



Get “Onboard” with Organic Agriculture—Workshop

Grafton - Wednesday 15th July 2015. 9.30am—3.30pm

Interested in becoming an Organic Grower?

**Our 1-day workshop gives You a Snapshot of What To Do... and What Not To Do.
To start building a Profitable Organics Business!!**

There are just 2 things to think about if you're interested in becoming an organic grower...

- ♦ Going through the certification process – so you can demonstrate to the marketplace that **your product truly is organic**.
- ♦ Maximising the value of certification – by targeting high value markets, where the **customer is prepared to pay premium price to access the quality organic product** that you produce!

Where: Grafton Community and Function Centre
59 Duke St Grafton

Time: 9.15 registration 9.30am start —3.30pm

Cost: \$30 per person incl GST (heavily subsidised)
Cash only on the day please

Bookings: Essential and Close Friday 10th July

Morning Tea and Lunch provided –please advise of dietary requirements when booking.

Bookings: Contact Debbie Repschlager, Clarence Landcare Inc
P : 02 66 435 009, F : 02 66 435 006, or
debbie.repschlager@clarencelandcare.com.au



Your workshop presenters, Gordon Stone and Mark McNamee, work with Australian Organic to deliver the Australian Certified Organic Onboarding program. This program supports growers to step through certification, while focusing on which high-value market to target – and how best to develop the products that discerning customers want to pay top dollar for!

Info: Contact Gordon Stone 0408 063 229; or gordon@cdi.net.au

This workshop has been funded as part of an Australian Government National Landcare Programme grant to promote sustainable agricultural practices to the farming and wider community. This is the third event as part of the Clarence Landcare's project "Showcasing Organic Beef and Pork Farming Practices in the Clarence"



You may have heard some people comment about the complexity of certification. In reality, it's quite straightforward, as long as you follow a set of principles, practices and develop key systems – to demonstrate to the customer that you really are truly organic.

Then, it's important to understand where to go to sell your organic product. After all, authoritative sources such as IBISWorld, a global business intelligence leader specialising in analysing industry trends, reports an organic industry 12-15% growth trajectory; unmatched by any other industry – and providing huge opportunities for those in the organics!

Not only is this in Australia – Asia is increasingly seeking our organic product!!

***The question is** – How to find out how to get started on certification... And how to get a sense of whether you can realistically get a slice of this 12-15% growth trajectory?*

*That's where our **one-day workshop** comes in...*