators on these important aspects of certification. Therefore, operators certified with NCO can be assured of the quality of the whole certification process as it assessed against international benchmarks for quality systems.

We see a positive new trend emerging in our new operators who not only expect 'what' services or market access we offer, but also 'how competently' we offer these services. They research their options on organic certification, call different certifiers and select the certifier based on solid information. We always welcome operators who question us on how competently we offer the various certification services, what technical assistance they will get on an ongoing basis, and what different accreditations we provide to facilitate market access. This is indeed a very good indication of a progressive, competent, robust and ethical organic industry. Indeed NCO looks forward to meeting and surpassing these expectations.

Sachin Ayachit
Certification Manager



New EU Recognition

We are pleased to inform you that NCO is now recognised by the EU to certify Australian Wine to the new EU Wine regulations. This recognition will allow us to certify wine to the additional EU requirements, so that NASAA certified wine can be exported to the EU without going through the arduous process of Import Authorisation. We started the application process in August 2013 that includes the assessment of our application forms, checklists, and a witness audit, over and above the standard certification for the NASAA Organic Standard and the National Standard.



NCO has also been approved by the Swiss Federal Office of Agriculture for products exported to Switzerland. Our Quality System was assessed against the Swiss Organic Farming Ordinance, to approve us for the Swiss market.

For further details about these new recognitions and related opportunities, please contact Certification Manager, Sachin Ayachit: Sachin.Ayachit@nasaa.com.au

GM tolerance in WA

Submissions under review by National Standards Subcommittee of the Organic Industry Standards and Certification Council currently include an application to amend the standards from zero tolerance to 0.9% for genetically modified material.

Written public comments are welcome - please submit to info@oiscc.org or post to: Attention Secretariat, National Standards Sub Committee C/- Department of Agriculture GPO Box 858 Canberra ACT 2601. For more information on the application and review process, see:

www.oiscc.org/current-submissions-under-review.html

New Pollination Service

Maharishi Honey® (NASAA 5256) is expanding its honey production throughout South Australia and Victoria, and in the process is offering a unique pollination service.

A bee collecting pollen from a plum flower.

Photo: Aphaia GFDL



Keenly sought after by certified organic orchardists, seed producers and dairy farmers, this special approach to pollination is adding a new level of purity and consistency to the goal of total organic production. It makes such good sense to be pollinating with certified organic bees as their hives are managed under NASAA's strict organic regime reducing the likelihood of disease and promoting a strong and resourceful colony of bees in each hive.

In addition, Maharishi Honey bees are nurtured using the time-tested Vedic technologies of Maharishi Vedic Organic Agriculture. These include specific Vedic melodies representing subtle impulses of the cycles of nature, played softly at particular times during the day. These uplifting melodies of Natural Law inspire balance and productive dynamism throughout the hive.

This combination – certified organic with Vedic technologies – optimises performance and helps ensure the bees provide maximum pollination coverage.

A property for pollination by certified organic bees needs to be NASAA certified for bee foraging. Maharishi Honey can assist with this step. Certification reduces the risk of contamination affecting the bees as they pollinate crops and pasture. For more information contact:

pollination@MaharishiHoney.com.au

AUCTION

6th September at 11am

110 Number Four Drain Rd (East), Bayles



57 Acres of very fertile peat & loam soil only 1 hour from Melbourne. Excellent irrigation licence (34.4ML) pumping from Bunyip River, 3ph power, large dam, 3x5000gal tanks & pumps. Certified Organic for vegetables, fruit, eggs and hay. Comfortable 3 bedroom home, garage, storage/packing shed, farmshop, coolroom, greenhouse and sundry shedding. 5 acre section of drip irrigation. Realise the farms potential as you work & live with nature. **Open for inspection Saturdays 12pm-1pm or by appointment.**



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PIG IN THE HOUSE

Organic WINE OF THE YEAR



NASAA Ltd Certified Organic Wine of the Year - Australia 2014
2012 PIG IN THE HOUSE Cabernet Sauvignon

Pig in the House: Windowrie Estate's Cabernet Sauvignon takes the top spot

NASAA GM Ben Copeman explains how it came about, and Winemaker Anthony D'Onise from Windowrie Estate gives us his reactions to winning the first Organic Wine of the Year Australia Award.

Twelve months ago, we were talking about ways to build and promote the NASAA brand by encouraging the key sub-sectors like organic and biodynamic wine. Not long after this discussion, we met **Peter Jackson** and **Peter Simic**, Marketing Manager and CEO/Chairman of Winestate magazine. Having heard their passion, thoughts and suggestions around the organic wine industry, along with some great ideas from organic winemaker **Troy Kalleske** - we decided to sponsor the first Organic Wine of the Year Australia, an award designed to encourage and promote the organic wine sector.

All entries were required to be certified organic or biodynamic by a Department of Agriculture accredited certifier, and we began to promote the venture with the help of Winestate. The response was amazing. About 100 wines were submitted for tasting, and an unprecedented 80% of them scored at least 3/5 stars in the judging which took place in April 2014. About 30% of the wines were NASAA certified, the rest certified with OFC, Demeter and ACO. NASAA held an event to present the award at the Adelaide Convention Centre on 1st July - attended by winemakers, including the brains behind the overall winner, Pig in the House 2012 Cabernet Sauvignon - **Anthony D'Onise**.

First, where did that name come from?

"The land purchased to plant the organic vineyard was originally a free range piggery. The story around the area was that the farmer during the cold winter months would keep his prized sow inside the house. It was discovered by a visitor who after spending time with the farmer entered the house tripped over the pig, and hence the name of the wine. The house has since been renovated and is the home of the Vineyard owner."

Where do you think organic wine is heading in the next few years?

"Organic/BD wine is becoming more and more popular! We find that with Pig in the House, the wines are as good if not better than our conventional wines. With greater attention to detail in the vineyard and winery, we have the capacity to produce award winning wines using Organic methods. Organic wine is developing more and more momentum especially in major capitals and we find that we are able to penetrate new markets. The quality of organic wines has never been better in Australia, Pig in the House has had many 5 star rated wines, and we are convinced that organic wines will continue to get better."

Congratulations on the Award - how is it to be the Winner of the first Organic Wine of the Year Australia?

"The NASAA Ltd Organic Wine of the Year - Australia is a fantastic award. We are very proud and honoured to have won the Inaugural award. Organic wines have moved past being a niche product, and have evolved into being a serious segment of the Australian wine market. In relation to this, NASAA has shown great foresight in celebrating Organic Wine, showcasing the best Australia has to offer. Most importantly the wines entered into the award were first judged, in a conventional category with many receiving 4 and 5 stars! This is an indication of the quality of organic wines in the Australian wine market."

Pig In The House vineyard is located in the Central Ranges of New South Wales, and is owned and managed by **Jason** and **Rebecca O'Dea**.

Tasting Notes: The 2012 Cabernet is a deep Ruby colour with aromas of blackcurrant and spice. The flavours are black berry fruit dominant with well integrated oak complexity following further maturation in bottle.

Stuart Balk
Communications Advisor



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Switch on to Organic Wine

TEMPLE BRUER
ORGANIC WINE

Some exceptionally good, commercially viable wines can be produced using organic, biodynamic and sustainable methods, and consumers are paying attention. Stuart talks to Winemaker and regular tasting judge, Vanessa Altmann...

As winemaker for Temple Bruer, tasting judge for Winestate and the Adelaide Review, and now running her own certified organic wine label, Vanessa has taken her own journey into organics, and believes that being certified organic is the way forward.

"I think organic certification is really important, and will become even more so as the organic movement continues to grow, particularly in the wine industry."

"For me, organic is a way of life, and the industry has supported me since I was a teenager starting with Temple Bruer. I want to help to ensure that organic on the label, means organic in the bottle."

Vanessa started working with new NASAA client, Temple Bruer Organic Wine in 2002, aged only 19, and has now become part of the organic family. Temple Bruer are pioneers in creating preservative free wines, and David Bruer is widely known as a thought leader in the organic wine sector.

Through the first decade of the 21st century, Temple Bruer have grown, expanded and learned more about making everyday drinkable wines from an organic and preservative free perspective, gaining recognition and success in the marketplace. They have produced several new wines this year, and scored well in the Organic Wine of the Year awards a few months ago.

Vanessa has been judging the Adelaide Review Hot 100 SA Wines for the last 3 years, which really focusses on drinkability. In 2014, she was asked by Winestate Magazine to be one of the judges for the Organic Wine of the Year, along with Troy Kalleske and Michael Paxton.

As if she isn't busy enough, Vanessa's latest project is her own Certified Organic Wine label, Switch Organic Wine. Switch aims to be personal and connected to its customers - seeing and making wines in a different way. Vanessa takes a holistic approach using all elements of the grape, often with no additives, to create wines of diversity and drinkability.

Vanessa started Switch in 2010, aiming to develop a range of natural, different and less available wines on a small and



Vanessa Altmann and Troy Kalleske - two of the judges for the Organic Wine of the Year.

personal scale. This is different to the wines made with Temple Bruer, in terms of scale and markets, with Switch allowing Vanessa to be closer to the people drinking the wine she makes.

The organic sector in food production is growing, and wine is growing even more rapidly as organic wineries prove themselves as commercially viable and profitable.

"There are many wineries who are now in-conversion to organic status, and experimenting with the new methods, so we are able to get new varieties like tempranillo."

"Switch can focus on the organic sector, and play to the gaps in the market."

Many wineries, although meeting organic standards, are not marketing themselves as organic. Vanessa believes that being certified with NASAA is important for the future of Switch.

"Strictly speaking, Switch is too small to be certified organic, but for me it's important for the long-term growth of the business, our integrity and follow-through. I also want to support the organic industry which has supported me so well."

Both Temple Bruer and Switch Organic Wine are certified with NASAA, visit their websites at: www.templebruere.com.au and www.switchwines.com.au. You can also follow them on facebook.



Stuart Baulk
Communications Advisor

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OFA Steps up to the Plate

www.ofa.org.au

The Organic Federation of Australia (OFA) was established in 1998 as the peak body for the organic industry in Australia. Things went a little quiet in 2013, but not for long...

With a new website, newly elected chair and board, plus a campaign manager, OFA is taking steps to get things back on track. OFA's role is to work to develop the Australian Organic Industry from a niche industry into a major component of Australian agriculture, delivering benefits to consumers, producers and the Australian environment.

The OFA aims to fulfill a unifying national role for the organic industry by representing the interests of organic and biodynamic producers to industry and local, State and Federal governments. Specific OFA goals include:

- Continuing an ongoing campaign for export reciprocity between Australia and other countries;
- Ensuring that Ministers and Department heads are aware of the Australian organic standards and the need to reduce expensive duplication of auditing charges;
- Building an organic consumer forum;
- Developing online services for new growers and processors;
- Identifying processor product shortages for next 2-3 years - to help link you to local producers;
- Building the organic knowledge hub to benefit all members;
- Communicating with peak industry bodies to ensure organic producers have their R&D and extension needs accommodated within industry blueprint;
- Lobbying and working with Federal and State governments to ensure adequate growth in AQIS and DAFF staffing and service levels to meet the expanding organic sector;
- Lobbying for R&D investment across the organic sector to meet growing consumer demand and to increase the supply of organic products;
- Ensuring our industry is well informed and has good oversight and risk management plans;
- Listening to and acting on issues brought to the attention of OFA by members.



New OFA Chair
Adam Willson

New OFA Board

A new board was elected at the AGM on 7th June 2014:

Chair Adam Willson has a Bachelor of Agriculture from Sydney University and comes with a 25-year background in agronomy, horticulture, soil science and commercial composting. He is the Director of Soil Systems Australia and currently runs a NASAA certified organic market garden at Mount Tamborine in southeast Queensland. He has a passion for fresh local organic food production.

Other board members include NASAA Chair Jan Denham, Simone Tully, Greg Paynter, Dora Nikols, Keith Morris and Martin Cheney. Rachel Ryan also started working as campaign manager in the last few months, kickstarting the social media platforms and new OFA website.

NASAA believes that if Australia is to have a strong and unified organic industry, then we need a strong and unified organic peak body to help us work together towards common goals. NASAA will be working more closely with OFA in the coming months.

Stuart Baulk
Communications Advisor



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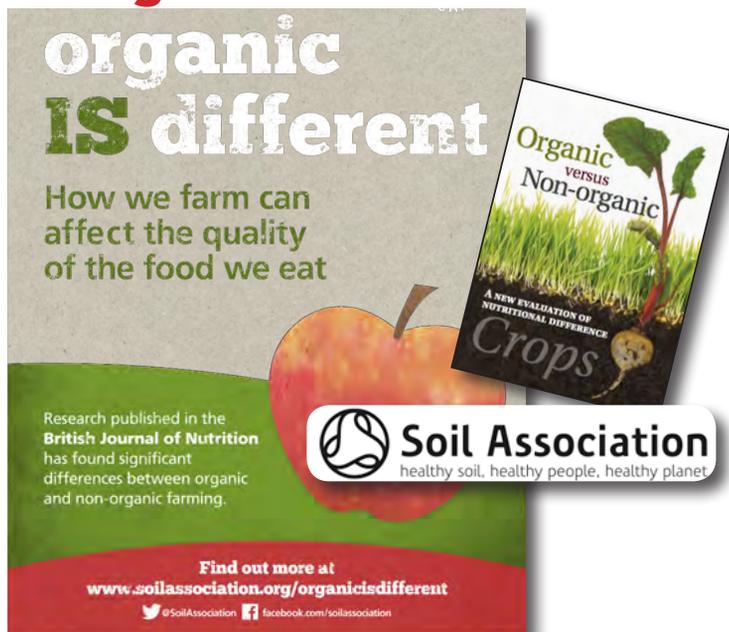
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Research shows Organic is higher in Antioxidants



Organic crops are up to 60% higher in several key antioxidants than non-organic crops.

These findings, published in July 2014 in the British Journal of Nutrition, demonstrate that how we farm *does* affect the quality of the food we eat.

The landmark research paper, published by experts at Newcastle University, concludes there are significant differences between organic and non-organic crops in terms of nutrition. This is the most extensive analysis of organic vs conventional nutrient content ever undertaken, and clearly supports the view that the quality of food is influenced by the way it is produced.

The study showed that the organic crops tested (fruit and vegetables, cereals) had higher concentrations of antioxidants, including phenolics (19% higher), flavanones (69% higher), stilbenes (28% higher), flavones (26% higher), and flavonols (50% higher). Thus, the study concludes, a switch to consumption of organic crops would allow a 20-40% increase in antioxidant/(poly)phenolics consumption without an associated increase in calorie intake.

The study also showed that pesticide residues are four times as likely to be detected in non-organic crops. Non-organic fruit had the highest pesticide frequency (75%), compared to non-organic vegetables (32%) and non-organic crop based processed foods (45%). Pesticide residues were found in only 10% of organic crops.

The analysis also showed significantly less nitrogen concentration, and detected 48% lower concentrations of the toxic heavy metal cadmium. Download a summary of the paper from: www.soilassociation.org

Organic Dairy Pioneers: Ron and Bev Smith

Long time NASAA clients and owners of one of the first organic dairies in Australia, Ron and Bev Smith are selling their farm.



The farm, in Fish Creek, Victoria is a 93ha dairy operation and was the first certified in Australia by NASAA in 1989.

"The leader of a farm tour with the East Gippsland Landcare group was Peter Mowbray, an inspector for NASAA. We had not used chemicals because of Ron's Asthma and he thought others would benefit from having the milk available to them. He suggested we go for certification even though there weren't any dairy farms certified with NASAA at the time."

Ron and Bev have seen the market for organic produce grow and change over the years.

"Young mums have been a driving force in creating the market for organic dairy. Our children's friends would go home from our farm and say 'I want apples like the Smiths have' or whatever we had given them."

Ron and Bev believe that organic farming is no more work than conventional once the balance is right with the soil, and were consulted on the revision of the organic standards. Later, their discussion group, and now the Organic Dairy Farmers co-op are part of this process.

Ron and Bev are now retiring to pursue teaching in organic dairy farming, and are available to mentor the new owners for Organic Certification purposes.

"We will travel and give talks, as well as running classes at home as required. We will cover farming, soils, plant/animal health and organic remedies. We approach this from the perspective that all health comes from the soil. We will also cover traditional food preparation."

To contact Ron and Bev about their teaching and mentoring, call 03 5683 2340 or 0467 055478. NASAA wishes Ron and Bev the best with their new venture and highly recommends their services.

CONTACT:
Zel Svenson
(03 5662 3523)



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What is **CERTIFIED ORGANIC**

Many products claim to be natural, organic or additive and pesticide free. What does it all really mean?

The only way to be 100% sure that products are organic, is to look for *Certified Organic* by an approved certifier like NASAA.

Certified Organic means that under the Australian Consumer and Competition Act, the product must be independently audited and verified by a third party certifier accredited by the Department of Agriculture, such as NASAA Certified Organic. These products must comply with strict organic standards.

Certified Organic producers are required to undergo a 3-year conversion process to ensure that non-organic, industrialised farming methods and inputs are phased out, and operation is managed in compliance with the standards on an ongoing basis.

Certified Organic products *do not* contain:

- GMOs - organic standards prohibit their use
- Hormonal growth promotants or synthetic additives
- Chemical herbicides, fungicides or insecticides
- Synthetic fertilisers.

Certified Organic production is also required to consider social justice and animal welfare issues, biodiversity and the revegetation of the land to ensure long term sustainability.

Certified Organic products carry a certification logo and certification number. This is your assurance that there is a third party certification of the integrity of every step of the production process, from paddock to plate.

Products may be fully imported but carry a label that implies they are an **Australian certified organic** product. These products are only packaged in Australia and the ingredients may not necessarily be certified to the Australian Standard. Please carefully read all labels. Products carrying the NASAA Certified Organic label are confusion free.

Know where your food comes from - **ALWAYS READ THE LABEL CAREFULLY**

NASAA is prepared to take legal action to protect its integrity, certification process and brand against any business falsely claiming to be certified organic.

Truth in Labelling brought to you by:



NASAA action against Kings Court Vineyards

Fraudulent conduct

1. In early 2014, NASAA was alerted by a number of organic wholesalers that there was a Victorian grower trading as Kings Court Vineyards claiming to be certified organic by NASAA.
2. NASAA had never certified Kings Court Vineyards.

Court proceedings

3. On 6 June 2014, NASAA commenced legal proceedings in the Federal Court of Australia against the operators of Kings Court Vineyards, Duran Ayhan.
4. By documents filed with the Federal Court of Australia, NASAA alleged that Kings Court Vineyards had breached the federal Australian Consumer Law by engaging in misleading and deceptive conduct by:
 - a. making false representations to organic wholesalers that the produce was certified by NASAA;
 - b. providing organic wholesalers with a fake NASAA Certificate of Registration; and
 - c. affixing labels to their produce that represented the produce had been certified organic by NASAA.
5. NASAA's Court documents sought injunctive orders and damages for contravention against Kings Court Vineyards under both the Australian Consumer Law and the Competition and Consumer Act 2010.

Resolution

6. Zeno and Duran Ayhan of Kings Court Vineyards have entered into undertakings as demanded by NASAA.
7. The signed undertakings require Zeno and Duran Ayhan to:
 - a. destroy all physical copies of the fraudulent Certificate of Registration issued (but is not) a Certificate of Registration issued by NASAA and delete all electronic copies of that fraudulent Certificate of Registration;
 - b. delete all electronic copies of that fraudulent Certificate of Registration;
 - c. delete all electronic copies of that fraudulent Certificate of Registration;
 - d. delete all electronic copies of that fraudulent Certificate of Registration;
8. The signed undertakings also unconditionally forbid Zeno and Duran Ayhan to ever again:
 - a. state in any communication with any customer that the produce has been certified by NASAA, unless it has been certified by NASAA;
 - b. provide to any person any document that purports to be a NASAA Certificate of Registration as issued by NASAA;
 - c. label produce or packaging in such a way as to imply that the produce has been certified by a reasonable observer that the produce has been certified by NASAA, unless it has been so certified; or
 - d. represent by any means, or directing another person to do so, or directing a third person to do so, to any other person that any produce has been certified organic by NASAA, unless it has been certified organic by NASAA.
9. NASAA is prepared to take similar action to protect its integrity, certification process and brand against any business that NASAA identifies as falsely claiming to be certified organic when it is not.

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