

# Media Release

October 2007

## **CALL FOR MORE ORGANIC DAIRY FARMERS.**

Rising consumer demand for more organic dairy products hits Australia

The rising consumer demand for Organic Dairy products has finally hit Australia after several years of stellar growth in USA and Europe. As a result, Australia's leading supplier of Organic Milk - **the Organic Dairy Farmers Co-operative (ODF)** is now calling for **more new suppliers of Organic milk.**

Announcing the call, Chairman of ODF, Mr. Terry Hehir said, "In 2002 a dedicated group of organic dairy farmers came together to establish the Co-operative. After several years of laying the foundation for an integrated organic milk supply chain, the Co-operative currently supplies 80% of Australia's Certified organic milk. This well-developed supply chain allows farmers, processors and retailers the logistics and security to participate in the fastest growing segment of agriculture."

"We have established strong alliances with other co-operatives such as Murray Goulburn, Bega/Tatura and with leading milk processor Parmalat. These alliances provide the vital critical mass and broader opportunity to participate in this *\*emerging, high value sector*. Our farmers have the security of a three year contract which may begin as soon as they reach the in-conversion stage of certification." he added.

ODF owns the "**True Organic**" brand which recently launched a premium organic cheese range including Cheddar, Gouda, Edam, Pecorino and Brie and are currently developing other organic dairy products.

For farmers who have been drawn to organic farming but unsure of 'how to' convert, ODF offers an opportunity to find out through FREE literature and an obligation-free, information evening outlining incentives for interested farmers. Mr Hehir explains some of the processes involved, "It is important that Organic farmers have a holistic approach to their farming. Typically, organic dairy farmers use biological farming methods to develop a healthy, living soil not dependent on soluble chemical fertilisers. They successfully manage animal health without antibiotics, chemicals or hormones and embrace nature's natural diversity without the spectre of GMO".

**Farmers who wish to investigate the new paradigm of organic dairy farming should contact the Organic Dairy Farmers Co-operative's Office at [office@trueorganic.com.au](mailto:office@trueorganic.com.au) or phone 03 56 236622.** The Co-Operative also plans to run introductory programs for farmers wishing to be part of the next wave into the exciting world of Organic dairy farming.

*\* According to the Organic Federation of Australia the Australian organic sector was estimated to be worth A\$500 million. Production in Australia has been increasing between 6-15% a year while consumption is growing at 25-40% a year.*

**About True Organic – [www.trueorganic.com.au](http://www.trueorganic.com.au)**

At True Organic, we are passionately committed to co-operating with and nurturing Nature (environment safe processes and Organic Agriculture principles); creating premium organic dairy products with truly natural flavour; produced by a co-operative of Australian Organic Dairy Farmers supplying 80% of Australia's certified organic milk.

The True Organic brandmark is a symbol of genuine, certified Australian organic milk and appears on many commercial brands of organic milk and organic dairy products in Australia.

\* Truly Organic farming systems recognise that our health is directly connected to the health and taste of the food we eat and ultimately to the health of the soil and prohibits the use of pesticides and herbicides. Respecting Nature's ability to provide what we need to produce truly natural products, on True Organic farms the cows are grazed on pastures which typically include herbs and use no chemical fertilisers. These Organic farms do not use genetically modified plants or animals, prohibit the use of pesticides and optimise cow health by using a holistic approach to their grazing, breeding, rearing and nutrition without the routine use of antibiotics or hormones.