

# Flying the green and gold organics overseas

Australia has the potential to be an international force in meat production – with exporting organic meat on the rise and predictions of an organic meat boom over the next couple of years.

In the wake of this major trend, The Organic Meat Beef Company brand – produced by Sanger Australia – is playing a significant role. Last year alone Sanger exported

approximately 15 per cent of Australia's meat, according to the company.

More than half of all organic products sold in Australia come from red meat, according to the Australian Organic Red Meat Association's (AORMA) Dr Brice Douglas.

Health is a major reason for Aussie meat's popularity internationally, with local meat free of Foot and Mouth disease and bovine spongiform encephalopathy (BSE), which have previously had disastrous effects on countries such as the UK and US.

Dr Douglas told *Retail World* this is creating a further competitive advantage for Australia with most of the northern producers already exporting their animals as fully certified organic to overseas markets.

Founder and manager of The Organic Meat Company, Alister Ferguson, added Australia's isolation and strict high quality quarantine measures help the country maintain its disease-free status.

"This is a huge marketing point for Australian meat, particularly for organic meat . . . Australia has an extremely good growing reputation for safe and clean meat which is why we are able to continually export large quantities overseas. We are also able to use this to our advantage," Mr Ferguson said.

"Australia has been the driving force behind the Japanese meat industry as the USA is not allowed in due to their disease status," he said.

In the wake of organic meat's growing popularity, organic meat now features extensively on exclusive restaurants' menus. Beef and lamb are favourites.

To maintain these high standards there are strict guidelines on organic animal industries, including all animals to be born from organic stock, except poultry, which may be purchased a one-day-old.

But Mr Ferguson said one of the main barriers in certified organic meat is the supply chain.

"The number of certified organic cattle, sheep, pigs and chickens is quite low, which forces the price up for the farmer due to buying competition," Mr Ferguson said.

"As the industry grows and livestock numbers also grow, the price will eventually be forced down, therefore more meat will be sold and the consumers will be less reluctant to buy it.

"However, the price will and should remain higher compared to conventional meat as the farmer must get more money for their livestock product due to organic farming being more time consuming and costly compared to their production numbers," Mr Ferguson said.



Part of The Organic Meat Beef Company's range of produce.

## Austral Herbal Teas

# Organic Herbal Infusion Naturally

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**100% AUSTRALIAN MADE AND OWNED**

- ☼ Certified Organic (OGA274P)
- ☼ Beneficial to your Health
- ☼ Caffeine Free
- ☼ 25 servings per box
- ☼ Individually wrapped in foil
- ☼ Excellent to drink, hot or cold
- ☼ Guaranteed free from artificial flavouring and additives, colourings, genetic modification and chemicals.