



NASAA Newsletter

Issue 8 - March 2014

A note from the General Manager

Welcome to the first official communication for 2014 and my apologies for not getting it out to you in February.

On Monday 17th March NASAA launched a major initiative with Chinese based certifier, Beijing WuYue HuaXia Management and Technique Centre (CHC). CHC is one of China's oldest certification organisations and like NCO in Australia, is seen as one of the leading certifiers in China.

The Agreement is the only one of its kind in the World. No other organisation outside of China can inspect to Chinese Organic Regulations. The Agreement essentially authorises NASAA trained but CHC approved inspectors to inspect Certified Organic operators for certification to Chinese Organic Regulations. We have already sent out Press Releases in relation to this so I won't go on about it here but if anyone wants to know more, please don't hesitate to call me at the NASAA office.

On top of this, we can also now offer access to the Korean Organic Market.

NASAA is expecting to have significant growth in 2014. Not only as a result of the Chinese Organic Market Access Agreement but also from a huge surge in interest from the organic production and processing sectors. Due to the internal restructuring that has occurred over the last 12 months, NCO is in a very strong position to manage and capitalise on this growth. While 2014 will mainly be a year of consolidating the changes we implemented during 2013, significant goals that we hope to do this year include:

1. Another **Customer Satisfaction Survey** will be conducted to see if you feel we have achieved what you suggested we needed to do last year.
2. Continue to **streamline & improve** process timeframes. While we have achieved great improvements in this area, we feel we can do better and will continue to ask ourselves questions as to how we can do this.
3. Last year, as a result of the **Customer Survey**, we implemented a Code of Customer Management that I believe has significantly improved the way in which our staff interact with you, our operators. This year, we will continue to improve and consolidate this.
4. During the year as I have reported elsewhere, I delivered to your Board a **Strategic Review** of Operations. The key



parts of this are:

- The NASAA Five Year Strategic Plan
 - The NASAA Five Year Business Development Plan
5. **Social Media:** during 2013 we launched a very successful Facebook profile which hit 20,000 Likes before Christmas; essentially it took us five months to hit 20,000. More importantly, this site can now boast Total Weekly Reach figures of up to 31,000 people meaning that in any one week, this number of people view something on the NASAA Facebook page!! We now want to use this to promote your products as well as lift the NASAA profile with consumers but we need your support to do this.
 6. Also this year, we will be launching our new **website**.
 7. Update and re issuing a previously released booklet called **Into Organics** designed to assist new entrants in understanding the process of becoming certified organic.
 8. We will also be developing and presenting a series of **workshops** to the dairy, wine, horticultural and grazing sectors over the next 12 months.
 9. **Internally**, we plan to:
 - Upgrade and improve the functionality of our record and file management program, e-Cert
 - Publish an NCO Operators directory
 - Publish an NCO Approved Inputs Directory
 - Updating our inspections checklist and associated documentation

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10. This year in April, in conjunction with Winestate Magazine, will see the first ever **NASAA Certified Organic Wine of the Year Award**.

11. Last year, we assisted the **Pacific Organic and Ethical Trade Community (POETCom)** develop the Pacific Organic Standard. This year, we look forward to certifying Pacific Island operators to this Standard and training local Indigenous people to undertake international inspections.

So, 2014, not only does it look extremely positive but also a tad busy!! The enquiry for certification has increased significantly over the past 5 – 6 months and with all the media coverage of Chinese access, GM and chemical contamination, health issues and clean food and the major supermarkets moving towards a 'buy local' campaign, it is very hard to see it abating.

Thank you and best wishes.

Ben Copeman, General Manager

Organic Travel Grants

In 2013, NASAA supported Organic Trust Australia's Research and Education travel grant project.

The Travel Grant, worth \$1000 was awarded to Andrew Lawson of the Australian Centre for Agriculture and Law at the University of New England. Andrew's research looks at 3 voluntary environmental programs - two of which are organic certification schemes and one is an environmental management scheme.

The trustees judged that this work is very relevant for organic agriculture in general and particularly for Australia. If the research finds that organic agriculture fulfills the environmental protection criteria of the different states in which it is practised would provide organic management with environmental credentials in the mainstream.

Organic Wine of the Year Award

As mentioned above, NASAA is proud to be sponsoring the Wine State Magazine Organic Wine of the Year Award.

The award will be open to any certified organic wine certified by a Dept of Agriculture Approved Certification Body and grown in Australia.

Entry will open in March 2014 and the judging will take place in April.



Social Media Update



NASAA needs all our operators who post articles and promotions to Facebook and other social media sites, to use their approved NASAA Certified Organic logo. This should be used on the facebook Cover Photo (see example below) as well as any product that you post photos of. We need you to help us lift our consumer profile as this then increases the value of your products.

Congratulations to our 'Old Timers'

NASAA Certified Organic provides certification for more than 1000 operators in Australia and 12 other countries. More than 150 of these operators have been with us 10 years or longer. We congratulate and thank our old timers for their loyalty, and we will try to showcase some of them in forthcoming newsletters. NASAA has long time clients across Australia including:



Kokonut Pacific

Kokonut Pacific, trading as Niulife Virgin Coconut Oil are a long time NASAA certified operator, with more than 10 years as a NASAA client. We congratulate them on their achievement and wish the General Manager, Castaly Lombe and her team all the best for 2014. You can check out the latest instalment of the "coconut diaries" at <http://www.niulife.com/>

Stoney Creek Oil

Based in Talbot, Victoria, the Stoney Creek farm has been established for over 150 years. In recent years, Stoney Creek has moved into the production and marketing of a shelf ready range of cold-pressed certified organic flaxseed oils and meal. With oilseeds sourced from certified organic growers across 4 States, the processing facility has itself been certified with NASAA since 1996. Check out Stoney Creek Oil on the web at

www.stoneycreekoil.com.au.



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Certification Manager's Bit

At NASAA Certified Organic, 2014 started with two important events: 1. Our agreement with CHC China and 2. BCS Korea to enable market access for NASAA certified products to China and Korea respectively. With 66 countries where the label 'Organic' is regulated and 12 countries in the process of drafting the regulation, NASAA Certified Organic has started the strategic alliances with other certifiers all over the world to make sure our certified producers get worldwide market access. Please contact us if you currently export or intend to export to these markets. There are some specific inspection and certification requirements for these markets.



We are pleased to release the new combined 'New Application and Organic Management' electronic form that will reduce duplication of information and expedite the process of new applications. We are also working on 'Update to OMP/OHP' form that will make the annual update easier for operators.

2014 will be a busy year for us at the office due to accreditation audits coming up. The annual and surveillance audits are integral not only for maintaining accreditations but also to improve our certification systems. With at least 6 different accreditations in place, NASAA Certified Organic is one of the leading certifiers in the world to provide certification to global export markets. The next edition of our certification technical bulletin 'Technical Communiqué April 2014' is not far away. We endeavour to update you on the latest technical updates in certification world so that you can keep yourself abreast of these changes that may be useful for your certified operation.

As per the Department of Agriculture notice, there is a change in the procedure for Organic Produce Certificates

(OPCs). With the new electronic system, the OPC process will be more efficient and timely. Please refer to our website for a copy of the export guidelines.

I thank you again for your constant feedback and suggestions. They are extremely valuable for improving different facets of our certification system.

Best wishes, **Sachin Ayachit**, *Certification Manager*

Staying in Touch

NASAA is always keen to keep in touch with NCO clients, and have been visiting several operators in the last few months.

Over the past month, Ben has visited operators in WA, caught up with NASAA WA representatives, visited operators in Tasmania and more recently visited Jurlique in the Adelaide hills and Goulburn and Strathbogie Olive growers Association. The whole NASAA team spent a day at Maverick Wines in the Barossa (see photo top of page).



Organic Pioneer

Sam Statham, of Rosnay Organic Wines in NSW was the lucky winner of the NSW Organic Pioneer's award in 2012, sponsored by NASAA. Sam used the award to finance a trip to France to learn about organic grape growing and wine making in some of the French wine regions.

Read Sam's full report at:
www.nasaa.com/OrganicPioneer.pdf



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NASAA is proud to support Gene Ethics, who need your support in 2014, to continue planting the seeds for a safe, secure GM-free food system. In 2013, Gene Ethics achieved multiple goals:

- South Australia's GM crop ban extended to September 2019. Gene Ethics' advocacy was key to this GM-free success.
- Tasmania's GM crop ban review appears set to be extended too. Gene Ethics brokered the five year GM Freeze in all States from 2003.
- March Against Monsanto - May 25 and Oct 12. With Gene Ethics' co-ordination, thousands marched in 14 Australian cities, demanding GM-free farms and foods.
- Local Champions for Chemical-free Councils want to end the spraying of Roundup synthetic weed killer in local playgrounds, parks and streets. 30 local petitions, that Gene Ethics initiated, are going now and more are planned.
- Farmers buy less GM canola seed in NSW and Victoria. GM peaked in 2010 and just 5% of the canola crop is GM now. Gene Ethics' leadership helped generate this change. GM-free canola earns \$150/hectare more.

Gene Ethics is counting on you. Please give generously. Donations, big or small, over \$2 are tax deductible.

<http://www.geneethics.org/donate>

NASAA Appoints 2 Skills Based Directors

At the NASAA AGM in 2012 members voted to change the make-up of the NASAA Board to have 3 Directors appointed by the members and for 2 Directors to be appointed by the Board, after the Board has carried out an analysis of the skills that the Board requires from time to time.



According to this process NASAA has appointed David Roper and Glenn Schaub to the NASAA Board.

David Roper has been the Chair of NCO and was a co-opted Director on the NASAA Board last year. David continues to be a Director of NCO. David brings governance and technology expertise to the Board. David has been appointed until the 2014 AGM.

Glenn Schaub in the past was involved with ORGAA until it transferred its activities to NASAA. Glenn brings communication and media management skills to the Board. Glenn has been appointed until the 2015 AGM.

NASAA looks forward to the contributions and direction that both David will Glenn will provide to the NASAA Board.

Jan Denham, Chairman

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Department of Agriculture Export Control Orders Legislative Review

The Department of Agriculture (DoA), formerly AQIS, has commenced a review of the Export Control (Organic Produce Certification) Orders 1997. It is a legal requirement that all Orders are reviewed every 10 years.

This review will look at all aspects of the requirements for the export of organic produce to ascertain through stakeholder consultation what requirements are applicable for the export of organic products in 2014.

The Working group has had 2 meetings reviewing the overall existing export requirements and will be in contact with stakeholders as specific areas are reviewed.

It is planned to complete this review in 6 months.

NASAA will keep members and certified operators updated on the issues as they are discussed.

If anyone has specific issues with the Export Control Orders that they wish to be addressed please contact Jan Denham on (03) 50279249 or by e-mail karra@activ8.net.au

For more information go to www.daff.gov.au/biosecurity/export/organic-bio-dynamic/organic-orders-review

Jan Denham, Chairman

NASAA Gate Signs

We still have plenty of NASAA Gate Signs available for general and domestic certified properties. Please contact us to get yours, and if you have one already, please send us a photo of it at your property!



New NCO Operators

Welcome to all of our newly certified NCO operators!

2695P	Pieter van Gent Winery
2696P	Little Monster Chocolate
2698P	Crema Coffee House
2699P	Babushkas Kefir
3831pre	Hill Farm and CGR Nominees Pty Ltd
3834pre	RG and RL Gell
3838M	Oceanmaid
3839M	Resparkle Pty Ltd
4249pre	Tickalara Grazing Company
4250pre	Omicron Pastoral Pty Ltd
5431P	Just Bee Organic
5432pre	Paech - Gum Park Beef
5433pre	DW, DP and NW Docking
5435P	Temple Bruer Wines
6366pre	Lamperd & Brittain
6368P	Desert Shadow Health and Beauty Care

NASAA Photographs by Sachin Ayachit and Stuart Baulk

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