



MEDIA RELEASE
09 November 2015

Call for young people, women to take up organic farming

She started her business at the age of 8 with just 20 chickens; by the age of 21 she'd raised \$68,000 without a single loan and now delivers 700 dozen eggs a week laid by 2,500 NASAA certified Organic laying chickens.

Today Madelaine Scott, founder of Madelaine's Eggs, is turning her sights towards inspiring young people and women to take up organic farming.

It's a topic Madelaine will cover when she presents at a full day Organic Seminar organised by Australia's leading organic certifier, the National Association for Sustainable Agriculture, Australia (NASAA) to be held in Canberra on **Friday 13 November**.

"I grew up on a 440 acre certified organic farm," she said. "I have been home educated and I've travelled the world, but my dream is to make a career of organic farming and inspire others.

"There are opportunities for young people to get into farming; there are a lot of older farmers looking for young people to take it up.

"Crowdfunding means you can raise the money you need to get started and it's easy to learn about farming as there is so much information available online.

"If you're passionate about something then it's easy to learn. Social media channels such as YouTube can give you a great start with many short videos demonstrating how you can easily learn 10 or 20 new things about Certified Organics; you can volunteer at a farm, a farmers' market or get involved in a community garden."

Madelaine said organic farming provides long-term benefits to people and the environment.

"It increases long-term soil fertility, controls pests and diseases without harming the environment, ensures that water sources stay clean and safe and produces naturally nutritious food, feed for animals and high quality crops to sell at a good price.

"Organic farming uses resources which the farmer already has, so the farmer needs less money for agricultural expenses."

With 2015 the International Year of Soils, NASAA has put together a diverse range of speakers to showcase the connection between soils, sustainability and human health and happiness.

These include Bellamy's Organic CEO and 2013 Private Sector Telstra Business Woman of the Year, Laura McBain, 2015 Victorian Rural Women's Award winner Katie Finlay and Inverell farmer and General Manager of Figtrees Organic Glenn Morris.

NASAA General Manager Ben Copeman said the event was designed to highlight to the whole community, from farmers to mothers, the connection between how food is produced and health.

"Healthy farms and healthy people start with healthy soils," he said. "That's why we have soil experts, farmers and an organic baby food producer speaking to really tell the sustainability story from the soil through to the consumer."

NASAA's Organic Seminar 2015 will be held at the Mercure Hotel, Canberra on **Friday 13 November from 9:30am to 5pm**, followed by the NASAA AGM at 5:30pm and dinner at 7pm. Tickets are \$40 for NASAA members and \$50 for non-members. For further details contact Lee Mastus at the NASAA Office, 08 8370 8455 or Lee.Mastus@nasaa.com.au Tickets are available at: www.eventbrite.com.au/e/nasaa-industry-seminar-andagm-2015-tickets-18899416664

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About NASAA:

The National Association for Sustainable Agriculture, Australia (NASAA) was formed in 1986 and supports the education of industry and consumers on organic, biodynamic and sustainable agricultural practices.

NASAA was Australia's first organic certifier.

Today, its certification arm, NASAA Certified Organic (NCO), provides certification and inspection services to assist Certified Organic operators access every organic market in the World.

NCO is the largest certifier of agricultural land in the world. NCO certifies more than 1,000 operations in 13 countries, certifying some 12m ha of agricultural land worldwide.

In early 2014 NASAA became the first foreign certifier approved to inspect Australian based operations for certification to Chinese Organic Regulations for direct export to China.

In August 2015 Ben Copeman, General Manager of NASAA was named the Australia China Business Council (ACBC) 2015 Industry Leader of the Year at the South Australia, China and Hong Kong Business Awards.