



July 2014

ORGANIC *insights*

Truth in Labelling
Exporting to China
Social Media Update
Organic Wine of the Year



Magazine of the National Association
for Sustainable Agriculture, Australia
Australia's *FIRST* Organic Certification Organisation

Welcome to

ORGANICinsights

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The Future of NASAA

Where to next?

It's now been a tad over twelve months since I started at NASAA and an amazing twelve months it has been. The changes that have been implemented, the new markets we have facilitated access to and the fantastic rush of a record number of new applications, have all contributed to make the first year one to really remember.

With NASAA's 30th birthday approaching in 2016, I thought it might be timely to ponder where the certification industry is at. As you know, there are six certification bodies in Australia approved by the Department of Agriculture all providing differing levels of market access.

From NASAA's point of view, it is our role as a certification body, to provide the appropriate certification services allowing our operators to access organic markets, be that access to local, national or the various regulated and non-regulated international markets and to ensure that consumers know that they can buy products with confidence as to their organic status. Truth in labelling. This is essentially what you pay for. We resent as much as you do seeing imported products on shelves knowing the ingredients are not certified to Australian Standards and yet a dominant label implies that they are.

The reality of the Australian certification market today, is that it is essentially a duopoly as the two major certification bodies control in excess of 65% of the certification market. If it ever came down to a proper duopoly in Australia, innovation, economies and customer service would deteriorate and the quality of certification services would decline. While you see this often in monopolies, duopolies generally create an unspoken collusion where the market is sub consciously divided and each begins to specialise in an area where the other doesn't. This reduction in competition generally leads to a reduction in innovation and eventually customer service and the demise of an industry begins.

Australia has six strong certification bodies so I can't really see this occurring in Australia in the near future, however,



I don't think anyone will disagree that innovation in the organic market has been somewhat missing over the past ten years or so. NASAA's Organic Market Access Agreement with Chinese certification body CHC, is possibly the first piece of innovation to occur in the industry for some years. For NASAA to be the only certification body outside of China to be approved to inspect to Chinese Organic Regulations is a massive achievement and while others may claim that they will be able to do this, the reality is that it was NASAA's innovation that blazed the trail opening up the avenues for other CB's to access. The Chinese market has been made as accessible as the US or Japanese market mainly due to NASAA's innovation. It's perhaps debateable but if NASAA had not created this pathway, would one of the other certification bodies have done so?

During 2013 – 14, NASAA in conjunction with Winestate Magazine sponsored the first NASAA Certified Organic Wine of the Year – Australia awards. While there have been organic wine awards before, these awards were open to wines from other countries, predominately New Zealand. The NASAA sponsored Certified Organic Wine of the Year is the first award open only to wines produced and processed in Australia and certified by an Australian Government approved certification body. The entries were of an extremely high quality with in excess of 80% of the wines being awarded Gold or Silver Medals or Recommended. The winning wine was the Pig in the House Cabernet Sauvignon from the Windowrie Vineyard at Cowra in NSW. Congratulations to the O'Dea family on a wine that was judged the best of a seriously good selection of wines.

Throughout this financial year, NASAA will again be leading the way in innovation with the launch of a Global Inspections division which will operate as a division within NASAA Ltd. This moves the responsibility of inspections away from NCO and will come under the auspices of NASAA. This move will further delineate the roles of the two organisations and will revitalise and significantly



Our guests from China visit the Barossa Valley

improve inspection efficiencies, processes and procedures. Later in the year, NASAA will be conducting Initial Inspection Training courses to train inspectors located in the Pacific Islands / SE Asia in an attempt to reduce the costs of inspections and to improve the ease of access to certification for indigenous farmers and operators in those regions. We will also be working on possible new certifications, social justice programs and consciously implementing the 'Sustainable' part of the name, NASAA.

And of course, we have been a major part of the Steve Marsh vs Michael Baxter legal case and managing the misinformation that has surrounded this has been a time consuming and an educational experience. The judge, in delivering his verdict, seemed to ignore the impact that this decision will have the non GM conventional export market. All of our key conventional export markets have been quite vocal in their opposition to GMO's in the grain they buy from Australia. The Judges decision, in my view, will unnecessarily confuse that international requirement and will have a greater negative impact on the conventional export market than the organic market. By maintaining our ethical interpretation of the Standards, NASAA has drawn a line in the sand, saying that organic product that bears the NASAA Certified Organic label does not contain GMO's and is not acceptable under any Organic Standard. From a marketing



viewpoint, this may be a valuable distinction for NASAA Certified operators to have.

Finally, 2014 -15 is already shaping up as a busy year. Initial enquiries are at record levels. We now have a specialist Applications Officer employed and this has greatly sped up the application process. Over this past year, the employment of new people and new processes has significantly improved our internal productivities, improved file turn over times and greatly improved our customer management. The recent Customer Satisfaction Survey has confirmed that our operators and members are, in the main, very happy with the improvements we have initiated over the past twelve months. However, there are still areas that you feel we should be improving on and these will be the focus areas for 2014-15. I hope you can see that we are listening to your feedback.

Finally, this year, we plan to completely refurbish the NASAA offices and plans are well underway on this project. And, this is the first Organic Insights where we have taken advertising

from our operators and members. Thank you to all those who have supported us and we look forward to working with you on a number of other marketing initiatives that we will be undertaking this financial year.

So with the CHC Agreement and NASAA Inspections Services to be rolled out; managing the significant increases in interest in organics and the subsequent increase in applications; Inspector Training for the Pacific Islands; developing new certification opportunities; developing new business opportunities for our operators, refurbishing the offices and managing the implications of the GMO debate, all while doing the certification tasks that you expect from us, indicate a very big year for both NASAA and NASAA Certified Organic.

Thank you all very much for your continual support and encouragement and I trust that the year ahead is every bit as big and profitable for you.

Kind regards,

Ben Copeman

NASAA General Manager



Ben speaking at the Chinese launch in June 2014



Regenerative Organic Agriculture: The Latest Research on Sustainable Food Production



The Rodale Institute is a US non-profit organisation founded in 1947 and dedicated to pioneering organic farming through researching and communicating information on the best practices of organic agriculture with farmers and scientists throughout the world.

In a paper recently released by the Institute, a case is put forward for using organic agriculture to actually heal the environment and stabilise climate change.

The key to this “geo-engineering” is simple. Restore, and even improve, the ability of the soil to hold carbon.

While it is no secret to the organic industry that industrial farming can cause damage to the environment, the food chain and even human health, farming must be approached in a way that supports the knowledge that water, soil, land, clean air, human, animal and ecosystem health all matter for the future.

The Rodale Institute paper outlines how regenerative organic agriculture could be part of the solution to climate change that the world needs to embrace as soon as possible.

Regenerative Organic Agriculture?

Regenerative organic agriculture is an approach which sets out to improve the resources it uses, rather than destroying or depleting them. It is a holistic systems approach which encourages continual on-farm innovation for environmental, social, economic and spiritual wellbeing.

Potential for Regeneration

Total global emissions of greenhouse gases in 2012 were about 52 GtCO₂e. Annual emissions must drop to ~41 GtCO₂e by 2020 if we are to have a feasible chance of limiting warming to 1.5°C.

Research data from recent farming systems and pasture trials show that more than 100% of current annual CO₂ emissions could be sequestered with a switch to widely available and inexpensive management practices.

Sequestration means maximising the carbon dioxide drawn from the atmosphere by plant growth and minimising loss of that carbon once it is stored in the soil. In technical terms, it is the net difference between atmospheric carbon fixed through photosynthesis and carbon respired from all ecosystem constituents. Achieving on-farm carbon sequestration must be made an explicit management goal, but there are longstanding regenerative management practices that are already proven soil carbon builders.

Regenerative organic agriculture is comprised of organic practices including (at a minimum): cover crops, residue mulching, composting and crop rotation. Conservation tillage, while not yet widely used in organic systems, is also a regenerative organic practice integral to soil- carbon sequestration. In practical terms, regenerative organic agriculture is an organic system refraining from the use of synthetic pesticides and inputs, which disrupt soil life, and fossil-fuel dependent nitrogen fertiliser, which is responsible for the majority of N₂O emissions. It is a system designed to build soil health.

Enhanced Crop Rotations

Moving farming away from monoculture systems with fallow and towards polyculture without the use of fallow can help to increase the biodiversity of the soil, and assist in the sequestration of carbon. For example, switching a wheat-fallow rotation, to a wheat-sunflower or wheat-legume rotation has been found to increase soil organic carbon stocks significantly, and a continuous barley system has been shown to more than double soil carbon stocks compared to a barley-fallow system. Integrating



seeded grass species as cover crops, living mulches, or in rotation is a powerful means of increasing soil carbon due to their deep root systems. Both cover cropping and enhanced rotations result in continuous cover, which also increases soil microbial biomass carbon.

Perhaps the one of the goals and key messages of organic farming should be to leave the soil in better state than we find it?

Stuart Baulk
Communications Advisor

Regenerative Organic Agriculture and Climate Change: A Down-to-Earth Solution to Global Warming (2014) The Rodale Institute.

Download the white paper at:

<http://rodaleinstitute.org/regenerative-organic-agriculture-and-climate-change/>

<http://rodaleinstitute.org/>

Drought Resilience

Organic farms were found by a 21-year study to have greater drought resilience. Organic crops showed 38-196% greater yields than comparable conventional crops. (Rodale Institute, 2011).

You can download the study report at:

<http://rodaleinstitute.org/our-work/farming-systems-trial/farming-systems-trial-30-year-report/>

Exporting to China

NCO-CHC Agreement

On Monday 17th March 2014, NASAA launched a major initiative with Chinese Organic 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.

CHC is one of the earliest established organic food certification bodies in China. It has been approved by the Certification and Accreditation Administration of the People's Republic of China (CNCA) and is also accredited by the China National Accreditation Service For Conformity Assessment (CNAS). It is also a member of the China Certification & Accreditation Association (CCAA) and a member of the International Federation of Organic Agricultural Movements (IFOAM).



David Paxton explains the composting practices

The Chairman of CHC, Mr Chen Zhao, is Director of the Chinese Chamber of International Commerce (CCOIC). Mr Zhao is also the Executive Chairman of the Organic Industry Development Committee of China (OIDC).

The business scope of CHC covers all categories of organic product certification, including plants (plant production, collection of wild plants, mushroom cultivation); breeding (livestock and poultry breeding, bees and bee products, aquaculture) and processing. CHC focuses on high-quality certification for organic products, and prides itself on the provision of first-class certification services.



Chairman, Jan Denham and General Manager, Ben Copeman at the Adelaide launch with CHC's Mr Zhao and Mr Peng in March 2014

The first component of the CHC agreement was to ensure an easier pathway to certification to Chinese Regulations. The second component is to assist with opening up the distribution lines once the product is in China. On 12th June 2014, NASAA signed another Agreement with the ODIC that provides the platform for the development of distribution supply chains within China. While it is early days, this agreement provides the platform whereby hopefully, we will eventually have a certified organic supply chain from producers in Australia through exporters to distributors and retailers in China. While it may take some time to get this in place, it is the second part of our original vision to provide easier access to the highly regulated Chinese certified organic markets.

If access to the Chinese Organic Markets is what you require, the NCO – CHC Chinese Organic Market Access Agreement may be of interest to you. Please contact the office for more information on **(08) 8370 8455**.

Ben Copeman
NASAA General Manager



Organic Dairy Farmers of Australia cheeses - one of the industry sectors which stands to benefit from the NCO-CHC agreement



Grains of Truth

Reviving the organic grain industry

Accessing organic grain has been a serious issue in Australia for several years, with high prices for feed grain, and some industry players forecasting the future end of grain exports.

Producers of organic grain originally had limited commercial pathways, and there were few processing outlets, so much was sold into conventional markets. Some growers set up their own mills and marketing, but had varied success - some disappeared while others still prosper today.

During the nineties, the market for organic grains grew rapidly. New operators like **Blue Lake Milling** and **Laucke** in South Australia, and the nationally distributed supermarket products appeared.

By the end of the century grains were the major Australian organic export (mainly to the UK and Europe), and the domestic market was growing. A wide range of grain and legumes, including oats, chickpeas, red lentils and linseed were being produced. The nation-wide drought then slowed things down, and millers began to import organic grain from Canada and the USA, Germany, Austria, and eventually from the Ukraine, Turkey and China.

During this time, breadmakers would pay more than \$800 per tonne to growers who could produce organic wheat with high protein. Similarly, pasta makers paid over \$1,000 per tonne for durum wheat. These prices have now reduced considerably, and the high dollar has almost destroyed the export industry except for selected markets. Cheaper Canadian, Ukrainian, Turkish and Chinese imports have also limited opportunities in the domestic market.

Production

The difficulty of organic production varies greatly across the country, but there are organic grain growers in the WA wheat belt, SA Mallee, Central Victoria and Central West and north of NSW, SE Queensland and the Emerald district.

A significant issue is the supply of adequate phosphorus where dry soils and high pH are prevalent. This has led to a significant withdrawal of organic producers from the Eyre Peninsula region of SA and most other Mallee soils, including the Wimmera region which was very hard hit by drought. Weed control in broad-acre cropping is also a significant impediment to expansion of organic production.

Supply

Guaranteed supply of organic grain has always been an issue due to unreliable rainfall. Prior to the major drought, some parts of the country had always been well watered. Supply was severely restricted, the exportable surplus disappeared and some millers purchased grain from the northern hemisphere. The speed and size of this change is remarkable. Within a few years, sales of Australian grain to Switzerland stopped and German grain arrived in Australia.

The rise of the Australian dollar in the second half of the decade compounded problems. Importers were forced to



This image has become a "NASAA Classic" - Alan Druce, pioneer organic grain grower and long-time NASAA Certified Operator - one of the first certified organic grain growers in Australia.

shop around on price, but millers found it difficult to meet quality standards and to change the labels seasonally. The organic retail prices went up, pushing consumer sales down, and millers lost confidence in the organic market. Laucke abandoned plans for a dedicated organic mill and significant export program, and Uncle Toby's withdrew its organic Vita Brits entirely.

In a good year, Australia produces about 65,000 tonnes of organic wheat, plus 30,000 tonnes of organic barley and other grains, but in recent years supply has stayed at about 30,000 tonnes of wheat and 12-15,000 tonnes of others.

Price

Price is a significant complication. While growers believe that they are not well enough rewarded for their efforts, given the difficulty of producing organic wheat. Unsurprisingly they point to the retail price of organic flour (something like \$2,500 per tonne) and bread and question why their price has dropped back to \$280-400 per tonne. Millers point to the high cost of storage required to ride out production variability between seasons.

With the Australian dollar at parity, exports evaporated except to select Asia destinations, where close distance makes limited sales competitive. The general feeling is that exports will not rebound unless the dollar returns to US80c and will not thrive unless it falls to US70c.

Future Revival

Organic livestock markets, and therefore demand for feed grain - are growing rapidly. The obvious solution to some of these problems is a run of reliable, good seasons of production and an Australian dollar below US70c.

Organic agronomists want to see longer rotations and inclusion of more green manure crops, but growers are reluctant to adopt these techniques.

Tim Marshall
TM Organics Pty Ltd

Organic Wine of the Year Award

Proudly Sponsored by NASAA

We hear from a lot of industry sources (including *Winestate*), that the time has finally come for organic and biodynamic wines.

The end of the 21st century was too soon as wine drinkers would have run away from the idea of "hippy wines" with no shelf life.

But in 2014, it's clear that some seriously good wines can be produced using organic, biodynamic and sustainable methods, and consumers are paying attention.



NASAA is proud to support a number of wineries in both the organic and biodynamic camps, such as Ngeringa in the Adelaide Hills, Paxton, d'Arenberg and Wirra Wirra in McLaren Vale, Jacob's Creek in the Barossa Valley, Settler's Ridge in Margaret River, Captain's Creek in Victoria, Lark Hill in New South Wales, and the new addition to the NASAA family, Temple Bruer in Langhorne Creek - a key player in the organic and preservative free wine industry.

Temple Bruer's owner, David Bruer noted that, the shorter "shelf life" of organic wine is no longer the issue it used to be in the past, since much of the wine purchased in Australia is consumed within 48 hours.



Several winemakers have commented that organic winemaking is now achieving much more mainstream acceptance, compared to being laughed at 15 years ago.

Many wineries are following the organic and biodynamic pathways for reasons of quality and the health of the vines, as well as the realisation that the organic and biodynamic methods are sustainable and environmentally friendly.

NASAA is rallying to keep up with the number of enquiries from wineries regarding the transition to organic production. Some of the bigger wineries are experimenting with organic wines sold only at cellar door. The more the public see organic wines on the shelves the more this will gain traction. The future is looking very bright for organic wines, and the recent agreement with CHC/OIDC will also see more of our wines being sold in China.

The *Winestate* Magazine Organic Wine of the Year Award was open to any certified organic wine certified by a Dept of Agriculture Approved Certification Body and grown in Australia. With entries accepted throughout April, the judging took place in May and the results are published in the July issue of *Winestate* Magazine.

The quality and diversity of the 100 wines which were entered was outstanding, with ALL the wines

achieving 3/5 stars or more, and an unprecedented 80% achieving gold or silver medals. This is particularly interesting because *Winestate* are known in the industry as hard markers, so their tastings are tough competition, and use the traditional 20-point system to judge the wines.

We are proud to see NASAA clients Temple Bruer, Settler's Ridge, the Hedonist, Marneden Springs, Lark Hill, Macaw Creek and Findley Estate in the highly commended wines and we congratulate the overall winner, **Pig in the House Cabernet Sauvignon** from Windowrie Estate.

Stuart Bauk
Communications Advisor

We encourage all NASAA Certified wineries to submit their wines next year.



Winestate's CEO Peter Simic, winning Winemaker Anthony D'Onise and NASAA GM Ben Copeman

Truth in Labelling:

What is Certified Organic?

Many products claim to be organic, while others are marketed as “natural” 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.

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

NASAA is committed to communicating the benefits of organic and biodynamic food production in Australia and internationally, and in doing so we are able to promote both the NASAA brand and the brands that are associated with it, that is, the brands of NASAA Certified Organic clients.

In 2014, NASAA plans to roll out an advertising campaign which aims to educate consumers on these issues, with a focus on Truth in Labelling, and a clear and concise explanation of what certified organic means.

In today's marketplace, and with current concerns over factory farming and GMOs, more and more people are switching towards organic and biodynamic foods, and finally asking the important questions such as “Where does my food come from?”

However, as producers and retailers take note of consumer trends, there are often moves to capitalise on them without necessarily following strict guidelines or standards. Therefore, many products are marketed as organic, natural, preservative or additive free, or imply that they are natural or organic without providing a verifiable chain of information to confirm it.

In addition, many consumers may assume that products are Australian when they are in fact imported, although certified organic by an Australian certification body.

We believe that absolute clarity and truth in labelling is essential for consumers to be able to understand where their food products come from,

what happens to them along the way, and to have the highest possible level of confidence that if a product says it is organic, then it and all of its ingredients are in fact organic to internationally recognised standards.

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 process to ensure that industrialised farming methods and inputs are phased out.

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, 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.

NASAA is keen to hear from operators who may be interested in supporting the Truth in Labelling campaign which we hope to launch soon.

Stuart Balk
Communications Advisor

stuart.balk@nasaa.com.au

NASAA Social Media Explosion: 26,000 followers and counting!

In 2013, NASAA launched a new promotions and marketing campaign to support its brand and clients, including new social media sites...

Please Like, Share and Follow us at:



/NASAAcertifiedorganic



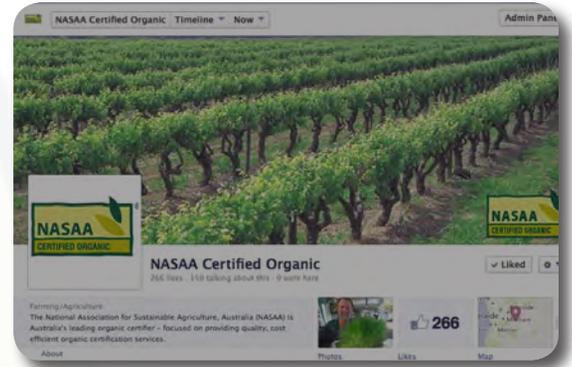
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THIS WEEK

316
Page Likes

1,976
Post Reach

UNREAD

4
Notifications

0
Messages

Recent

2014

2013

Founded

NASAA Certified Organic
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Timeline About Photos Reviews More ▾

PEOPLE >

★ ★ ★ ★ ★
26k likes 44 visits

Status Photo / Video Offer, Event +

What have you been up to?

Some of you may remember that in the last issue of Organic Insights (July 2013), the picture on the right showed that our newly setup facebook page had 268 likes. As of going to press in 2014, we are approaching 27,000, and reach about 2,000 people per week with our posts. In addition, our twitter page has exceeded 300 followers, we have a presence on LinkedIn and are starting to develop our own YouTube video clips to use across the different platforms - we have already produced some clips with *Bruce Symons* of **Organic Dairy Farmers of Australia**, and *Castaly Lombe* of **Kokonut Pacific**.

We are more than happy to help promote your NASAA Certified operations using our growing networks, and also to help you with your own social media sites. More than anything, we want to ensure that the NASAA logo is put out there to increase the value of the NASAA brand, and therefore your brands as well.

In 2014 already we have helped Hollyburton Farm to get Madelaine's Eggs across the line with her

crowdfunding, and helped several operators such as Organic Times and White Clover Park, to reach their facebook goals.

We will continue to use social media to engage with producers and consumers, answer questions and also co-promote NASAA Certified products.

We are keen to hear about news and products wherever the NASAA logo appears, so if you have a website, social media site, product labels/signage or good photographs of your products - let us know and we will help to promote them using our sites.

We are also working on our new pages on LinkedIn and YouTube, as well as the brand new NASAA website to be launched soon.

Stuart Baulk
Communications Advisor

If you have any interesting photographs related to NASAA or organics in general, we would love to hear from you - please contact Stuart at:

stuart.baulk@nasaa.com.au



The Current State of Organic Certification

Greetings from NASAA Certified Organic

I would like to take this opportunity to thank NASAA Certified operators, NASAA members, and NASAA friends for their association with NASAA, Australia's first certification body. 2013-14 has been an incredible year for us in the office, not only for the opportunities we explored, but also for challenges we faced. Thank you all for being a part of the success story and also patiently supporting us turning most difficult challenges into opportunities.

One of the most frequently asked questions by our certified and new operators is, why there is no single uniform international organic standard? If we are certified to one standard, why do we need to get certified to additional standards to be able to export to particular markets? 'Organic' is 'Organic', to produce the same product for different markets, why are there differences in the standards?

There is no easy answer to these questions. With 1.8 million farmers in 162 countries growing organic produce on 37 million hectares and with sales over USD 60 billion, the organic industry is one of the most dynamic industries, having evolved into a complicated but reasonably successful model that maintains the integrity of the certification system, safeguards the 'Organic' brand, and achieves organic growth. There are many important facets of organic certification that go beyond the basics of 'Compliance to Standard'.

The first question I ask operators is what market they sell or intend to sell or export to. As we keep ourselves up to date with changes in organic standards and market access requirements worldwide, we understand that it is difficult for operators to keep up with the pace of the changes. That is where we play an important role. With unprecedented demand for organic produce, the compliance requirements all over the world will be more complicated, stringent, and demanding. In my opinion, the key to success for organic operators would be:

1. **Market readiness;**
2. **Clear focus on selected markets;**
3. **A keen eye for nuances in organic certification that may affect your market access, and;**
4. **Advanced planning with focus on quality system and documentation.**

The complicated nature of organic certification and market access applies not only to the international industry but also for the Australian Organic Industry. With more than 3000 certified operators, 6 approved certifiers, and at least



4 organic standards, the Australian organic industry is equally complicated. At NASAA Certified Organic, we certify our operators to at least 10 national and international standards or regulations. With a tradition of more than 28 years in the industry and operators in more than 13 countries, we are experts in unravelling the complex nature of the certification system. Our goal is to assist you to achieve appropriate certification to facilitate access to your chosen market.

The complex nature of market access is not the only challenge for Australian operators. GM Crops, risk of contamination by power/mining companies, International Trade barriers, misleading claims by non-certified operators, availability of suitable product processors, influx of imported organic products, remain ongoing issues. These challenges are not new to the industry. Despite these challenges, organics is one of the top five growth industries in Australia. Opportunities will continue to grow. Organic Operators and Certifiers can work together to address any threats, utilise the strengths, identify and work on weaknesses, and embrace unlimited opportunities that the world of organics offers!

My best wishes for the next financial year.

Go Organic!

Sachin Ayachit

NCO Certification Manager



Into Organics

New Updated NASAA Reference Document

Ten years ago, in July 2004, NASAA released a booklet called "Into Organics: Your Entry into Organic Certification."

The booklet was well-received and provided some of the most important information available to new NASAA Certified Organic clients and operators who were interested in becoming certified organic. Combining operator stories and experiences with important information on the certification process, the steps required to gain certification, an explanation of the history of NASAA, information for exporters and frequently asked questions for operators, **Into Organics** became a seminal document for NASAA and a flagship of our communication strategies alongside the annual release of **Organic Insights**.

Now, in 2014, we decided it was time to update and expand the document and release a new and improved version, and we are excited about its release.

We have been updating the content since November 2013, gathering operator stories and ensuring that the certification information and statistics are as up to date as possible.

The new version of Into Organics is designed to last us several years, and to assist new entrants in understanding the process of becoming certified organic.



We will be launching the new version of **Into Organics** very soon, and we very much hope you enjoy it and find it useful. If you have friends, family members or colleagues who are interested in moving towards organic production, processing or retail, why not pass it to them as a way to help them find out more?

Also, if you are attending a trade show, conference or other event with your business, please get in touch with our office and we can



provide you with copies of Into Organics, Organic Insights and our other promotional literature to take with you.

Stuart Baulk
Communications Advisor

Want to Advertise with NASAA?

Selling your Farm?
Promoting products?

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We can help you develop something eye-catching...

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0427 891 200
info@angeloysters.com.au



Soma Organics

NASAA Certified Organic snack makes it all the way to Hollywood!

Soma Organics are the creators of *Soma Bite* – the 100% certified organic bite-size superfood snack.



one anytime... and bite another later (without the mess). At point of sale, 12 tubes are presented into a beautiful counter display box. The product is Certified



Husband and wife team, Riccardo and Colly Galbiati, are passionate about healthy eating and raising public awareness for quality organic food and nutrition. Through this passion, **Soma Organics** was born.

In November 2012, Soma Organics started in the kitchen of their home where they began by hand making the introductory flavour 'Goji & Chia'. Due to a large increase in demand, after just 9 months, Soma Organics then outsourced their successful home kitchen business to a certified organic food manufacturer specialising in the production of snack bars.

Fast-forward another 14 months, and Soma Organics boast well over 200 national stockists including Woolworths supermarkets. They have been featured in BRW Magazine 3 times, begun negotiations to export overseas, and were invited to feature their product backstage at this year's **Oscars** ceremony in LA to 'fuel the stars' during showtime.

Soma Bite

The Soma Bite consists of three raw-food bites conveniently packaged into a recyclable cardboard tube with a gold pop-lid. It is a fusion of nuts, berries and seeds, which is then cold pressed to make sure the nutritional integrity of each ingredient is sustained.

The product is designed as a portable organic snack, to bite



Organic by NASAA, is gluten-free, paleo-friendly and contains NO preservatives or additives. Simply wholesome, nutritious ingredients. The success of the Soma Bite expanded rapidly and Soma Organics now provides to 50 organic health food stores, cafés, gourmet grocers and boutique yoga and Pilates studios in Australia. It was also selected to be a part of over 150 Woolworths supermarkets' national Healthy Snacking Line, endorsed by Nutrition Australia.

The Soma Bite has featured in Sunday Style Magazine, Green Lifestyle Magazine, Cosmopolitan, New Idea, Take 5, Women's Health and Fitness Magazine, Pop Sugar Fitness, various health, wellness and lifestyle blogs, and has received endorsements by dietitians and nutritionists around Australia.

The Soma Bite is versatile – the packaging and branding are stylish, convenient and practical and above

all, the product is healthy.

If that's not enough good news for you - we hear there is also a second flavour on the way soon!

1800 248 448

www.somaorganics.com.au

hello@somaorganics.com.au



Sleeping Bear can help to grow your presence in a 21st century market and get noticed by the people who matter - your customers, current and new.

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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 so that we can show it off for you!

This one is from **David Tresemer**, at Trousers Point, Flinders Island, Tasmania.

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Farm Share or Lease?

One of our operators, **Christine Sandford**, has a 600-acre farm in East Dubbo, NSW - and is interested in either leasing for 1-3 years to an experienced organic farmer, or "farm sharing" to run it together.

The farm is NASAA Certified Organic (No. 2544) for Cereals, Grains and Pulses; Fodder; Forage Crops; Other Area codes; Sprouts; Beef Cattle; Barleygrass. The property has water connected and fencing is almost completed.

CONTACT: Christine Sandford
(02) 6886 5172 or 0409 155 864
ccsandford@hotmail.com

While NASAA certifies approximately 1000 operators, they come in all shapes and sizes, across multiple industry sub-sectors and geographical locations. We do our best to support all our operators, and using our communications channels developed over the last 12 months, we try to help them to achieve their marketing goals, reach a wider customer base, and even to advertise when it's time to sell the farm and move on to something new. Please contact us if you would like us to help you with these things and we will do our best to make things happen.

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NASAA Celebrates 20 years of IFOAM Accreditation

In February 1994, NASAA and KRAV (Sweden) were the first 2 organic certifiers to achieve IFOAM Accreditation.

Jan Denham was Chair of NASAA at the time and had the privilege of signing the contract on NASAA's behalf, at BioFach Germany.



According to Jan Denham, "IFOAM Accreditation has guided NASAA in establishing a well recognised and credible Certification program. The IFOAM accredited certifiers group also gave NASAA a worldwide network of certifiers willing to share knowledge and assist with issues facing organic certifiers."

In its recent publication The OGS Courier, IFOAM applauded the early and sustained commitment of NASAA to upholding organic integrity. "We wish NASAA a happy anniversary and many other decades of leadership within the global organic certification community".

For many years, NASAA has been a strong supporter of IFOAM and has seen many NASAA members and certified operators being actively involved in key positions within IFOAM.

Liz Clay, NCO certified operator and past inspector, was the 1st Australian elected to the IFOAM World Board at the General Assembly in Argentina in 1998. NCO certifies the current President of IFOAM, Andre Leu.

Rod May, past Chair of NASAA and long time NASAA Board member, was a member of the



IFOAM Standards Committee for many years.

Tim Marshall, a founder of NASAA also held many positions in IFOAM including working as the OGS co-ordinator.

Stephanie Goldfinch, a member of the founding committee of NASAA and past NASAA Certification Officer was also employed by IOAS, IFOAM's accreditation subsidiary.

The sponsoring and organising of the IFOAM World Congress in Adelaide in 2005 demonstrated NASAA's commitment to IFOAM, and its support of IFOAM. NASAA will continue to support IFOAM as a strong international organization representing the interests of the worldwide organic industry.

NASAA is committed to supporting the aims of IFOAM and working to help achieve its goals.

Jan Denham
NASAA Chairman



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Show us the Logo!

If you are a NASAA Certified producer and want to use the NASAA Certified Organic logo on your products, we want to hear from you. We can help you to decide which logo you need, and how best to utilise it for your products, your property, your advertising and social media.



In Search of Greener Grass?

NASAA is proud to support its clients, some of whom have been operating organically for 30 years or more.

Some of our longest certified operators are moving on to new pastures in semi retirement, mentoring and other chapters in their lives - so there are plenty of opportunities for younger generations to take up the organic mantle.

Orana Organic Dairy Farm, Fish Creek, VIC

After 25 years of organic certified operations, Ron and Bev Smith are moving on, and selling their farm in Fish Creek, Victoria.

Ron and Bev first decided to phase out synthetic fertilisers and treatments based on health concerns, and stopped using chemicals for 7 years before gaining official organic status.



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

Ron and Bev believe that organic farming is no more work than conventional once the balance is right with the soil. Orana has an annual rainfall of about 1100mm and rarely dries off. Paddocks are sown with a lot of varieties and include herbs such as chicory and plantain as well as ryegrass and clover.

Irrigation is available on about 36ha (28ha keyline) and the farm has a southern rural water license of 128 megalitres. A gravelled central laneway system feeds about 35 paddocks, and a seven-a-side double-up dairy was built in 1975.



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.

FOR SALE - CONTACT:

Zel Svenson (03 5662 3523)

www.eldersrealestate.com.au/579660

Organic Cattle Farm, Ballarat, VIC

Rarely does an opportunity come along to purchase land with all the hard work done, ready to join the expanding organic movement.



John and Wendy Taylor are selling their property, which is perfect for a paddock-to-plate entrepreneur interested in premium organic beef. A purpose-bred herd cross between South Devon and Angus enjoy 200 acres of organic pastures free of artificial fertilisers, herbicides and insecticides.

This is a chance to live the sustainable lifestyle, and build your home on one of several identified house sites. Established over 13 years using previous NASAA Director David Holmgren's "whole farm plan", it is



Certified Organic by NASAA for beef cattle, meat and forage crops.

Extensive tree planting incorporates windbreaks, and 10 acres of bush. There are 2 large sheds and cattle yards, and the 12 paddocks have gravity-fed water and solar electric fencing. Seven dams also form a natural wetland area.

Cattle and/or machinery are also available to purchase with the farm. John and Wendy are selling the cattle farm to focus on the organic raspberry and lemon farm, Olive Branch Organics.

FOR SALE - CONTACT:

Catrina Jane MacDiarmid (03 9008 5953)

www.ecorealestate.com.au/1555192

Mentoring for New Organic Operators

When a certified property is sold, the organic certification is not automatically transferred with the change of ownership; the new owner must make an application to NCO for certification. In order to provide some form of continuity for rural producers, the NASAA Standards allows for the purchasers of certified properties to be mentored by a previously certified operator, in order for that property to continue with certification.

The Mentoring process involves a signed agreement whereby the Mentor (usually the vendor but not necessarily so) working closely with the new owner for a minimum of 12 months in order to handover the principles, practice and compliance with organic standards in relation to the property itself. NASAA is happy to support this process in any way we can, especially if it encourages young people to enter the organic sector.

If you are new to farming or to organics or you are considering purchasing an organic property, you may gain significant benefit from a committed vendor willing to 'stay in touch' with their property and of course, assist you at the same time. If any of you are thinking of selling and feel that this may be of assistance to you or conversely, you are reading this and thinking about purchasing an organic property and wish to know more, please call the NASAA office on **08 8370 8455** and I will be happy to talk to you



Ben Copeman
General Manager



Red Dragon Organics, Lismore, NSW

Certified Organic Ginger Beer and Living Elixir

An extraordinary opportunity now exists for an ethical operator to step right into the heart of the Australian Organic beverage Industry.

Red Dragon Organics is an innovative, dynamic powerhouse brand grounded in over 30 years of grass roots experience and innovation. It has solid foundations in an ongoing local Sunday market stall since 1982. In 2002 Richard Patton, a NASAA certified farmer, started to supply his organic ginger beer to local shops from a new, purpose built (soon to be certified organic) commercial kitchen.

Red Dragon has grown from humble Sunday market beginnings to being available across Australia. It carries a remarkably strong 'street cred.' and has an enviable ethical and organic reputation, with super passionate and connected customers.

Richard feels that he has succeeded with Red Dragon Organics in setting a new template for ethical, certified organic regional food small scale processing. Certainly he has helped boost the certified organic sector, particularly in the northern rivers of NSW.

The groundwork and the reputation are now set for an ethical, dynamic, food-as-medicine, sustainability focused entrepreneur(s) to take this business to a higher level regarding turnover and product range, and to become the leading player in Australia's organic beverage industry.

Things are really taking off for Red Dragon, as food trends move to embrace the issues of certified organic clean food, raw, unpasteurized, minimally processed, fermented, cold pressed juices, localized, ethical and independent production on which Red Dragon was originally based.

Growth over the last three years has been dramatic, in volumes, revenue and profit.

FOR SALE - CONTACT:

Richard Patton

richard@reddragonorganics.com.au

IFOAM 2014 BIOFACH 2015

NASAA is looking for interest from clients considering attending the IFOAM 2014 World Congress and BIOFACH 2015 Trade Show.



Attending various international conferences and trade shows as a single business can be out of the reach of many, and NASAA would like to investigate opportunities for helping operators by hosting a group business stand that would help clients get their products showcased in growing European and world markets.

18th IFOAM Organic World Congress

13-15 October 2014,
Istanbul, Turkey

The IFOAM Organic World Congress (OWC) only occurs every three years. It is the largest and most important meeting of the organic sector. The 2014 conference will have 3 themed tracks, The Main Track, The Scientific Track, and The Practitioners' Track as well as a series of Workshops.

Visit the IFOAM Organic World Congress website at:

www.owc2014.org

BIOFACH Organic World Congress

11-14 February 2015,
Nuremberg, Germany

BIOFACH is the World's leading Trade Fair for Organic Food. BIOFACH 2015 is being held in the Exhibition Centre Nuremberg and for 25 years this exhibition is the place where people share their passionate interest in organic food, get to know each other and exchange views, and this for more than 25 years! As a visiting professional you can meet organic producers from the international organic market and be inspired by the sector's latest international trends.

NASAA is looking for interest from clients considering attending the BIOFACH 2015 Trade Show in Germany during February.

BIOFACH is considered the world's leading trade show for customers, suppliers, all partners and potential new customers. It is also used as an important place for the world's policy makers to meet and discuss world trade issues and standards.

Visit the BIOFACH 2015 website at:

www.biofach.de/en



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Join NASAA and support the organisation that supports the organic industry...!

APPLICANT DETAILS

Name	<input type="text"/>	Business Name (if applicable)	<input type="text"/>	Certification No. (if applicable)	<input type="text"/>
Address	<input type="text"/>			Suburb	<input type="text"/>
State	<input type="text"/>	Postcode	<input type="text"/>	Email	<input type="text"/>
Do you wish to receive NASAA information electronically Y / N					
Tel	<input type="text"/>	Mob	<input type="text"/>	Fax	<input type="text"/>

All applicants agree to abide by the NASAA aims & objectives set out in the NASAA Constitution which can be found at www.nasaa.com.au/welcome1.

MEMBERSHIP DETAILS

Please sign me up as NASAA member

General Membership	January - June (period 6 months - 1 Jan - 30 June)	\$49.50	<input type="checkbox"/>	July - June (period 12 months - 1 July - 30 June)	\$99.00	<input type="checkbox"/>
Junior Membership	July - June (period 12 months - 1 July - 30 June)	\$49.50	<input type="checkbox"/>	(for applicants under 26 years of age)		
NCO Certified Operator Membership	January - June (period 6 months - 1 Jan - 30 June)	\$27.50	<input type="checkbox"/>	July - June (period 12 months - 1 July - 30 June)	\$ 55.00	<input type="checkbox"/>

YOUR INTEREST IN ORGANIC

If not a NCO Certified Operator, please give a brief description of your interest in organics and why you would like to become a member of NASAA (100-150 words)

How did you hear about us? certification referral internet media event other

PAYMENT METHODS

Please fax or post application form together with correct payment either by cheque or money order made out to NASAA Ltd, or make your payment by Credit Card or direct deposit.

Cheque Direct Deposit VISA MASTERCARD Other

Cardholders Name Card Number

Expiry Date / Signature Date

Direct payment to NASAA Ltd - NAB bank account; BSB 085-436, Account No 04-995-5748 For International Transfers: BIC/Swift Code: NATAAU3303M

PRIVACY AND CONFIDENTIALITY

NASAA is committed to handling personal information about you in accordance with the Privacy Act.

NASAA may collect and hold information about you for the purposes of assessing, reviewing and making decisions about your suitability for NASAA membership. You may have access to your personal file held by NASAA.

NASAA will handle all such personal information confidentially and will not divulge it to any party outside NASAA without your written permission except that:

- Generalised information may be extracted to be used for statistical purposes without disclosing personal details

National Association for Sustainable Agriculture Australia Ltd

PO Box 768, Stirling SA 5152 T: (08) 8370 8455 F: (08) 8370 8381 E: enquiries@nasaa.com.au

www.nasaa.com.au



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**

Truth in Labelling brought to you by:

