



MEDIA RELEASE

6 May 2015

SIAL China embraces organic, May 6 - 9

Asia's largest food and beverage show kicks off today featuring nine Australian organic food and wine businesses.

SIAL China attracts 55,000 visitors each year and the 2015 event has over 2,700 exhibitors. It's the place to go for Asian food and beverage buyers.

Austrade expects China's appetite for organic food and beverages to grow by 20% each year until 2020.

Author, columnist, e-commerce entrepreneur and Australian Organic ambassador, Jessica Rudd, will give a presentation to delegates explaining what certified organic is and why Chinese consumers can trust Australian produce.

Jessica says, "After living in Beijing for five years I'm keen to see China have access to good quality food.

"Australia is seen as clean, safe, green and beautiful. It comes down to simple maths. Australia has 22 million hectares of certified organic farmland and a population of 23 million. China has 1.6 million hectares of certified organic farmland and over 1.3 billion mouths to feed," Jessica says.

"If Australian producers can scale up to meet the demand from this premium Chinese consumer, then there is a lot of opportunity."

Australian businesses; Arcadian Organic & Natural Meat Company, Coolibah Herbs, Eco Farms, Gemtree Wines, Kialla Pure Foods, Murray River Organics, Nature's Gift, Pana Chocolate and OZGANICS Organic Foods are all part of the multi level Australian Certified Organic display at SIAL China 2015.

Australian Certified Organic is a subsidiary of Australian Organic, the largest organic industry group in the country.

The display features a kitchen for food tastings prepared by Chef Kevin Yang and a meeting room.

Australian Organic's General Manager of Commercial, Joanne Barber, expects the display will attract a lot of interest from Asian buyers.

"Some of the businesses joining us at this event already have Chinese organic certification through Australian Certified Organic, which means they're in the position to export straight away. For others it will be a good testing ground to gauge the level of interest from buyers."

Australian Certified Organic is also participating in an Austrade presentation at the event.

Australian Certified Organic stand number W1 D 105, SIAL China, 6-8 May.

Images available. Media: Kathy Cogo, kathy.cogo@austorganic.com.

Joanne Barber, General Manager – commercial, Australian Organic, joanne.barber@austorganic.com
Contact until May 9: +372 59 871241 (from mobile) 0011 372 59 871241

About the Australian exhibitors

Arcadian Organic & Natural Meat Company has over 120 certified organic suppliers in Australia. It is one of Australia's largest suppliers of certified organic beef and lamb products, which are free-range, pasture-fed and grown without synthetic hormones. 70% of its products are exported, predominately to the United States.

Coolibah Herbs sells 30,000 units a week of organic spinach, kale, wild rocket and washed salad leaves. Its certified organic range is grown on 480 hectares without synthetic pesticides and herbicides. All products are grown and packed to rigorous standards and strict quality assurance procedures. With around 60% annual growth rate, organic comprises over 20% of the company's turnover.

Eco Farms was established in 1986 and it is now one of Australia's largest dedicated suppliers and exporters of certified organic food. It has a full range of certified organic fresh produce and an extensive range of organic grocery lines. The grocery lines – from chips and spreads to oils and pastas – are free from artificial chemicals, flavours, colours and preservatives.

Gemtree Wines is a family owned winery dedicated to growing better wine, naturally. With minimal intervention in the winemaking process and an environmentally conscious farming system, Gemtree Wines produces biodynamic and certified organic wines which are powerful, concentrated, and express the true characteristics of each grape variety and the region.

Kialla Pure Foods was established in 1988 and has become one of Australia's leading processors of certified organic cereal grains. It sources over 20 different grains from organic growers. Grains are processed into organic flours and other products for manufacturers, artisan bakers, hospitality and retail. Kialla's products are produced under the SQF Quality Assurance system and have Chinese organic certification.

Murray River Organics is Australia's largest vertically integrated certified organic grower, processor, packer and marketer of premium organic sultanas, currants, sun muscat raisins and muscatel clusters. The fruit is grown without synthetic pesticides and herbicides and processed without sulphur. Its vineyards are in the heart of the Murray-Darling Basin, an area known as the Sunraysia and fed by the mighty and iconic Murray River.

Nature's Gift produces natural and certified organic pet food using high quality Australian ingredients. It has been producing premium pet food for 20 years, making a selection of wet food, dry food and treats for dogs and cats. It distributes to local and international markets. The company is 100% Australian owned and made and starts its recipes using fresh Australian meat.

Pana Chocolate is a phenomenally successful Australian company, which makes certified organic raw chocolate in Richmond, Victoria. It has 130,000 followers on Instagram and 24,000 Facebook followers. It has recently opened a second store in Sydney. All products are made free from synthetic additives.

OZGANICS Organic Foods is a multi award-winning company recognised for quality product manufacture and innovation. It produces condiments, noodles and coconut products under its brand OZGANICS and Organic Noodle Kitchen. OZGANICS also develops and manufactures for private label brands sold in over 20 countries. Founder, Anni Brownjohn was awarded the prestigious Telstra Businesswoman of the Year for Innovation, which recognised her ability to create foods that meet the consumer's demand for health, wellness and flavour.