From Clean & Green to Organic: Opportunities and Impediments to Achieving an Organic Tasmania
World Organic Agriculture

Data: Willer et al 2000a-2017
The World of Organic Agriculture (hectares)

Density equalising map

Paull & Hennig, 2016
Organic Agriculture excludes...

- synthetic fertilisers
- synthetic pesticides
- GMOs
- engineered nanoparticles
- irradiation
Consumers buy Organic because…

- better for family
- better for me
- better for environment
- better for animals
1924: Agriculture Course at Koberwitz (Poland)

Paull, 2011
1928: Australia’s first organic farmer

Ernesto Genoni (1885-1974)

Paull, 2014a
Ileen Macpherson (1898-1984) 

1934: Australia’s first woman organic farmer

Paull, 2017a
1940: coins the term “organic farming” (UK)

Lord Northbourne (1896-1982)
1944: World’s first organic agriculture advocacy group (Aust.)
1946: Tasmania’s first Organic Farming advocacy society (The Living Soil Association of Tasmania)

Henry Shoobridge (1874-1963)

Paull, 2009
Number of mentions of Organic Farming in the Australian press 1940-1990.
Organic Gardening & Farming Society of Tasmania (1972-2009)

published
a national journal
c.1976-2000
ORGANIC GROWING
(formerly The Organic Gardener & Farmer)

PUBLISHED BY
THE ORGANIC GARDENING & FARMING SOCIETY OF
TASMANIA INC.
P.O. Box 228
ULVERSTONE
TASMANIA 7315

One of the Society’s founder members, Bert Farquar, has been much in the news lately. At a well publicized auction in March, Bert paid in excess of $1m for Rushy Lagoon, a 24,000 ha farm that adjoins his farm Wyndham on Tasmania’s north-east.

Amidst all the doom and gloom of the nation’s countryside, there is something of a high spot to report. The media and Bert was inundated by journalists and T.V. crews. When he was standing at the back of the queue and spoke to Bert, the media man in March he was still busy with the conveyancing of a property on which he believes it is held on more than 600 cattle titles - and hadn’t, obviously, even had time to consider the implementation of his plans.

Rushy Lagoon runs 50,000 head of cattle; its likely that the media will change this as he’s the media man.

Bert Farquar has always been a practised organic farmer. He is an exponent of vermicululture. He reported a worm planting in New Zealand. He believes in trees and ‘managing’ bays. It’s hard to believe that clearing it. He uses irrigation as little as possible, and he....
Organic (ha) - Big 5

Australia: 45%
Argentina: 6%
Spain: 4%
China: 3%
USA: 4%
Rest: 38%

World total = 50.9 m ha

data: Willer & Lernoud, 2017
Organic (ha) - Australia

Australia total = 27.1 m ha
Tasmania = 4,003 ha

- Tasmania (TAS): <0.01%
- Victoria (VIC): 2%
- Northern Territory (NT): 5%
- New South Wales (NSW): 11%
- Western Australia (WA): 14%
- Queensland (QLD): 30%
- South Australia (SA): 38%
Organic (producers) - Australia

Australia total = 2075 producers
Tasmania = 79 producers

Tasmania (TAS) 4%
Victoria (VIC) 21%
Northern Territory (NT) 1%
New South Wales (NSW) 29%
Queensland (QLD) 24%
South Australia (SA) 13%
Western Australia (WA) 9%

Data: AgLAw & Mobium 2017
Organic (ha) - % of Ag land

- Liechtenstein: 30.2%
- Austria: 20.3%
- Sweden: 16.9%
- Estonia: 16.5%
- Switzerland: 13.1%
- Falklands: 12.5%
- Australia: 7.1%
- World: 1.1%
- Madagascar: 0.3%
- Tasmania: 0.2%

Tasmania issues (opportunities, impediments & motivations)

- Island
- Blue sky
- Organics = price maker
- 21st century
- GM & fracking moratorium
- Puffery of “clean & green”
- Tourism growing
- High foreign ownership*(21.8%)

- Tas: High transport costs
- Tas: High labour costs
- Tas: Culture of welfare dependance
- Tas: Low institutional interest
- Disincentives to employing
- Lack of vision
- Varieties suited to organics
- Tas: Poor health outcomes
- Tas: Poor nutrition outcomes
- Tas: Low education achievements
- Commodities = price taker
- Scalability

* Hanson, 2016
Organic mentions = nil

Dairy Situation and Outlook

June 2017
✗ Organic mentions = nil
Cadbury’s organic range

Green & Black’s®

MILK

One milk chocolate is enriched with 37% cocoa. This is why our darker shade of milk chocolate has such a complex flavour delivering true taste intensity. We select the finest organic ingredients and take extra care to bring out the distinct tones that have become our trademark.

MILK CHOCOLATE INGREDIENTS: ORGANIC RAW CANE SUGAR, ORGANIC WHOLE MILK POWDER, ORGANIC COCOA BUTTER, ORGANIC COCOA HAST, EULMELISER (BOY UCINICHT), ORGANIC VANILLA EXTRACT, FAIRTRADE INGREDIENT.

MILK CHOCOLATE CONTAINS COCOA, SOLIDS 37%, MILK SOLIDS 33X.

ALLERGEN STATEMENT CONTAINS MILK AND SOY.

MAY CONTAIN TRACES OF TREE NUTS.

SUITABLE FOR VEGETARIANS. STORE IN A COOL, DRY PLACE AWAY FROM DIRECT LIGHT.

COCONUT, JAGUAR, VANILLA, TRADED IN COMPLIANCE WITH FAIRTRADE STANDARDS.

TOTAL 74% VISIT: www.fairtrade.com.au and www.fairtrade.org.au

FAIRTRADE MEANS FAIRER TRADING CONDITIONS AND OPPORTUNITIES FOR PRODUCERS IN DEVELOPING COUNTRIES TO INVEST IN THEIR BUSINESSES AND COMMUNITIES FOR A SUSTAINABLE FUTURE.

Enjoy your favourite treats as part of a balanced lifestyle.

To learn more visit www.bet treatwise.info

Nutrition Information

Serving Size: 25g (approx. 7 pieces)

Energy 257kcal 6%
Protein 1g 2%
Fat 15.3g 25%
Saturated Fat 9.1g 56%
Carbohydrate 11.7g 4%
Sugar 8g 2%
Sodium 10mg 0%

Percentages based on an average adult diet of 8700kJ. Your daily intake may be higher or lower depending on your energy needs.

Milk Chocolate

made with more cocoa for a richer taste

37% Cocoa

100g
Made in Poland from imported ingredients.
Bellamy’s
HQ: Launceston, TAS
No cows, no farms, no processing facilities
Imported ingredients
Packaged in Victoria
Marketeted to China
China: increasingly savvy consumers
China: pollution

Image: J Paull, China
China: sophisticated cuisine and lots of choice

Image: J Paull, China
China: changing tastes

Image: J Paull, China
China: The luxury of organic
China: Alternative certifications

Image: J Paull, China
Korea: 4 shades of Organic
Biodynamic produced in Egypt sold in Dubai
Willie Smith, Tasmania
Vertical integration
Organic tourism
Organic: more labour intensive less input intensive
Vision:

“Bhutan to be the world’s first 100% organic country”
Prime Minister

3 of 20 states already declared organic

“Gross National Happiness is more important than Gross National Product” Constitution 2008
Vision:
Russia to supply the world with organic food
Uptake strategies:

- 1 farm @ a time: current approach here
- 1 state @ a time: e.g. Sikkim: India’s First Organic
- 1 island @ a time: Cicia (Fiji) & Abaiang (Kiribati)
- 1 country @ a time: e.g. Bhutan
- 1 sector at a time: e.g. Dominican Republic (bananas)
World Organic Forestry

(Tasmania = nil)

Data: Willer et al 2010-2017
World Organic Aquaculture

Data: Willer et al 2009-2017

(Tasmania = nil)
World Organic Wildculture

(Tasmania = nil)

Data: Willer et al 2006-2017
GMO moratorium: Russia, much of Europe & Tasmania

10% price premium for non-GM canola (WA)

Non-GM canola

GM canola

Data source: Kahlia Wintle (2016), CBH Group Daily Contract Prices
A motivation for an Organic Tasmania …

Tasmania Farm Gate: $2.02 billion

+ 

Price premium for organic  0% - 200%

= 

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DPIPWE, 2016; Halpin, 2004
Q: Are we on the threshold of an Organic Tasmania?
Thank you

Questions

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From Clean & Green to Organic: Opportunities and Impediments to Achieving an Organic Tasmania

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Tasmania enjoys a reputation as clean and green. It offers an apparent good fit with a vision of organic production as well as some natural advantages. Tasmania’s moratorium on genetically modified organisms (GMOs) is an advantage for organic production. This paper presents some context for the progress of Tasmania from the puffery of ‘clean and green’ to the standard of organic. Australia leads the world accounting for 45% of the world’s certified organic agricultural land (22.69 m ha of 50.92 m ha.). Tasmania has been an early mover as an advocate of organics with organised advocacy dating from 1946. Despite this enthusiasm, Tasmania only accounts for 0.01% of Australia’s certified organic agricultural land and 4% of Australia’s certified organic producers. Organic accounts for just 0.2% of Tasmania’s agricultural land. Tasmania’s leading organic company does not use Tasmanian ingredients. The organic chocolate products of Cadbury are made in Poland. Recent initiatives in organic and conversion to organic are presented along with some international initiatives of regional conversion to organic.
References

Hanson, R. (2016). Foreign ownership of Tasmanian farmland rises, report shows. The Mercury, September 8.


