



Australian Organic Limited **Annual Report** **2024-25**



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austorganic.com

Australian Organic Limited (AOL)
PO Box 810 (18 Eton Street)
Nundah Qld 4012
07 3350 5716
membership@austorganic.com
ABN: 75 699 664 781

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*The best way to support the
organic industry is to join it.*

With thanks to all our members for your continued support.

Your membership allows us to continue to strengthen, evolve and support
the Australian certified organic industry.

Chairman Summary

I would like to start my summary this year by reflecting on the progress and success we have had in moving towards a unified industry whose voice is becoming its greatest asset.



The 2024-25 financial year was undoubtedly a challenging period for many in our sector. Operators continued to navigate significant headwinds from market volatility, rising input costs, and the complex patchwork of regulatory environments that continue to reward greenwashing and hold back our export potential. These challenges tested our resolve and underscored the absolute necessity for our industry to be more connected, collaborative, and unified in its purpose.

And yet, in the face of these headwinds, pressure forged resilience, and adversity sparked a shift in how we see ourselves, and each other. We began to move in unison, not as a disparate collection of interests, but as a community with a shared identity and a common goal.

In a world seeking authentic, sustainable, and healthy solutions, the promise of organics and our mission have never been more vital. This past year was the moment we began to truly own that narrative; to move beyond being a collection of individual enterprises and start acting like the connected, pioneering industry we are. It was the year we chose to stop letting our story be told for us, and instead, began to write it ourselves.

This newfound unity was crystallised during our advocacy for a mandated National Standard for Organics. While the outcome was not what we had hoped for, the process itself delivered our industry its most significant victory in a decade: true cohesion. For the first time, we saw the full spectrum of our sector - growers, certifiers, processors, and retailers - speak with one voice on an issue of critical importance to all of us.

That voice resulted in a long overdue recognition by government, that the organic industry is united in its desire and readiness for a domestic standard. This outcome has fundamentally enhanced our standing in Canberra, proving we are a powerful and coordinated voice on the issues that define our industry.

This progress did not come overnight, but through years of dedicated leadership. At our 2024 Annual General Meeting, the terms for directors Leo Watling and Iain Scholes expired. On behalf of all members, I extend our sincere gratitude to them for their years of dedicated service. Their strategic guidance and unwavering commitment to the interests of our members have been invaluable in shaping Australian Organic Limited into the organisation it is today.

Their departures created a vacancy that we were delighted to fill with the appointment of Mr. Ryan Reynolds to the Board. Ryan has brought extensive commercial acumen and a deep, practical understanding of organic supply chains. His perspective and experience are a significant asset as we continue to build value for our members and navigate future opportunities. We thank Leo and Iain for their outstanding contributions and welcome Ryan to the Board.

Crucially, looking forward we have collectively set our industry up for its next chapter in our people. We are seeing this investment reflected at every level: from a renewed Board bringing a strategic commercial perspective and a dedicated AOL team driving our initiatives, to the wealth of innovative leaders and passionate producers across our entire sector. As an industry, you have come together to support AOL's new advisory groups which will harness and embed this collective talent and your investment and mentoring of the next generation is already paying dividends. With this collective talent and a unified purpose, I have the utmost confidence in our ability to execute our vision.

I thank our members for their continued support and look forward to a productive and defining year ahead.

David Keens

Chairman



Executive Summary

Thank you, members. You met, challenged, and guided us this year. Your feedback set our priorities: protect organic integrity, deliver practical member value, tools, and support, and convert opportunity into measurable growth.



With that mandate, our work centred on three priorities:

First, organic integrity. We worked hard together, as a united industry to get closer than we ever had before to a nationally mandated organic standard. The private senator's Bill introduced in November triggered a Senate inquiry that, despite not recommending the Bill in its initial form, secured broad political acceptance of the principle: Australia needs a regulated, single domestic standard. We coordinated submissions, equipped members with toolkits, and kept the discussion in the public eye, including national TV. In parallel, we engaged repeatedly with FSANZ on gene-technology definitions (P1055). Our position remained consistent: consumers deserve transparent labelling and a right to know what they are buying, which also carried us through and kept us active on greenwashing and related consumer protection issues with regulators.

Second, member value. Thank you to all who have invested the time in sharing feedback and suggestions. We listened and have embarked on greater direct engagement, finding more ways to bring our vibrant industry together – with roundtables around the country, site visits across SA, VIC and NSW, networking events and targeted participation in select events, like Naturally Good and Hort Connections. It has been fantastic to get to meet so many of you in person. Our work on developing more of the practical tools you need, like biosecurity guidance, webinar briefings on policy such as proposed livestock-standard changes in the National Standard and other areas of training has begun.

The intent was simple: provide the government with your consolidated views on policy while providing you with timely, usable information that reduces your operational risk and saves you time.

Third, growth. We leaned into markets where organic demand and access conditions are improving, especially Southeast Asia. I appeared before the House Agriculture Committee's inquiry to ensure organics were on the agenda with the final report reflecting the key opportunities we identified.

Backed by that, we secured an Austrade Export Market Development Grant to pilot an export accelerator program into the region and organic awareness month kicked up yet another notch with more engagement than ever.

On the technical front, we won a competitive grant with Southern Cross University to deliver Australia's first Organic Horticulture RD&I Strategy to set a clear vision over the next 10-year horizon. We worked on proposed Varroa Mite amendments to the National Standards Advisory Committee, progressed algae-standard development, and reforms to the livestock chapter.

Looking forward, our priorities remain connection, integrity and growth, with a significant focus on converting momentum into impact:

- Convert the Senate inquiry momentum into a practical pathway to a national standard, while continuing consumer-law and anti-greenwashing advocacy, with a united and respected voice.
- Deliver measurable impact through the SEA organic export accelerator program and use it as a template for more markets.
- Deliver the RD&I Strategy for horticulture, secure funding for its execution, and use it as a blueprint for other key commodities.
- Provide clear member value – be your go-to for issues and challenges; provide resources that solve real problems and address opportunities; and enable real connections, underpinned by a sustainable revenue model.
- Unite the industry around a growth plan for our sector that delivers impact and a seat at the table.

This year was about delivering you value and the hard, necessary work to protect certified organic, ensuring members can spend more time producing and selling—and less time navigating uncertainty. Thank you for your support and engagement; we will keep earning that confidence by delivering value and results

Jackie Brian

Chief Executive Officer



Board Members

The Australian Organic Board of Directors are elected by AOL members. There are currently five Australian Organic Board members, headed by Chairman David Keens. We are proud to have a diverse Board, representing a range of organic industry sectors including horticulture, retail and wholesale, livestock and manufacturing.



David of Manna Farms is a fourth-generation farmer and second-generation bio-dynamic farmer. Along with his brother, David farms Australia's largest bio-dynamic and organic almond orchards and conventional citrus. David has extensive experience in not only bio-dynamic farming but also packing and marketing of fresh produce, with Manna Farms supplying the likes of Woolworths direct as well as wholesale markets both domestically and internationally.

David Keens
Chairman



Ben is a versatile meat and livestock professional with an extensive knowledge of the Australian protein supply chains. He has been part of the Hewitt/Arcadian organisation for the last two years and has strived to build his knowledge of organic livestock and meat production. Ben forms part of the key operational management and strategic execution team at Hewitt and works daily to build culture, drive commercial outcomes and maintain strategic alignment for his team and peers.

Ben Bateup
Director



Sharon brings decades of experience as a finance professional and board member for both listed and private companies across multiple industries and countries. A keen supporter of organic and sustainable food production, Sharon's interest in green industries was formed in her childhood in country NSW. Sharon was the chief financial and operating officer at the certified organic agricultural technology company, Green Camel, where she grew the business significantly.

Sharon Markulin
Director



Didi has been at the forefront of healthier food and beverages for the last 20 years. As founder, CEO and major shareholder of Soulfresh, he has overseen the growth across Australia before expanding internationally into NZ and then Europe. Didi's expertise lies in innovation, category design, brand development, sustainability and impact, path-to-market development – local and international, and a wide array of food and beverage manufacturing.

Didi Lo
Director



Ryan is currently the Chief Commercial Officer for Australian Consolidated Milk. He has significant business and commercial experience, including experience in and interface with upstream supply chains, in addition to having a clear understanding of retail environments and consumer engagement. Ryan has a very successful track record in navigating uncertainty in start-up operations, scaling for growth and developing long lasting strategic partnerships in domestic and international markets.

Ryan Reynolds
Director

Advocacy and Domestic Regulation

2024-25 was a key year for the Australian certified organic sector and demonstrated our ability to work together through joint advocacy which catalysed in a coordinated industry push that placed domestic regulation firmly on the national agenda. Our primary focus was demonstrating a clear and unified industry consensus on the need for regulation to underpin the sector's integrity and future growth.

The introduction of the private member's Bill into the Senate on 18 November 2024 was a pivotal development. This action, driven by AOL and the Organic Development Group (ODG) secured a critical Senate inquiry that forced the government to acknowledge the readiness and maturity of the sector around a single standard for domestic regulation. We spearheaded the industry's engagement, delivering a joint ODG submission - a first for the group - and member toolkits that resulted in overwhelming public support for the Bill.

While the Committee did not recommend passing the Bill in its initial form, the inquiry was a significant strategic victory. It delivered cross-party political acceptance of the principle of a domestic standard and provided a clear pathway for continued work towards this outcome. This was supported by a relentless campaign of high-level engagement in Canberra, including meeting with the Minister for Agriculture, which enhanced the sector's standing in the view of government that we are becoming more unified and powerful in our advocacy on key issues.

A key pillar of our advocacy strategy involved building both AOL's and members direct relationships with parliamentarians to complement our formal engagement. The annual Parliamentary Friends of Australia's Organic Industry event at Parliament House in September was a critical platform for this work. The 2024 event provided an invaluable opportunity for certified organic operators to engage directly with their members and allowed us to articulate the economic potential of the sector and reinforce widespread industry support for key legislative priorities.

We saw further success in advocacy through the House of Representatives Agriculture Committee's inquiry into Australian agriculture in Southeast Asian (SEA) markets. Our CEO appeared at the Committee's hearing in October 2024 to highlight the opportunities for the organic sector in this growing market. This direct engagement and advocacy led to the final "Trading North" report, released in November, incorporating our key recommendations for the industry. This formal recognition of the sector's potential in the region provided a strong foundation for our subsequent successful application for an Austrade Export Market Development Grant (EMDG), which was secured to deliver a new program aimed at accelerating export opportunities for operators into SEA.

Following significant concerns raised by AOL and the sector regarding consultation and impacts of Food Standards Australia New Zealand's (FSANZ) Proposal P1055, which relates to genetically modified definitions, we advocated repeatedly and actively engaged with authorities to champion consumer choice and the fundamental right to know what is in their food. We undertook multiple meetings with FSANZ to discuss the potential risks of reclassifying certain GMOs, arguing that at a time when consumers are demanding more transparency, the industry needs greater traceability, not less.

This principle is central to our industry's broader fight against greenwashing. AOL remains at the forefront of this issue, as demonstrated by our attendance and advocacy in Canberra on greenwashing and our continued engagement with bodies like the ACCC regarding consumer fraud. A key part of this work involves our contributions to the Senate inquiry into greenwashing, which has been extended out to 2026, and through which we have lodged multiple submissions to ensure the organic industry's perspective on truthful labelling and consumer protection is clearly heard by policymakers.

Membership, Marketing, and Engagement

Our work this year focused on increasing direct engagement with our members to ensure they are seen and their voices heard, led by our new Membership Executive, **Rachel Drury**. In 2024, this saw us conduct site visits across South Australia, Victoria, and New South Wales, connecting us directly with operators from farm gate to retail shelf; sit down weekly as an AOL team to make member outreach calls; participate in major industry events like Naturally Good and Hort Connections; conduct regular webinars on a range of timely and relevant topics from policy, to award entry writing, to technical standards; and host networking dinners, industry roundtables, and more.

To support members' day-to-day operations, we published practical resources to the online Member Portal, including an updated registered herbicide list and a certified abattoirs list. Collaboration was also a key theme, with joint Canberra advocacy undertaken with NASAA Organic to present a unified voice to government. AOL also had active participation in National Farmers Federation (NFF) and Australian Agriculture Sustainability Framework forums to ensure the organic sector is represented in broader agricultural policy.

We celebrated Australian Organic Awareness Month (AOAM) in September 2024, executed through a highly successful consumer campaign across social media, TV, and major retail activations, reinforcing the value of certification to both operators and Australian consumers. Our mainstream advocacy was amplified by a feature interview on ABC's Stateline in January 2025, placing the issue of mandatory domestic regulation squarely in the public view and generating significant positive engagement online and directly back to us via our members.

Member communication has become more consistent and effective, with key email communications achieving an average open rate of nearly 50%, a significant uplift over previous years and a reflection of increased engagement between members and AOL. This year extensive planning was also undertaken for the 2025 Organic Industry Awards and the 2025 AOAM campaign, led by AOL's Marketing Executive Zoe Kelly Verity. This included the strategic onboarding of new partners, Papaya PR and Two Heads, to elevate the impact and reach of these cornerstone events.

This year extensive planning was also undertaken for the 2025 Organic Industry Awards and the 2025 AOAM campaign, led by AOL's Marketing Executive **Zoe Kelly Verity**. This included the strategic onboarding of new specialist agencies, Papaya PR and Two Heads, to elevate the impact and reach of these cornerstone events. We acknowledge the subsequent success of these campaigns, but as they occurred outside of the 24-25 financial year will cover their success in greater detail in next year's annual report.

Key Summary of AOL 2025 Membership Value:

- **Exclusive Resources:** Published guidance on the AOL Member Portal, including a list of registered herbicide products suitable for Australian organic systems and certified abattoirs.
- **Expert Briefings:** Hosted webinars to detail proposed changes to the National Standard, allowing members to understand the potential impacts on their operations, such as antibiotic usage in livestock; as well as regular webinars on progress on Domestic Regulation and other policy issues.
- **Biosecurity Management:** Provided direct guidance to operators on managing biosecurity threats like Avian Influenza and Varroa mite, including drafting proposed amendments to the National Standard.
- **Empowering Members:** Provided members with toolkits and templates to support their own advocacy and participation in government inquiries.
- **Market Intelligence:** Alerted members to critical changes in international trade, such as the mandatory requirement for NOP Import Certificates for all organic shipments to the United States.
- **Networking Events:** Hosted member networking events, including drinks in Brisbane, and the Adelaide Hills and dinner for operators in Sydney.
- **Industry Presence:** Represented the sector and connected with members at major industry conferences and expos, including the Naturally Good Expo and Hort Connections domestically and BioFach and Organic World Conference internationally.
- **Promoting Opportunities:** Promoted key development opportunities to members, including applications for the Organic Industry Awards as well as keeping members informed about broader opportunities for learning and growth.



2024 AGM Outcomes

The 2024 Annual General Meeting was held on 25 November 2024 as a hybrid event, with members attending via the option of online or in person at the AOL offices in Nundah, Queensland.

Board Chair, David Keens, opened the AGM with a quorum present and the minutes of the 2023 AGM approved. In his report to members, the Chair highlighted the forthcoming year's focus on industry unity, collaboration, and inclusion. He stressed that achieving domestic regulation remained the primary goal of not only AOL but also the sector as a whole. The Chair thanked outgoing Board members Leo Watling and Iain Scholes for their exceptional and dedicated service to AOL and the broader sector and welcomed Ryan Reynolds as the prospective new board member.

In her update, CEO Jackie Brian reported that AOL would focus this year on improving communication and engagement with members. She further identified that the organisation's advocacy work would concentrate on pushing forward domestic regulation and related government inquiries into greenwashing and manufacturing.

An update was also provided on numerous technical submissions made to government on topics including animal welfare, biosecurity, and traceability, as well as AOL's advocacy on the Red Imported Fire Ant.

The meeting noted the Annual Financial Report, which recorded an end-of-financial-year deficit of \$23,185 on revenue of \$2,307,972.

Members were advised that AOL's Auditors, SRJ Walker Wayland, had been renewed for one additional year and a tender process will be undertaken next year for new auditors.

Matters of voting and governance interest:

One resolution was proposed and passed:

- To appoint Mr. Ryan Reynolds to the Board of Australian Organic Limited for a three-year term. The resolution was carried with 18 votes in favour, zero against, and zero abstentions.
- The terms for directors Leo Watling and Iain Scholes expired at the AGM.

Financial Year in Review

AOL concluded the financial year with a net profit of \$102,447.36, representing a notable improvement compared to the prior year's net loss of -\$23,185.23, while maintaining a healthy cash position of \$1,077,586.34 as of 30 June 2025.

This outcome was primarily driven by an increase in the levy fee implemented to offset rising costs, a lower cost of sales, and effective management of operating expenses within budget.

In FY25, Industry Development Levy fees were increased by 3%, marking the first adjustment since 1 January 2022. This increase reflects the rising costs associated with operating the business. While an initial fee increase of 5% had been proposed, it was ultimately revised to 3% after consideration of the ongoing challenges faced by operators.

Despite this change, overall IDL revenue declined by 1.4% during FY25, driven primarily by a 9% reduction in allowed input and a 5% drop in processors, attributed to a 15% withdrawal of several mid-tier and larger-scale operators.

While producers remained stable compared to the prior year, paid membership revenue saw a 39% decline compared to the prior year, largely due to the initiative providing complementary memberships and non-renewals from withdrawn operators. A new revenue stream was established through the leasing of additional office space, and interest income from funds was increased through investment in higher interest-earning accounts. Overall revenue declined by 6% compared to FY24, primarily due to a decline in overall IDL revenue and membership contributions.

AOL, while not immune to inflationary pressures and rising operational costs, maintained strong financial discipline. Expenses aligned with budget forecasts, and cost controls were effectively managed, resulting in only a 3.5% increase in expenditure compared to the prior year.

FY26 will focus on enhancing member engagement and growing membership, delivering value through impactful programs, and diversifying income sources. A key priority will be validating new revenue streams to support long-term financial resilience.

Research and Technical Summary

The 2024-25 financial year was defined by proactive engagement on a wide range of complex technical, regulatory, and biosecurity matters.

The integrity of organics continued to face challenges from proposed changes to gene technology regulation. We mounted a robust advocacy campaign in response, beginning with meeting repeatedly with Food Standards Australia New Zealand (FSANZ) to detail industry concerns around amending the definition of GMO. Despite our persistent engagement and submissions, the changes were ultimately passed. This outcome underscores the ongoing risk posed to the sector and reinforces the necessity of our continued vigilance and public engagement on these critical issues.

Biosecurity remained a critical operational priority for all of us. We provided timely guidance to members on Avian Influenza and worked extensively on the Varroa mite incursion, culminating in the submission of a final amendment application to the National Standard Advisory Committee. We also remained engaged on Red Fire Ant management and have continued to advocate for fully organic treatment options, efforts which have continued forward into the 25-26 FY.

Our team lodged numerous high-level policy submissions to ensure the organic sector's voice was represented in national conversations. Key submissions addressed the National Biosecurity Strategy, the National Water Agreement, the APVMA's Strategic Plan, MLA's Five-Year Strategic Plan, and the Australian Agricultural Sustainability Framework. We also drove improvements to the National Standard itself, providing detailed feedback on proposed livestock amendments opposing antibiotic use and contributing to the development of a new Algae Section.

In a major strategic achievement, we secured a competitive grant to partner with Southern Cross University to develop the first National Research, Development, and Innovation (RD&I) Strategy for the Organic Horticulture Sector.

Key Summary of Research and Technical Work:

- **Horticulture RD&I Strategy Grant:** Successfully secured a major competitive grant, in partnership with Southern Cross University.
- **Student Internship Program:** Concluded a successful research program with The University of Queensland, which delivered a final student report on the risks associated with neonicotinoid pesticides.
- **Grant Applications & Management:** Secured an Austrade Export Market Development Grant for Southeast Asia.
- **Technical Submissions:** Lodged numerous technical submissions to inform national R&D priorities, including feedback on the Strategic Examination of R&D and the APVMA's Draft Strategic Plan 2025-30.
- **Varroa Mite Amendments:** Drafted and circulated proposed amendments to the National Standard to address the Varroa mite incursion.
- **Livestock Standard Review:** Hosted a webinar and provided detailed feedback on proposed changes to the livestock standards, raising industry concerns about antibiotic allowances.
- **New Algae Section:** Contributed to the development of the National Standard by lodging submissions on a proposal for a new Algae Section.
- **Technical Advocacy on Gene Technology:** Engaged in multiple meetings with FSANZ and lodged detailed submissions highlighting the risks of the proposed decision.
- **Avian Influenza Guidance:** Provided timely advice to poultry operators on Avian Influenza, including updated guidance from the ACCC on managing free-range claims during an outbreak.
- **Technical Member Resources:** Developed and published practical resources for members, including a guidance list of registered herbicide products suitable for organic systems.

FY2024-25 Calendar

See below for a full timeline of the FY24-25, including key submissions and grant applications, member visits, industry events and other activities carried out by your AOL team.

2024

July



- Former CEO Niki Ford met with federal Senators and MPs in Canberra to advocate on key issues.
- Lodged a submission to the Joint Standing Committee on Trade and Investment Growth's inquiry into the utilisation of Free Trade Agreements.
- Provided guidance to poultry operators on Avian Influenza, including updated Australian Competition and Consumer Commission.
- Communicated an updated government notice regarding fire ant treatment protocols.

August



- Published a guidance list of registered herbicide products suitable for Australian organic systems.
- Alerted members to the mandatory requirement for valid National Organic Program Import Certificates for all organic shipments to the United States.
- Attended the University of Queensland Field Day, which showcased innovations in biological fertilisers and cover crops.

September



- Lodged submissions on the National Biosecurity Strategy, the National Water Agreement, and two separate gene technology consultations.
- Raised significant concerns with the federal government regarding Food Standards Australia New Zealand (FSANZ) Proposal P1055 (GM definitions) and successfully secured a meeting with FSANZ.
- Received an invitation to appear at a hearing for the House of Representatives Agriculture Committee's inquiry into Australian agriculture in Southeast Asian markets.
- Parliamentary Friends of Organics, Canberra, ACT.
- Ran Australian Organic Awareness Month 2024.

October



- CEO Jackie Brian and Operations and Technical Manager Josefine Pettersson attended the House of Representatives Agriculture Committee's hearing.
- Met with parliamentarians, including the office of the new Assistant Minister for Agriculture, to discuss industry priorities.
- Met with senior officials from the Department of Agriculture and the Department of Trade.
- Hosted a webinar to detail proposed changes to the livestock standards within the National Standard, focusing on antibiotic usage.
- Announced the certification of John Dee Warwick as a new organic abattoir in Southeast Queensland.

November



- Held meetings with key politicians in Canberra, including the Assistant Minister for Agriculture's office, to discuss domestic regulation and election priorities.
- Met with Austrade, DAFF, and DFAT to lobby for organic-specific resources and improved market access.
- Participated in hearings for the House of Representatives Agriculture Committee's inquiry into Southeast Asian Markets and the Joint Standing Committee on Trade's inquiry on FTAs.
- Attended the National Farmers' Federation (NFF) Members Council Meeting and participated in working groups for the Australian Agriculture Sustainability Framework (AASF).
- Held the Annual General Meeting in Brisbane and hosted networking drinks for members.
- A private senator's bill to establish a mandatory National Organic Standard was introduced to the Senate.
- The House Committee for Agriculture released its "Trading North" report, which incorporated key recommendations for the organic industry.
- Provided detailed feedback on proposed National Standard Livestock Amendments and the Gene Technology Amendment Bill.
- Held the first joint advocacy meetings in Canberra with representatives from NASAA.
- Commenced a student placement research project on "The effect of Glyphosate on Australian Aquatic Biodiversity".

December



- AOL Chairman David Keens attended the Organic World Conference in Taiwan.
- The Organic Development Group (ODG) hosted a webinar to explain the Bill and guide stakeholders on participating in the Senate Inquiry.
- Developed and distributed templates to assist members in making submissions to the inquiry.
- Lodged a submission on the Proposed Minor & Technical Amendments to the Gene Technology Regulations.
- Drafted the first-ever joint submission for the ODG for the Senate inquiry into the Bill.
- Held a market access meeting with DAFF officials to highlight key areas of interest.
- Conducted a second meeting with FSANZ, including members from the New Zealand organic sector.
- ODG representatives held meetings with key Labor ministers and their advisors.

FY2024-25 Calendar

2025

January



- The ODG lodged a supplementary submission to the Senate inquiry to address specific questions.
- Lodged the organisation's 2025/26 pre-budget submission with the government.
- CEO Jackie Brian was featured in an ABC Stateline television interview to advocate for mandatory organic certification.
- Met with key government and departmental stakeholders to discuss operational roles under the proposed Bill.
- Submitted feedback on the Comprehensive Economic Partnership Agreement (CEPA) between Australia and the UAE.
- Circulated a detailed brief to apiculture members outlining proposed Varroa mite amendments to the National Standard.
- The student internship program concluded.

February



- The Senate Committee released its final report on the National Organic Standard Bill.
- Developed and finalised key election commitments for the organic industry in conjunction with the ODG, conducting a member poll to confirm priorities.
- CEO Jackie Brian travelled to Canberra for meetings with committee members and the Department of Agriculture following the report's release.
- The ODG released its first-ever joint list of election priorities.
- Lodged submissions on the MLA Strategic Plan, NZ Gene Technology Bill, Sustainability Claims for International Markets, and the AASF Consultation.
- Chairman David Keens and AOL's Technical Manager attended BIOFACH in Germany, with the Technical Manager also representing Oceania in the World of Organic Agriculture Forum.
- AOL staff attended the EvokeAg conference.

March



- ODG representatives held their first face-to-face meeting with the Minister for Agriculture, the Hon Julie Collins MP.
- Officially released the 2025 Federal Election priorities document, 'Grow like the future depends on it'.
- The University of Queensland internship program concluded with a final student report on neonicotinoid pesticides.
- Held meetings with the Department of Agriculture to discuss next steps for the Bill and with the Department of Health and FSANZ to discuss GMOs.
- Submitted a grant application to the Community Bee Innovation Fund.
- Commenced contract negotiations for the Hort RD&I Tender grant.
- Lodged submissions on the Strategic Examination of R&D and a proposal for a New Algae Section to the National Standard.

April



- Conducted a series of member visits in South Australia.
- Issued a media release highlighting how US tariffs underscore the need for domestic regulation and market access.
- Operations and Technical Manager Josefine Pettersson attended and presented at the 'Harvest of Ideas' conference in Wisconsin, USA.
- Provided members with an analysis of the 2025 Federal Budget.
- Submitted feedback to the Strategic Examination of R&D and contributed to an Austrade survey on support for organic exporters.
- Actively drafted proposed amendments to the National Standard to address the Varroa mite incursion.
- Successfully secured an Export Market Development Grant (EMDG).
- Lodged a submission on the APVMA Draft Strategic Plan 2025-30.

May



- Secured a competitive grant to develop the nation's first Research, Development, and Innovation (RD&I) Strategy for the Organic Horticulture Sector.
- Formally welcomed the re-appointment of the Minister and Assistant Minister for Agriculture following the federal election.
- Lodged submissions on the new Algae Section in the National Standard, the APVMA's Draft Strategic Plan, Tasmania's 2025 GMO Environmental Scan, the Productivity Commission's review, and the Queensland 25-year agriculture blueprint.
- Held a meeting with DAFF to discuss priorities for the new government term.
- Held the first horticulture roundtable at the Hort Connections conference.
- Attended the Naturally Good Expo in Sydney and hosted a dinner for influential operators.
- Conducted 12 member site visits across Victoria, South Australia and New South Wales.
- Officially launched the 2025 Organic Industry Awards.

June



- Officially commenced the 10-year Organic Horticulture RD&I Strategy project, holding the first operator roundtable in Brisbane.
- Attended both the Naturally Good Expo in Sydney and Hort Connections in Brisbane.
- Hosted a member networking dinner in Sydney.
- Submitted the final Varroa Mite 1.23 amendment application to the National Standards Advisory Committee.
- Finalised and published an organic fire ant communications piece in collaboration with the Red Imported Fire Ant team.
- Conducted a media response and interview regarding the FSANZ position on genetically modified organisms as part of F1055.
- Began work on a Market Access priority platform.
- Held nine sponsorship pitch meetings for Australian Organic Awareness Month 2025.
- Onboarded a new PR agency, Papaya PR, and a marketing agency, Two Heads.

2024 Australian Organic Awareness Month

Thanks for helping us raise awareness for certified organics!

Australian Organic Awareness Month (AOAM) 2024 successfully raised awareness of certified organic products and reinforced the value of the Bud Logo to consumers across the country. The year's campaign, guided by the theme "Cleaner Today, Healthier Tomorrow," focused on educating consumers about the importance of certified organic products and their impact on health, the environment, and the future of sustainable agriculture.

The month-long campaign included a diverse mix of activities, including social media engagement, influencer collaborations, media outreach, and strategic partnerships with key organic brands. We engaged with a growing audience through targeted content that highlighted the benefits of certified organic products, supported by data-driven infographics and compelling storytelling.

Organic Milk Co. was our principal partner for 2024, and they played an instrumental role in promoting AOAM. Their involvement, alongside other certified organic brands, helped amplify the campaign's reach and reinforce the message that certified organic products are essential for a sustainable future.

This year, we were thrilled to have Tegan Martin as an ambassador for Australian Organic Awareness Month. As a well-known advocate for wellness and healthy living, Tegan brought her passion for organic products to the forefront of our campaign. Through her social media presence and public appearances, she highlighted the importance of choosing certified organic products and shared her own journey toward living a more natural and sustainable lifestyle. Tegan's authentic connection with her audience helped amplify our message, making certified organic more relatable and accessible to a broader audience. Her involvement was key in driving engagement and raising awareness about the benefits of organic living throughout the month.

Overall, AOAM 2024 succeeded in strengthening consumer trust in certified organic products and positioned Australian Organic Limited as a leader in promoting organic living across Australia. We look forward to continuing to build on this momentum in the years to come.



ANGOVE
SINCE 1886
FAMILY WINEMAKERS



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Australian Organic Limited
PO Box 810 (18 Eton Street)
Nundah Qld 4012
membership@austorganic.com
07 3350 5716
austorganic.com

