



PRESS RELEASE

Demand for certified organic products set to soar in 2016

February, 2016: A recent [IBISWorld report](#) on the nation's industries set to perform strongly over the next financial year has confirmed demand for certified organic products is buoyant – a notion Australian Organic's CEO Paul Stadhams has confidently foreshadowed.

According to IBISWorld, the organic farming industry is forecast to fly in 2015-16, with revenue expected to grow by **5.6%** to reach **\$733.8 million**. 'The demand for certified organic products has risen with shoppers becoming more savvy and aware of what they are purchasing', comments Paul Stadhams, CEO Australian Organic Ltd, 'With health and wellbeing being a primary driver for the choices that they are making and certified organic means they can trust the product they are buying'.

The reasons continue to mount for consumers to make the switch to certified organic products. Consumers are increasingly aware of the benefits and environmental effects of their food choices, fused with the increasing accessibility and convenience of certified organic products. 'Consumers know that certified organic products have gone through the strict requirements of the ACO Standard and they are products they can trust,' continues Mr Stadhams.

According to the [Australian Organic Market Report 2014](#), certified organic exports have **more than doubled** since 2012, with an expected growth of more than **20%** in the next few years.

IBISWorld senior industry analyst Spencer Little claims that 'beef has been a major growth product over the past five years for the industry.' Farmgate revenue for organic beef cattle increased by almost 127% over the four years through 2013-14, according to the latest available data.

ACO Client, [Arcadian Organic and Natural Meat Company](#), Australia's largest supply chain manager of organic meat (beef and lamb), is a perfect indication of this. During 2015, they reached more markets with greater depth and number of export certificates issued (administered by ACO under the Australian Government Organic Export Orders program). 'Arcadian Organic are a driving industry growth in Australia and are currently exporting **75%** of total production', comments Mr Stadhams.

The demand across international markets sees the certified organic industry grow an average of **15%** or more YoY, making it an industry worth over **\$1.72BN** for Australia.

'Australian agriculture currently has a great opportunity to be extremely competitive across national and global certified organic markets', continues Mr Stadhams.

Australia has the largest area of certified organic farmland in the world, expanding more than **22 million hectares**. With the certified organic industry growing at exponential rates, areas like domestic certified





organic grain production needs to triple by 2020 in order for the market to reach eastern seaboard requirements.

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