

# MEDIA RELEASE



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## Australian organic farmers on show for valuable Chinese markets

Australian organic operators are set to showcase wine, beef, dairy and coconut products at Asia's largest organic trade event.

National Association for Sustainable Agriculture Australia (NASAA) Certified Organic operators—[Avonmore Estate](#), [KyValley Dairy](#), [Kokonut Pacific](#), [Australian Organic Meats](#)—will share centre stage from 24-26 May at the prestigious [Biofach China 2018](#) exhibition aiming to increase their reach into Asia.

"China is an incredibly important market for Australian agriculture in general but particularly for organic producers," said NASAA General Manager, Mark Anderson. "Lingering concerns over food safety incidents in China combined with the rise of the middle class and improved market channels have all favoured operators certified with NASAA.

"There is an insatiable demand in China for certified organic produce across almost every commodity but wine, beef and dairy definitely top the list."

Featuring 500 exhibitors and attracting over 20,000 visitors, [Biofach China 2018](#) (closely linked to BIOFACH Germany) is the only trade platform in China exclusively for organic products.

Mr Anderson said NASAA had been leading a delegation of Australian organic producers to Biofach China for more than five years: "We know participating in Biofach is a recipe for success whether that be testing new products or reinforcing existing relations with East Asian trading partners.

"The value of meeting face-to-face for relationship building cannot be underestimated and we're fortunate to have agreements already in place with Chinese certifiers to support seamless market access for our operators."

Simone Tully, Director, Australian Organic Meats, Dubbo NSW, said that the Biofach China exhibition provided an ideal platform to introduce Chinese distributors to premium organic beef and lamb fed on pastures free from synthetic chemicals, herbicides and pesticides.

"We have grown our family of organic farmers over the last three years and now feel ready to build a long term supply relationship with Chinese consumers passionate about certified organic foods," Ms Tully said. "This show is an excellent way for our team to learn about the Chinese organic market."

Australian organic wine also continues to be one of the most sought-after beverage categories across Asia, with Avonmore Estate wines near Bendigo VIC keen to consolidate its organic and biodynamic brand at Biofach.

"Attending Biofach China allows us to showcase our certified biodynamic wines," said Rob Bryans, owner, Avonmore Estate. "With 30 years of certification in the biodynamic/organic industry in Australia we have now been certified with the China Organic Food Certification Center for the last two years which provides a guarantee for the Chinese consumer that our premium wines are grown and made without the use of any harmful chemical or inputs," he said.

The Australian organics industry is expected to be worth \$2.4 billion by the end of 2018 with over 2000 certified organic producers.

China showed 55% export growth in organics between 2016-17 and is second to USA as the top export destination for Australian organic produce (% of total tonnage).

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