



10:45am - State of the Organic Industry: 2019 Market Report



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AUSTRALIAN ORGANIC MARKET REPORT 2019

DR ANDREW MONK – *DIRECTOR, AUSTRALIAN ORGANIC LTD*

NIKI FORD – *GENERAL MANAGER, AUSTRALIAN ORGANIC LTD*

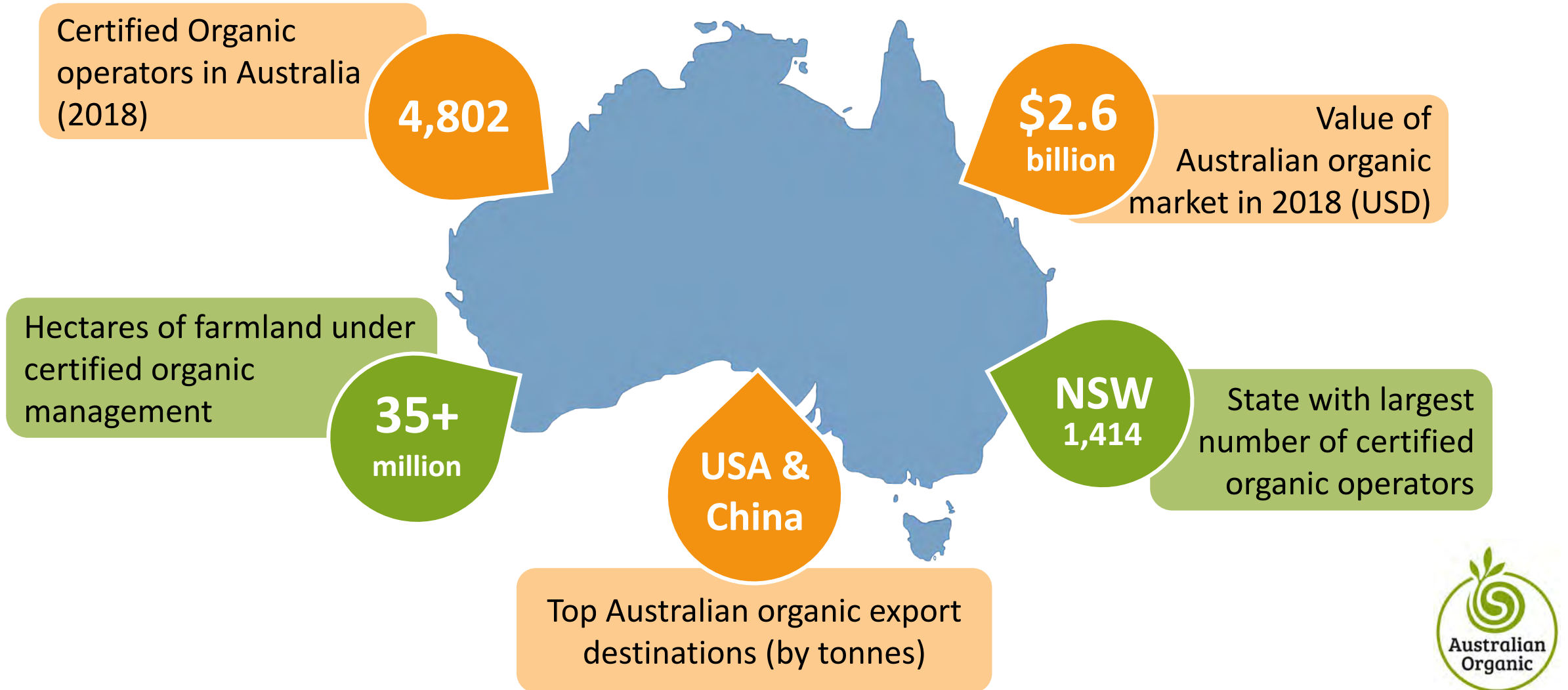
NICK BEZ – *RESEARCH DIRECTOR, MOBIUM GROUP*



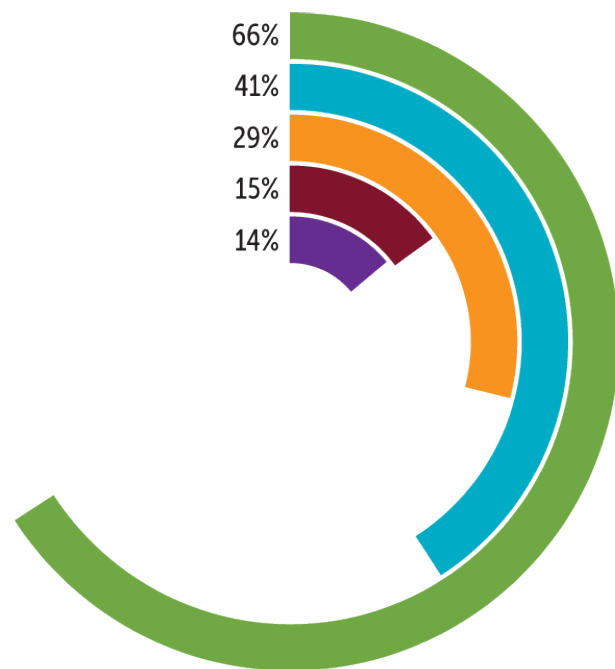
Behind the Bud Video



The Australian Organic Market



Is Price Still a Barrier?



- Price/Value
- Knowing you can trust it is organic
- Nothing – not interested in organic food
- Lack of reliable information to convince me it is healthier
- I would like to know more about organic products than I do

Fig 2.7: Comparative Top Barriers of Non-Purchasers - 2019



ORGANIC

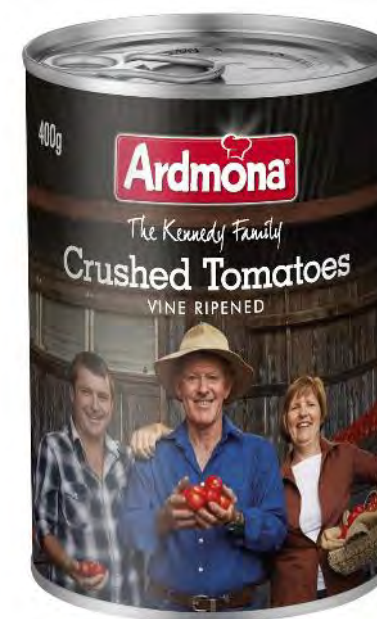
Ardmona Organic Finely Crushed Tomatoes

\$2.00

NON-ORGANIC

Ardmona The Kennedy Family Crushed Tomatoes Vine Ripened

\$1.40



Who loves our Organic exports?



Certified Organic Export Destinations

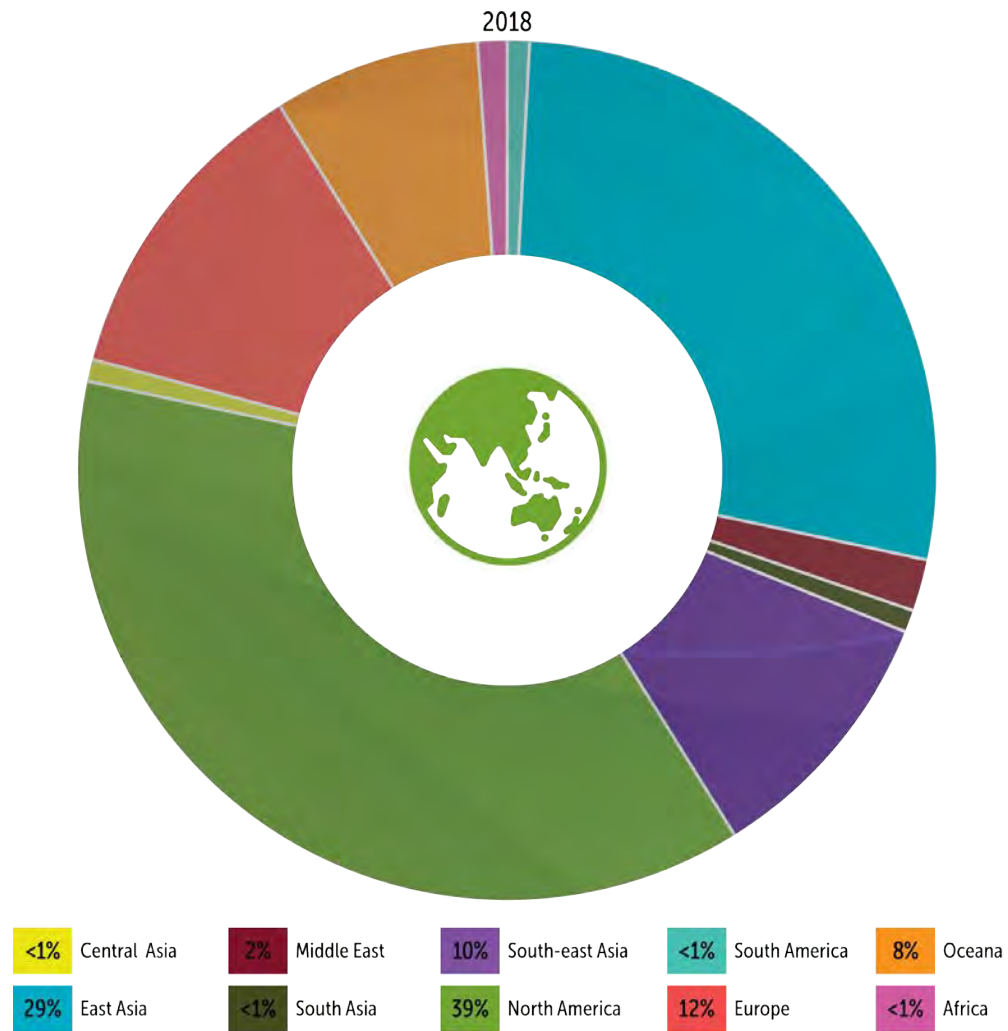


Fig 1.20: % of certified exports (by tonnage) destined for global regions – 2018

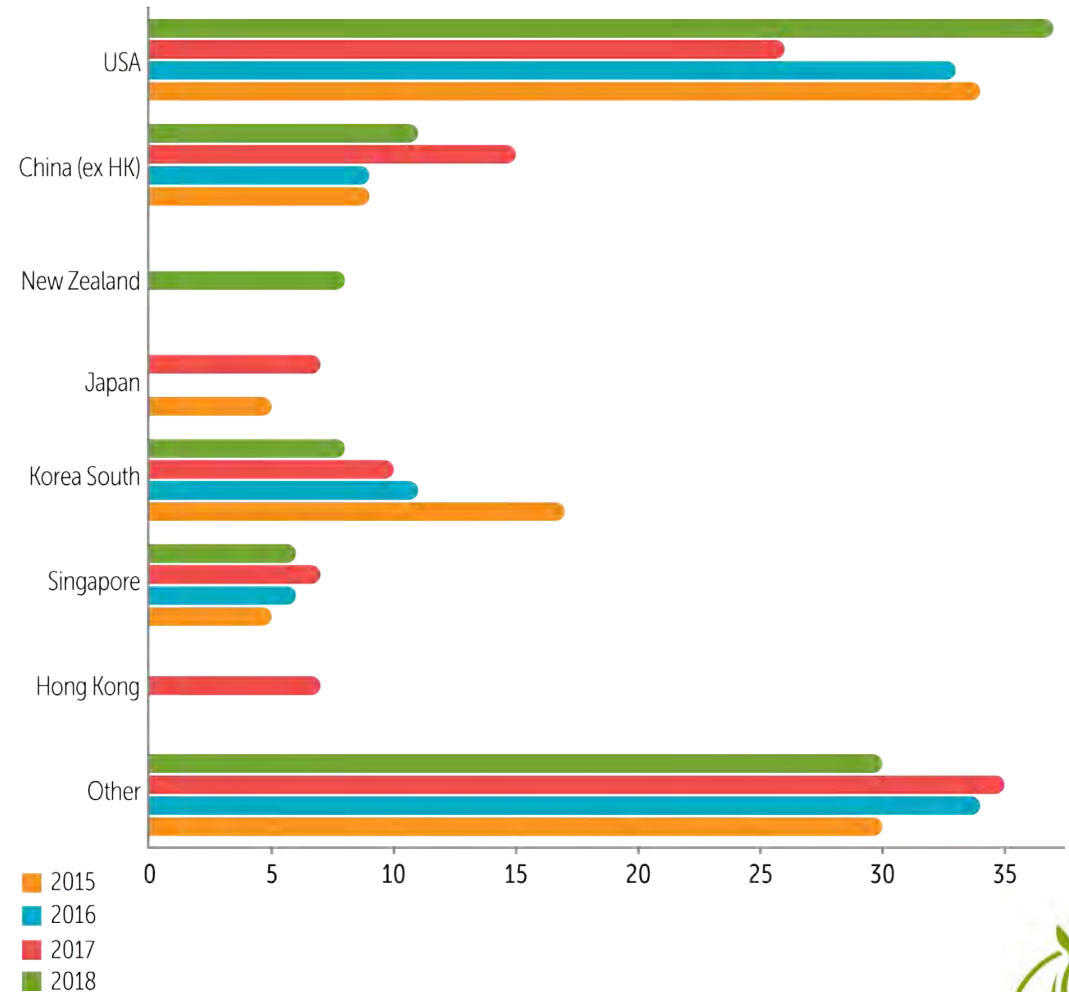


Fig 1.21: Top five destinations of certified exports (% of total tonnage) 2015-2018

Changes in Exports

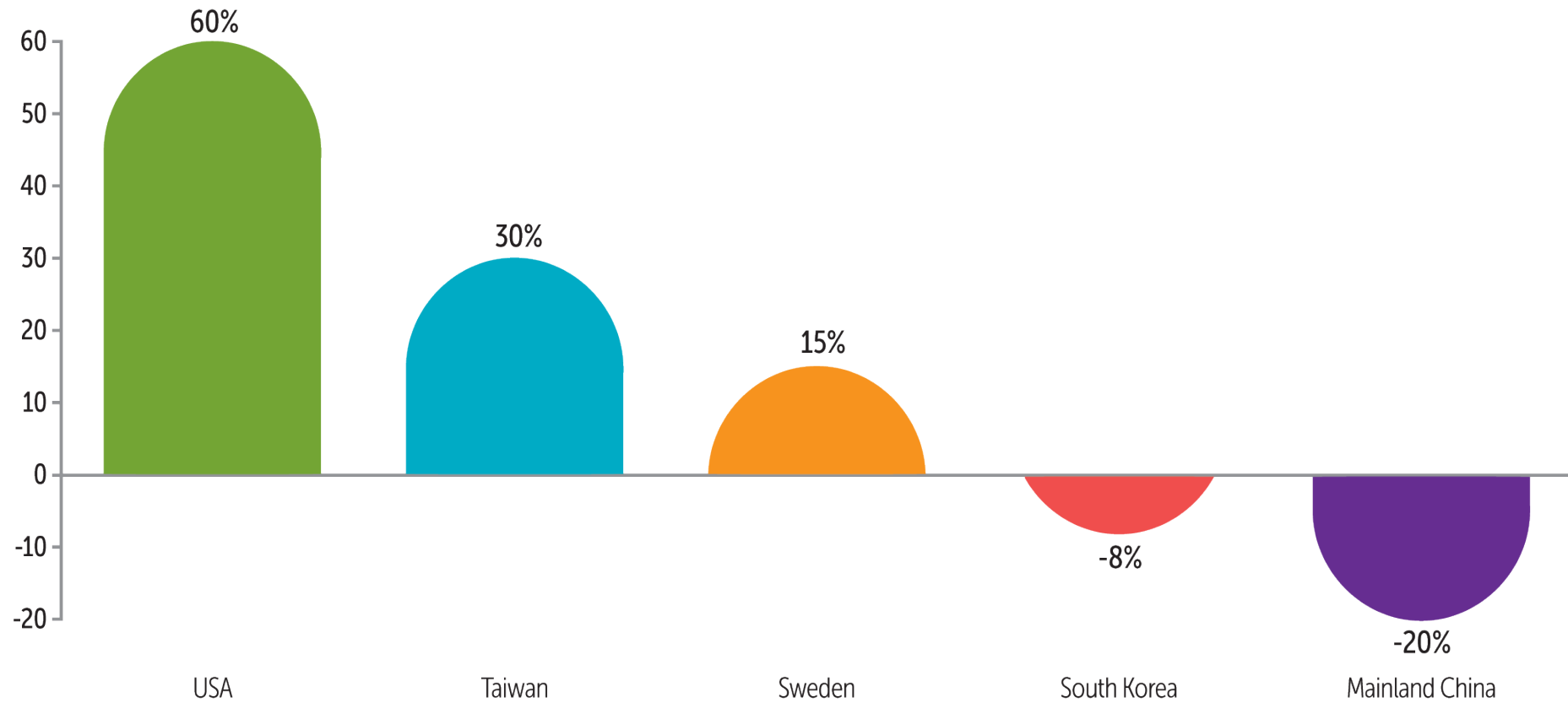
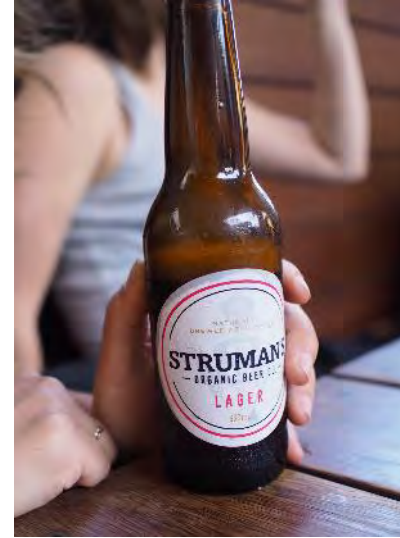


Fig 1.23: % changes in tonnes exported to selected markets 2017-2018

Factors to Growth



Certified Organic Operators



The 'Bud' Certification Mark

51%

Of shoppers recognize the
Australian Organic 'Bud'
certification mark

55%

Of shoppers look for certification
logos on products to check they
are truly organic



How often do you see the 'Bud'?

32,949

Products with
the 'Bud'
certification
mark



More Organic Purchases, More Often

65%

The overall number of households saying that they have purchased at least one organic product in the past year.



What are the barriers to purchasing organic?

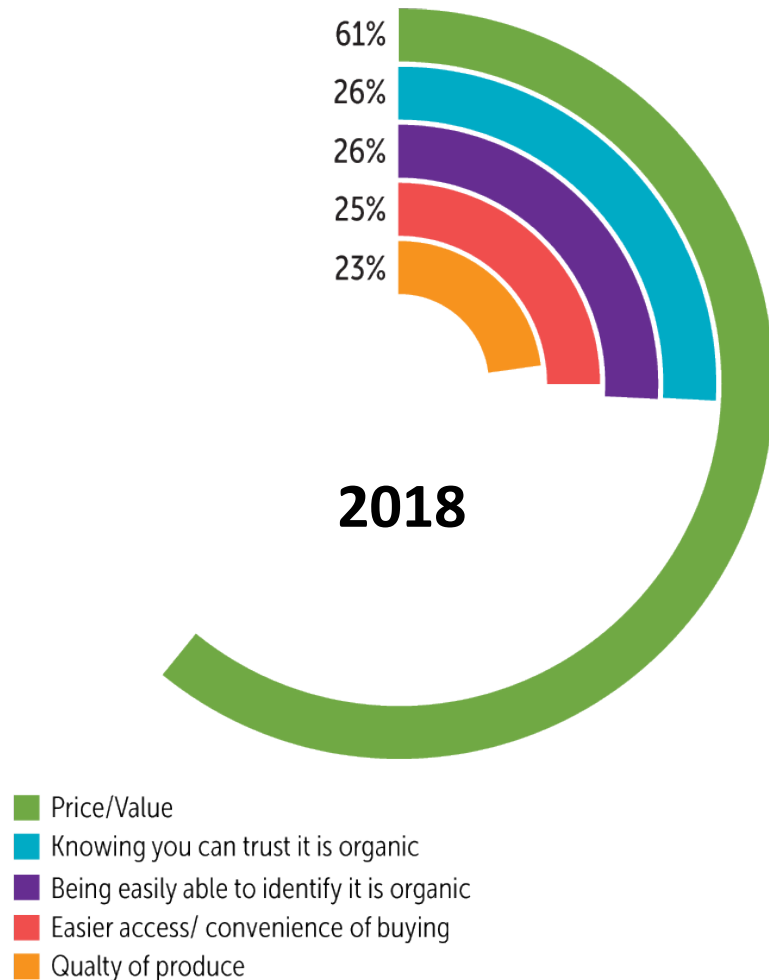


Fig 2.7: Comparative Top Barriers of Purchasers - 2018

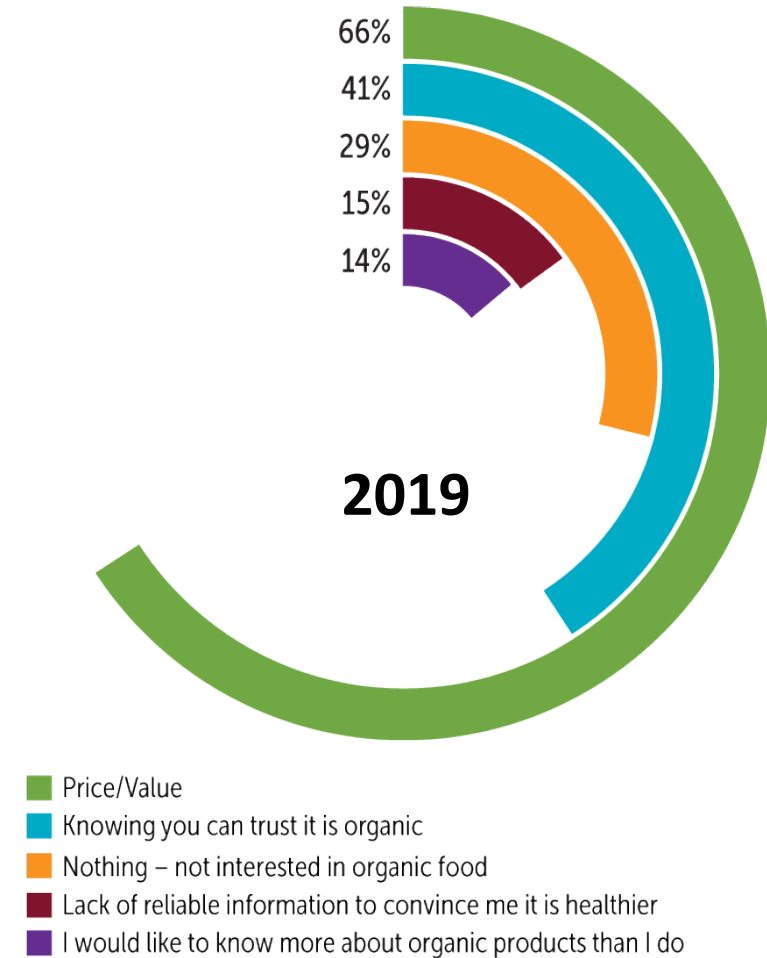


Fig 2.8: Comparative Top Barriers of Purchasers - 2019

Price Comparisons – Private Labels



BARAMBAH ORGANICS MILK FULL CREAM - (2L)

\$6.99 ea

\$3.50 per litre



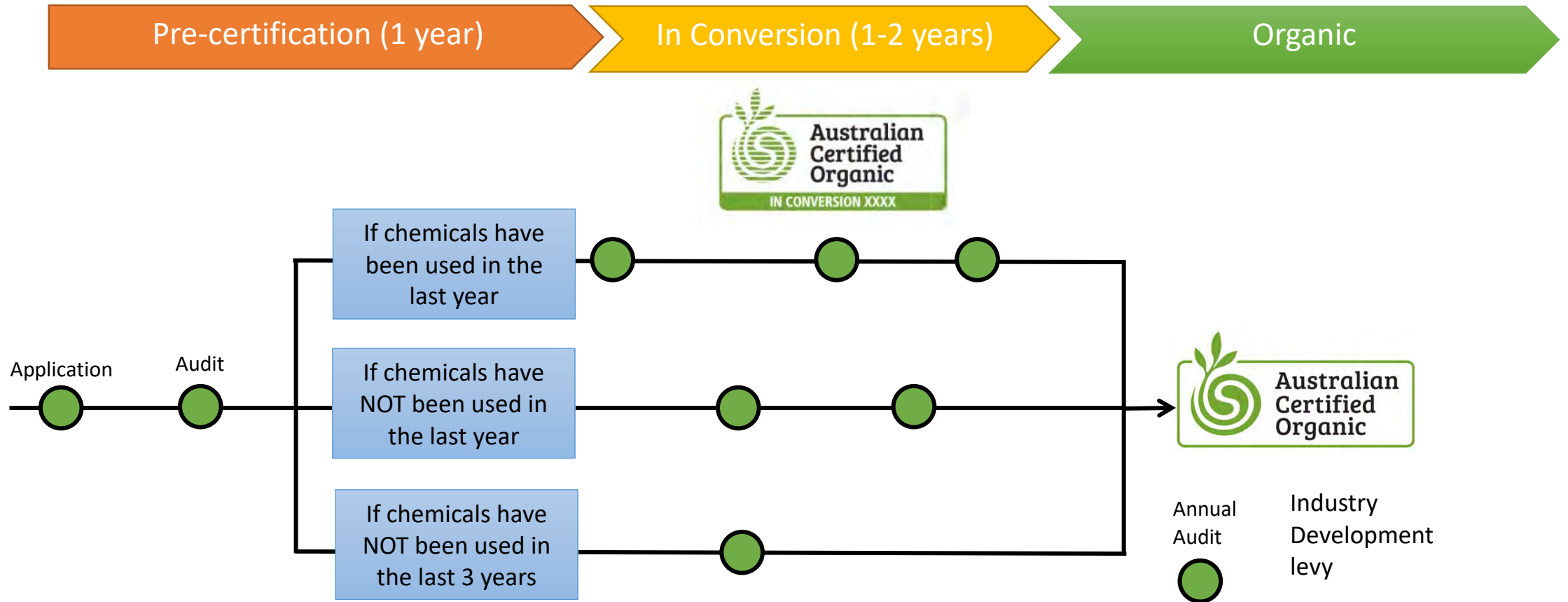
DAIRY FARMERS - MILK ORIGINAL (2L)

\$3.19 ea

\$1.59 per litre

How to become Certified Organic

The Certification process for a farm can take 1 – 3 years depending on past use of chemicals, and achieving organic outcomes.



Thank you for your time!

Make sure to visit us at:

Stand E53

www.austorganic.com

