



NASAA Newsletter

Issue 13 - September 2015

From the General Manager

The reaction to our first Mailchimp Newsletter was very positive so we will continue to use this as our preferred method of Newsletter delivery.

This edition of the GM's Comments will focus on a number of activities that NASAA has either undertaken or is undertaking:

1. NASAA's ever increasing consumer awareness.

Over the last three years, we have put a great deal of effort into increasing the consumer awareness of the NASAA label. This increases its value to you, our operators who put this label on your products. Over this period, NASAA has become the 'go to' organisation for media, governments and conference organisers for comments on the organic industry. We will continue to maintain this focus as the more we get ourselves known in the community, the greater the value our labels add to your product.

We would very much appreciate your support in this. By putting the NASAA label on the front of all your products; marketing and advertising material and most importantly, on your Facebook, Website and all your social media sites will consistently keep the label in the forefront of the consumers mind. Brand recognition is about consistency.

2. The Certified Organic Wine of the Year Awards

This year marked the second NASAA – Winestate Certified Organic wine of the Year awards. This year it was won by Rod & Em Hooper from their NASAA Certified Macaw Creek in the Clare Valley. Their Em's Table Riesling was judged to be the best of the best for 2015. Congratulations to Rod, Em and Jack for the fantastic effort. Well done !!!



3. Major Industry Events

Since the last Newsletter, NASAA has been involved in three major conferences and will be participating in more over the next three to four weeks. These include:

- The **Agribusiness Outlook** Conference in Melbourne where we presented the organic message to a largely export oriented audience of processors and manufacturers of conventional agricultural products.

- I was a keynote speaker at the **Biofach China 2015** Expo in Shanghai where I pressed the message that if you trust Australia's 'clean, green and environmentally safe' agricultural products, then please buy certified organic Australian products that by definition, are 'even cleaner, even greener and even more environmentally safe' as they are frequently audited to ensure their authenticity.

- I was part of a panel at the **Agriworld Australia 2015** conference where we chatted about organics in Australia and the dynamic surge in popularity of organics in Australia and globally.

- On 21st August, I was part of the **OBE – Grazing BMP** in Roma where we discussed the alignment of organics and Best Management Practices.

- NASAA will be attending the **Riverland Field Days** at Barmera as guests of Primary Industries and Regions SA (PIRSA) on 18th – 19th September, site number 311.



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- On 23rd September, I will be speaking at the **Kaloorlie Innovation Conference** in Hampton Hill, WA where I will talk on the steps to certification and organic market access.
- During the September, October and November, NASAA will be conducting **Organic Workshops** in regional Victoria, Tasmania and in Vasse and Dowerin, WA. For more information, please contact the office on 08 8370 8455 or National Operations Manager, Peter Hastie on 0402 069 354 or peter.hastie@nasaa.com.au
- Our partners in Wine, **Winestate Magazine**, will be continuing with their wine awards and tastings around Australia over the next few months, starting with the Wine of the Year Awards in Adelaide on 12th September. While these are all conventional wine tastings, NASAA commands a corner where various staff members attend and continually promote Organic wines and accompaniments such Organic Times Chocolates, Organic Dairy Farmers cheeses, Mojo Kombucha drinks and Red Dragon Ginger Beer.



If you would like us to promote your products at these events, contact Stuart Baulk at stuart.baulk@nasaa.com.au

- And finally, PLEASE do not forget: The **NASAA Industry Seminar and AGM** is being held on Friday 13th November at the Mercure Hotel in Canberra. The theme this year is *“Healthy Soils, Healthy Systems, Healthy Homes”* in recognition of 2015 being the International Year of the Soil. A very interesting list of speakers is being finalised (see page 9). Please, mark the date: 13th November NASAA Industry Seminar & AGM.

4. NASAA's 30th Birthday

The big one!! What an effort!! NASAA is the longest serving organic certification body in Australia having been incorporated in 1986. Today, we certify operations in some 13 countries around the world, affecting the lives of around 13,000 indigenous farmers and certify just under 12m hectares of agricultural land.

NASAA has been the real innovator in the organic industry, as can be seen from its history:

- Wrote the first organic standard in Australia;
- Closely involved in the writing of the National Standard;
- Was, with Swedish certifier, KRAV, the equal first organic certification company to sign the IFOAM Agreement when current Chairman, Jan Denham in a previous role as Chair, signed the IFOAM Contract in Germany in 1994;
- The first certifier in Australia to be accredited by JAS and the second for NOP;
- The only certification body to be able to certify to the Pacific Organic Standard and inspect for certification to China;
- We were also very involved in writing the Pacific Organic Standard with POETCom;
- We initiated the world's first Indigenous Inspector Training designed to reduce the costs of certification in traditional and developing lands.

So this significant milestone is not just about us getting older!! It's more about the massive contribution NASAA, its various Boards and yourselves, as Operators and Members, have made to the ongoing growth of NASAA and the Australian and Global organic industries.

5. NCO: Largest certifier of agricultural land in the world.

Out of an estimated global total of 42 million hectares of certified agricultural land, there is, according to the Australian Organic Market Report 2014, about 22m ha of certified and 'in conversion' land in Australia. This means organic production systems in Australia account for more than 50% of the global total of certified organic land.

Of this, NASAA certifies just under 12m hectares in Australia and internationally representing approximately 50% of the Australian certified land and a massive 28% of all certified land, globally.

With figures like these, its not hard to see why NASAA is considered one of the globally significant and preeminent organic certifiers. The hard work and commitment of our predecessors at management and board level has paid off over the nearly 30-year period of NASAA's existence.

From this, I hope you can see how NASAA is out there really trying to grow our presence, increase consumer awareness of our label and above all, grow your industry.

NASAA is the largest certifier of organic land in the world, with just under 12 million hectares across more than 1000 operators

Kind regards,

Ben Copeman
NASAA General Manager



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NASAA On the Road...

NASAA Workshops keep on rolling

Demand for organic product is still growing, with many operators are becoming interested in organic certification.

Our goal to develop an annual program delivering a number of tangible and informative seminars, workshops and conferences to our operators and the industry has really stepped up a gear in 2015. We have a number of potential workshops which are currently in the planning stages, plus our **NASAA Industry Seminar and AGM** in November.

NASAA Operations Manager, Pete Hastie is collaborating with a number of organisations to deliver these workshops who are all interested in developing their respective industries.

SEPTEMBER - Gippsland

On September 16th, NASAA is presenting on the Organic industry and steps to certification at the Department of Investment and trade Agribusiness development workshop in the Lismore region of northern NSW.

There will be an organic development workshop held in Warragul, VIC on 18th September. "Grow the Growers" sees NASAA partnering with OFA to talk about the key emerging demand trends for organics, and opportunities for growth.

Synchronicity Farm has invited NASAA back to present on the opportunities of the Organic industry for smaller producers at their Farm in Nana Glen NSW on the 19th and 20th of September for the 'How to Build a Profitable Agribusiness with 5 Acres - Strong



yields from cash crops.' To book your spot with the 5-acre farmer and receive a special NASAA member discount, go to: <https://givingtree.net.au/event/how-to-build-a-profitable-agribusiness-with-5-acres/>

OCTOBER - Northern NSW

Also in conjunction with OFA we are planning Organic Farm tours and an industry development workshop roadshow in northern NSW between the 7-9th of October in the Clarence Valley, the Casino/Lismore Region and one in the Byron Bay Region.

In addition to this we are collaborating with Kempsey Shire Council, Landcare and TM Organics to present a 'Healthy Soils Grow Great Food' workshop in the Kempsey region on Saturday, October 31st.

NOVEMBER - Canberra (AGM)

The Annual NASAA AGM and Industry Seminar is locked in for the 13th of November in Canberra (see page 9). If you wish to showcase your products and/or sponsor the event please do not hesitate to contact us.

We are also planning workshops in Western Australia, Tasmania and western Victoria. We are continuing to work hard on collaborating with key partners in the delivery of these workshops and we thank all our sponsors and speakers for helping deliver great results right across the industry.

Pete Hastie

NASAA Operations Manager



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How OCCA are you?

National Organic Week: 2-11 October 2015

Taste the Difference
Feel the Difference
Make a Difference

**It's time to start planning
for National Organic
Week 2015!**

This October 2-11 marks the eighth annual celebration of organic agriculture food and products in Australia.

The Centre for Organic Research & Education (CORE) invites everyone in the organic sector in Australia to get involved! Host your own event, become a sponsor or supporter or enter the Organic Consumer Choice Awards (the OCCAs).

Categories for the 2015 OCCAs include:

- Organic Product of the Year:
- Organic Fresh Food Product
- Organic Pantry Food Product
- Organic Non-Alcoholic Drink
- Organic Alcoholic Drink
- Organic Health & Beauty Product
- Organic Garden & Farming Product
- Organic Retail Outlet
- Organic Specialist
- Organic Online Store
- Organic Eating Out
- Organic Wholesaler
- Favourite Organic Brand
- Sustainable Farmer of the Year



Retailed Organic Product of the Year 2014

Red Dragon Organics
Sugar Free Living Elixir
Turmeric Ginger Beer

(NASAA Certified)



2-11 October 2015

The deadline for sponsorship and entering the 2015 OCCAs is Friday 25th September. NASAA is a supporter of National Organic Week and encourages all of its NASAA Certified Organic operators to get involved by nominating and voting.

Voting opens on 2nd October and the Awards Ceremony will take place in late November.

How to enter:

1- First have a look at the rules of entry and criteria detailed in the OCCA's Prospectus to make sure your company is eligible for an award.

2 – Complete the entry form before the entry closing date: Friday 4th September. After review of your entry we will contact you.

3 – Once your entry is confirmed, pay the correct entry fee: \$95 for the first entry and thereafter an extra \$35 for each additional entry should you choose to enter several categories or should you have multiple stores. For more than 10 entries please contact us.

Now it's your opportunity to engage with your customers! Here are some ideas: organise tastings, promotions and organic related events, use newsletters, websites and social media.

If you have any questions regarding the OCCA's, please contact us on 1300 88 55 66 or info@core.asn.au.

For more information visit the website at:

www.organicweek.net.au

www.nasaa.com.au 4

WA Vodka goes Organic

Hippocampus Drinks gets into the NASAA Spirit

Introducing Hippocampus Vodka - the first Certified Organic Vodka in Australia

Hippocampus Metropolitan Distillery has released its first small batch spirit from the West Perth distillery, an Organic Vodka set to reinvigorate the vodka category in Australia.

"We make our products from the ground up, and control every step of the production process. We believe that the better the input the better the output, so we have sourced the best local biodynamic wheat we can get our hands on to be the base ingredient for our vodka." Says Hippocampus founder and manager Jason Markwart.

The distillery's local wheat suppliers, have been farming in Western Australia's Southern Wheatbelt for a couple of generations. The farmers take great pride in the sustainability of their farming system and the quality of their produce, which is as good a starting point for a clean and great tasting vodka as you can get. Wheat is a wonderful and very traditional base for making excellent vodka due to the soft texture and richness it brings to the finished product.

"Our process involves fermenting the wheat in small batches with filtered water and an organic yeast to create a wash that is as pure and flavourful as we can make it." says Alex Poulsen, Hippocampus distiller. The wash is then introduced to their custom made copper still, "Kylie". "We distil through two 10-plate copper columns, which allows for lots of interaction with the copper, to remove impurities whilst producing a spirit that is super smooth and retains the flavour and character that we are looking for." says Alex.

Keeping only the best "heart" of the spirit and discarding the rest, along with the heads and tails they don't need to filter their spirit and this ensures that the spirit retains the maximum character and flavour in the finished product. Finally, the spirit is blended with local purified water, bottled by hand a rested for a bit before release. "It is a labour intensive process, but one that we believe sets our product apart by allowing us maximum control over every aspect of the process, from the ground up to deliver a wonderful vodka." says Jason.

The Hippocampus family is comprised of a group of friends who met in the brewing game, and decided to



dedicate this skill and passion to distilling. "Mashing grains before distilling is a big part of this skill and that is essentially a beer discipline. So we figure we can do this bit really well and having that good wort or "wash" is a bit like having a great stock for soup... the end result is always better" says Alex.

The Hippocampus is a part of the brain that holds dear to ones heart in that it is particularly important in forming new memories and connecting emotions and senses such as smell and sound to memories. In a self justified rationale, the name fits in that by creating lovely spirits that can form wonderful drinks they are contributing in a small way to that treasure chest of memorable moments.

Jason says the response to the vodka has been fantastic "It seems our vodka associates a lively, wholesome and festive feeling, one that is true to a unique Australian spirit. Our Hippocampus Vodka shies away from the harsh nature of traditional vodka and instead produces a soft, smooth flavoursome spirit which has been made to enjoy neat, with a favourite mixer or a base in a cocktail"

Jason Markwart

Hippocampus Drinks, WA



VODKA



HIPPOCAMPUS
METROPOLITAN DISTILLERY

PRODUCT OF WESTERN AUSTRALIA - 700mL

VODKA:

Soft organic West Australian wheat and softened local water used in base mash for a vanilla sweetness on the nose. Distilled multiple times through 2 x 10 plate columns for a brilliant clean and crisp texture.

Hippocampus: Part of the brain that is particularly important in forming new memories, and connecting emotions and senses to memories. By creating great spirits that can form wonderful drinks we are hoping to contribute in some small way to that treasure chest of memorable moments.

Metropolitan: Urban based, opposite the old Perth Metropolitan Markets.

Distillery: A custom made steam driven copper still called "Kylie" that is ideal for handcrafting small batches of fine spirits with minimal impurities and superb flavours.

Certified Organic Wine of the Year 2016

Proudly Sponsored by NASAA and Organic Times

The Organic Wine of the Year Award is about to move into its third year, which is also the 30th anniversary of NASAA...

Its not long since we wrapped up the Organic Wine of the Year Awards for 2015, with NASAA Certified Organic Winery Macaw Creek in the Clare Valley picking up the top spot with their Em's Table Riesling.

We want to make sure that the 2016 competition is the biggest one to date, and gives a huge boost to the organic wine sector in Australia. Through our partnership with Winestate Magazine, there are a number of benefits to entering your wines:

- Winestate Magazine Advertising
- Winestate Magazine Review of your wine
- Tasting Event Exposure throughout the year
- Social Media Coverage

Dates for your Diary

Thursday November 12th 2015

Winestate Wine of the Year Award Presentation
Adelaide Convention Centre - 12 noon

Friday January 15th 2016

Best of the West - WA Tasting
Hyatt Regency Hotel, Perth - 6pm

Friday January 18th 2016

Wines of South Africa
Hyatt Regency Hotel, Perth - 6pm

March 2016

Submissions Open for 2016

Friday April 8th 2016

Winestate Cabernet & Bordeaux Challenge
National Wine Centre, Adelaide - 6pm

Friday May 27th 2016

Winestate Shiraz Challenge
National Wine Centre, Adelaide - 6pm

Friday June 30th 2016

NASAA/Winestate Organic Wine of the Year Awards
National Wine Centre, Adelaide - 6pm

JOIN US

NASAA welcomes the sponsorship of **Organic Times** for the Organic Wine of the Year 2016. The Organic Wine of the Year Award also presents significant opportunities for promoting other organic products throughout the year. We would love for more of our operators to take part in sponsoring the event, so that we can present organic wines alongside organic cheeses, olives, chocolates, nuts, crackers and more. Please contact us if you would like to co-sponsor the event, or if you would like to purchase tickets to any of the events.

Submit your Wines

Entry is open to all certified organic wines made in Australia and certified with a government approved certifier. To enter your wines, please send 2 bottles of each, packages marked ORGANIC WINE OF THE YEAR to Peter Jackson Winestate Magazine 81 King William Road, Unley, South Australia, 5061.

We encourage all NASAA Certified Organic wineries to submit their wines in 2016



ORGANIC TIMES

organictimes.com.au

ORGANIC STANDARDS

Training Course 2015

25-27 November, Hahndorf, SA

NASAA is proud to host a training course in November, designed to provide instruction and guidance to organic operators, managers, consultants and anyone interested in the National Standard for Organic and Biodynamic Produce and the NASAA Organic Standard. The course will provide the basic training for prospective organic inspectors.

The Course format will include modules on:

- The Organic Industry and Certification
- The role of an Organic Inspector
- Standards
- How to inspect/verification methods
- Farm management issues
- Process management issues
- Audit trail
- Sampling
- Ethic, Professionalism, Responsibility.

An Organic Standards Training certificate will be issued at the completion of the course.

COURSE LOCATION

The Hahndorf Old Mill.
98 Main Street, Hahndorf SA 5245

Hahndorf is a tourist village in the Adelaide Hills, about 35km (40min drive) from Adelaide Airport. The village has ample accommodation eateries, hotels, bakeries and IGA for your convenience.

DATES

START 8:45 am Wednesday 25 November
FINISH 4:30 pm Friday 27 November



COST

The course cost is \$1500. This includes the course, venue, course material, lunch and refreshments. All trainees will be responsible for their own accommodation, meals (outside of course time) and travel costs.

Please contact us for more information including registration forms and accommodation details.

Debbie Clarke

NASAA Inspections Manager

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NASAA's 30th Birthday!

Serving the Organic Industry in Australia for Thirty Years

2016 marks NASAA's 30th year of operation, and we are looking forward to making sure its a really big year...

Next year is NASAA's 30th Anniversary, and we hope that you will help us to celebrate and make it the best year ever for NASAA and all its operators, members, supporters and followers.

As well as attending our events, you can also help us to celebrate by entering your NASAA Certified Organic Products into various award competitions such as the Organic Consumer Choice Awards (OCCAs), the Telstra Business Awards and of course the Organic Wine of the Year Awards.

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Joshua Allen (and Coco) from Synchronicity Farm, Nana Glen (NSW).

NASAA Members and soon to be certified Operators.

In the last few years, NASAA has been working hard to upgrade, revamp and reinvent itself. This included the social media revolution in mid-2013. The facebook page took off at a gallop, and by the end of 2013 had reached 20,000 followers. Now in August 2015, we have reached more than 32,000 followers across the 3 social media platforms. We hope that this will continue to grow into 2016, our biggest year ever!

In 2016 we will continue to work hard to help our operators gain significant advertising and promotional value - getting your organic products onto the plates and forks of people all over Australia.

In 2015, we are even listed on Wikipedia!

https://en.wikipedia.org/wiki/National_Association_for_Sustainable_Agriculture_Australia



WINESTATE

Australia's oldest wine publication est 1978

Proudly supporting the Certified Organic Wine of the Year

Sponsored by Australia's premier organic certification body:
NASAA Ltd



Peter Jackson

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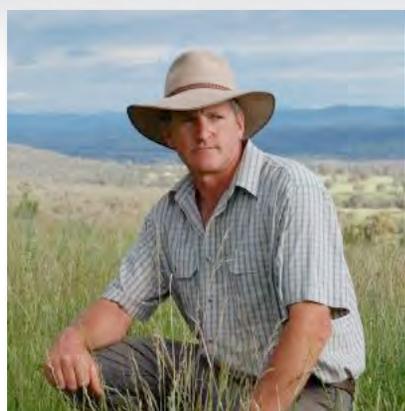
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Join us for the...

NASAA Industry Seminar & AGM

Healthy Soils - Healthy Systems - Healthy Homes

Mercure Hotel, Canberra, November 13th 2015 - Canberra



The 2015 NASAA Industry Seminar and AGM will take its theme from the International Year of Soils.

The venue is the Mercure Hotel, Canberra and the event will be held on Friday November 13th. There will be a day of speakers and workshops, followed by the AGM in the afternoon, and a dinner in the evening.

CONFIRMED SPEAKERS

Glen Morris - *Figtrees Organic*

Humus and human health from there to here - disease prevention through regenerative agriculture.

Laura McBain - *Bellamy's Organic*

Organic Babies are healthy babies - Where mothers see value in buying certified organic.

Katie Finlay - *Mt Alexander Fruit Gardens*

Using diversity to build healthy soils and healthy businesses

Other speakers and sponsors are being confirmed.

If you wish to showcase your products and/or sponsor the event please do not hesitate to contact us.



2015
International
Year of Soils

NASAA Operator finalist in Telstra Business Awards

NASAA Certified Red Dragon Organics has been recognised as an outstanding Australian business - awarded a Finalist position in the Telstra Australian Business Awards recently.

The Telstra Australian Business awards look in depth across the categories of sales and marketing, customer relations, team culture, business planning and financials to recognise Australia's most outstanding small and medium sized businesses.

Red Dragon Organics was entered by Director, Katrina Patton after being encouraged by other local businesses in the Lismore area, who have won the awards in the past.

Red Dragon Organics are certified organic by NASAA, and produce proudly handcrafted beverages that are naturally fermented in the bottle, using freshly dug cold pressed local organic ginger and turmeric. In 2014, the Red Dragon sugar free living elixir drink won an Organic Consumer Choice Award (OCCA) for reetailed organic product of the year.

Owner, Richard Patton noted that Red Dragon has seen some competitors springing up as fermented drinks become more popular, but explained that Red Dragon focusses on creating the highest quality, premium product that competitors can't out-do. Richard started the company in 2002, having made and sold organic drinks at local markets for many years.



"It feels so good to be recognised as one of five finalists chosen from thousands of entries in the Micro Business category when we are such a tiny business and we place business ethics and sustainability at the heart of everything we do."

Katrina Patton, Director

For further information contact Red Dragon Organics:

Katrina Patton, General Manager/ Director

Katrina@reddragonorganics.com.au

Richard Patton, Owner/ Founder

Richard@reddragonorganics.com.au

www.reddragonorganics.com.au



2015 NSW Finalist

Want to Advertise with NASAA?

Selling your Farm? Building your Organic Brand?



Contact Us

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NASAA recognised as Industry Leader

General Manager Ben Copeman was honoured to receive the 2015 Industry Leader of the Year Award, by the Australia China Business Council recently

The Australia China Business Council (ACBC) Industry Leader of the Year award is made annually to the individual who has demonstrated creative, innovative and outstanding leadership in developing trade between Australia and China.

In his nomination speech for the Award, ACBC SA President, Sean Keenihan, commented on the level of innovation and creativity NASAA had instigated in developing the Organic Market Access Agreement. He said the Agreement will open the Chinese organic market up for Global competition, citing two other international certification bodies that have followed NASAA's lead. On receiving the award, Ben said he was proud to have helped to develop market access opportunities for Australian organic producers.



Australia China Business Council
澳大利亚中国工商业委员会

Conditioners the key to soil health

Great benefits come from increases in soil health. Improved fertility, increased water-holding capacity, better soil structure, higher yields and superior fruit quality. All of these benefits can be achieved with the application of compost and mulch. However the ability of these soil conditioners to improve a plant's access to nutrients is often overlooked.

Soil conditioner is added to the soil to increase organic matter including soil carbon – which in turn delivers several benefits. This is achieved by encouraging the formation of soil aggregates – clusters of soil held together as a result of fungal hyphae and bacteria

'gluing' organics together – which hold water while allowing air to penetrate, facilitating drainage and salt removal and allowing roots to penetrate.

These soil microbes can improve nutrient cycling by breaking down organic matter and providing nutrients in a plant available form. Compost and mulch supplies microbes to the soil and also provides a food source in organic matter. This increases the activity of the added microbes and those already present in the soil.

Microbial activity will vary with environmental conditions, soil type and vineyard management techniques, however compost and mulch consistently provide a source of microbial activity, soil carbon and slow release nutrients – some of which is available immediately in the first year of application, and with ongoing benefits continuing for up to 5 to 7 years after application.



0421 250 686
bjs@jeffries.com.au

Brian Silvy

Jeffries Compost, Soil and Mulch



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Organic Seafood

It's not ALL about soil...



We spend a lot of time telling operators and consumers that “it’s all about soil.” But, as much as we like to pair wine with cheese and chocolates, we do consider a bit of Surf and Turf now and then - and NASAA has a growing following in the Organic Seafood Sector, including *Kinkawooka Shellfish*, *Angel Oysters* and *This Fish*.



The **Kinkawooka Shellfish** story, featured recently in Organic Insights, is not the only “Fish Tale” in the NASAA Certified Operators list. Several operators are producing seafood which is certified organic, once again taking advantage of a new market sector that is of interest to consumers.

THIS FISH is a family owned business focused on providing clean, organic and environmentally friendly fish. Free of chemicals, hormones and antibiotics – fed on a certified organic diet in its natural environment.

This is achieved by farming in remote, carefully controlled and clean, fast flowing waters.

How is Seafood Certified?

Production should maintain the aquatic environment and surrounding aquatic and terrestrial ecosystem. Farming uses a combination of practices which:

- encourage and enhance biological cycles
- use a wide range of methods for disease control
- prohibit synthetic fertilisers
- provide for polyculture where possible
- minimise impact of surplus nutrients

Angel Oysters has developed quickly since 2010, from a traditional oyster-growing business into an organically certified premium producer located in the pristine waters of Smoky Bay. Angel Oysters are ‘100% traced’ from spat, throughout their life through to their destination. Angel Oysters just recently won a SA Seafood Industry Award for best small business - CONGRATULATIONS to the team working at Angel’s, who deserve the credit for their commitment and passion for service to export and interstate customers.

We hope to continue to welcome operators in new sectors to the organic industry as it becomes ever larger and more diverse.





Grow the Growers

Local and Organic Gippsland Workshop

Friday September 18th 2015, 9.30am - 5pm

Community College Gippsland, Warragul, VIC

Demand is outstripping supply for nearly all Certified Organic and local produce. Join Australia's First Organic Certifier, NASAA and the Organic Federation of Australia for a day of networking, business development, presentations and discussions at Community College Gippsland Warragul VIC.

The Gippsland region is perfect for organic production systems. Come and meet the processors who need your produce and learn how to navigate the requirements of organic certification and management practices on-farm. This workshop is for primary producers interested in capitalising on the increasing demand for local and organic markets globally. Take the opportunity to network and learn how to take the steps to organic certification.

SPEAKERS: **Peter Hastie** - *NASAA, Organic Certifier*
Carolyn Suggate, *Organic Federation of Australia*
Panel Discussion, *Key Dairy Processors*
Gerhard Grasser, *AgriSolutions Australia*
Chris Mcloghlin, *Terra Madre & Earth and Sky Organics*

VENUE: **Community College Gippsland**
Korumburra Road, Warragul VIC 3820

COST: **\$45.00 including lunch**

BOOKINGS: www.ofa.org.au/dairy_and_beef_farm_grow_the_growers

ENQUIRIES: Call Pete Hastie on 0402 069354





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 products are independently audited and verified by a third party certifier, and comply with relevant organic standards

Certified Organic producers undergo a conversion process to ensure that non-organic, industrialised farming methods and inputs are phased out

Certified Organic operations are managed in compliance with the standards on an ongoing basis

Certified Organic products *do not* contain GMOs, hormonal growth promotants, synthetic additives, chemical herbicides, fungicides or insecticides or synthetic fertilisers

Certified Organic production considers social justice, animal welfare, biodiversity and the revegetation of land for long-term sustainability

Certified Organic products carry a certification logo and number to demonstrate organic integrity



1234P

Products carrying a label implying that they are an Australian certified organic product may only be *packaged* in Australia - the ingredients may not necessarily be certified to an Australian Standard

Products carrying the NASAA label are confusion free

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

Brought to you by NASAA in the interest of transparency, integrity and truth in labelling

Australia's FIRST Organic Certifier

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