



21 December 2016

Dear Valued Member,

Something for your organic business this year ahead

In case you missed our Awards night and subsequent AGM, please find some important information relating to your organic business interests.

Repeating (what should never be taken for granted) we have continued rationalising base operating costs while investing in our key technical people who serve you. We've now paid off the mortgage on your national support office in Brisbane and have a large works plan ahead of us.

We will continue standing tall for our farmers, resolutely focused on those with "skin in the game": hard working farming families and organic business people, not those who want to play games with your livelihood.

Democracy belongs to those who turn up, as the saying goes. Please tell us what we can do better, and when we are hitting your mark.

In 2017 we plan to:

1. **Continue increasing the resourcing of market surveillance** including testing and market non-compliance leads, working with ACCC and Gov;
2. **Support research that promotes organic** including research programs on pesticide prevalence in consumers, driving mainstream media interest;
3. **Drive new complimentary business services** to clients to meet market and/or regulatory demands (food safety, non GMO);
4. **Work with industry to re-achieve one national standard and accreditation program.** Simplifying and reducing costs to us and you;
5. **Continue with our Australian Organic industry awards for excellence;** the **Australian Organic Awareness Month** and launch of the **Australian Organic Market Report 2017**;
6. **International and domestic trade events and tours;** at cost events organized for clients diversifying market options;
7. **Continue reform of the Constitution.** Delivering stronger member representation, best governance and best client services.

"our difference... resolutely focused on those with "skin in the game": hard working farming families and organic business people."

There are some amazing resources out there that many of our clients don't seem to be aware of. Here is one for those looking at the US market: <https://www.ams.usda.gov/rules-regulations/organic>

Another is the UK Soil Association – our equivalent in many ways (dominant organic brand in the marketplace, major events and awards manager, etc.): <https://www.soilassociation.org>

As members you have my email address to write to myself and your board any time you need: chair@austorganic.com or find me on LinkedIn. We welcome your feedback, to ensure our services to you enhance your business needs and interests.

Yours in organics,

Andrew Monk
Chairman
Australian Organic Ltd

