

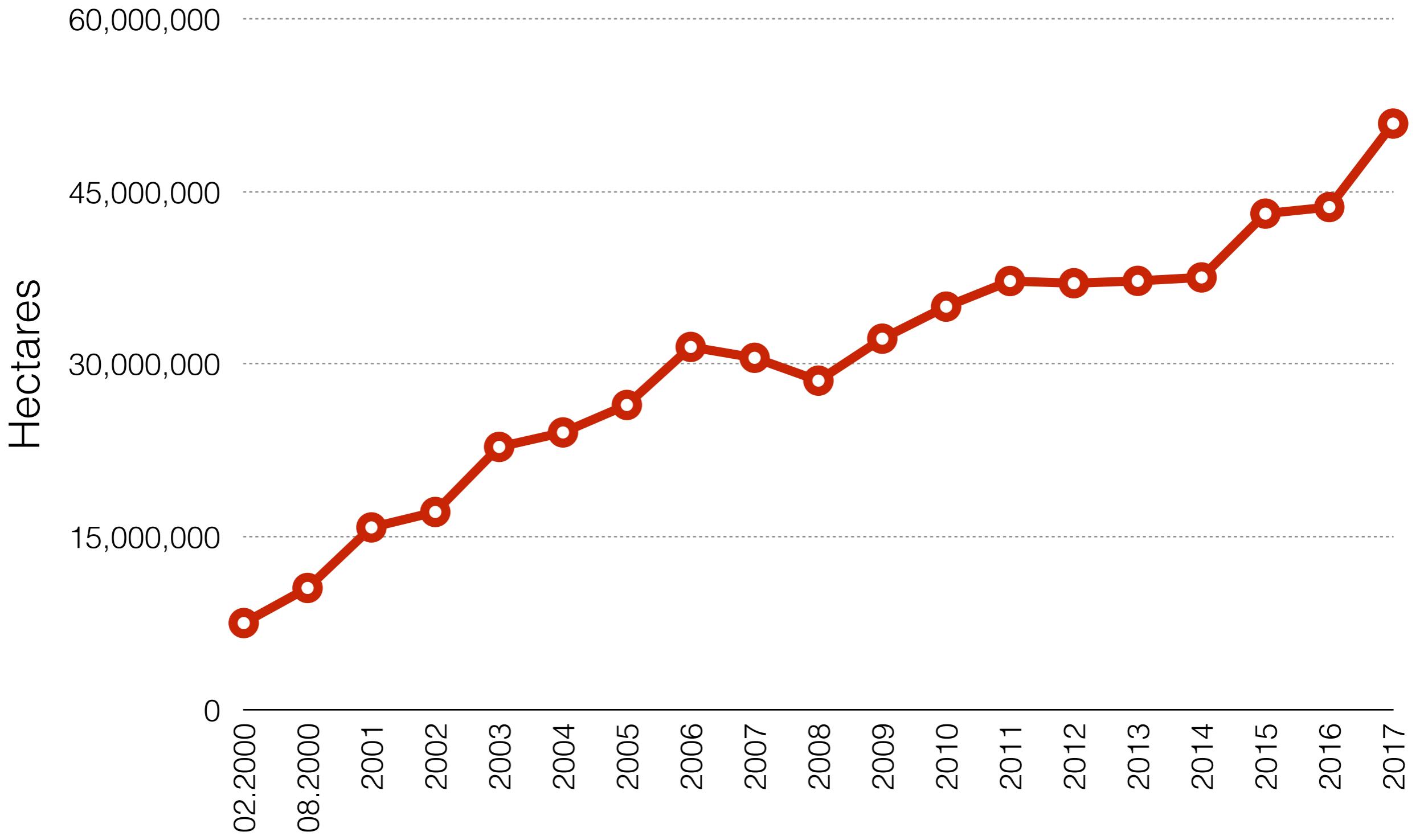
School of Land & Food Conference
June 2017



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

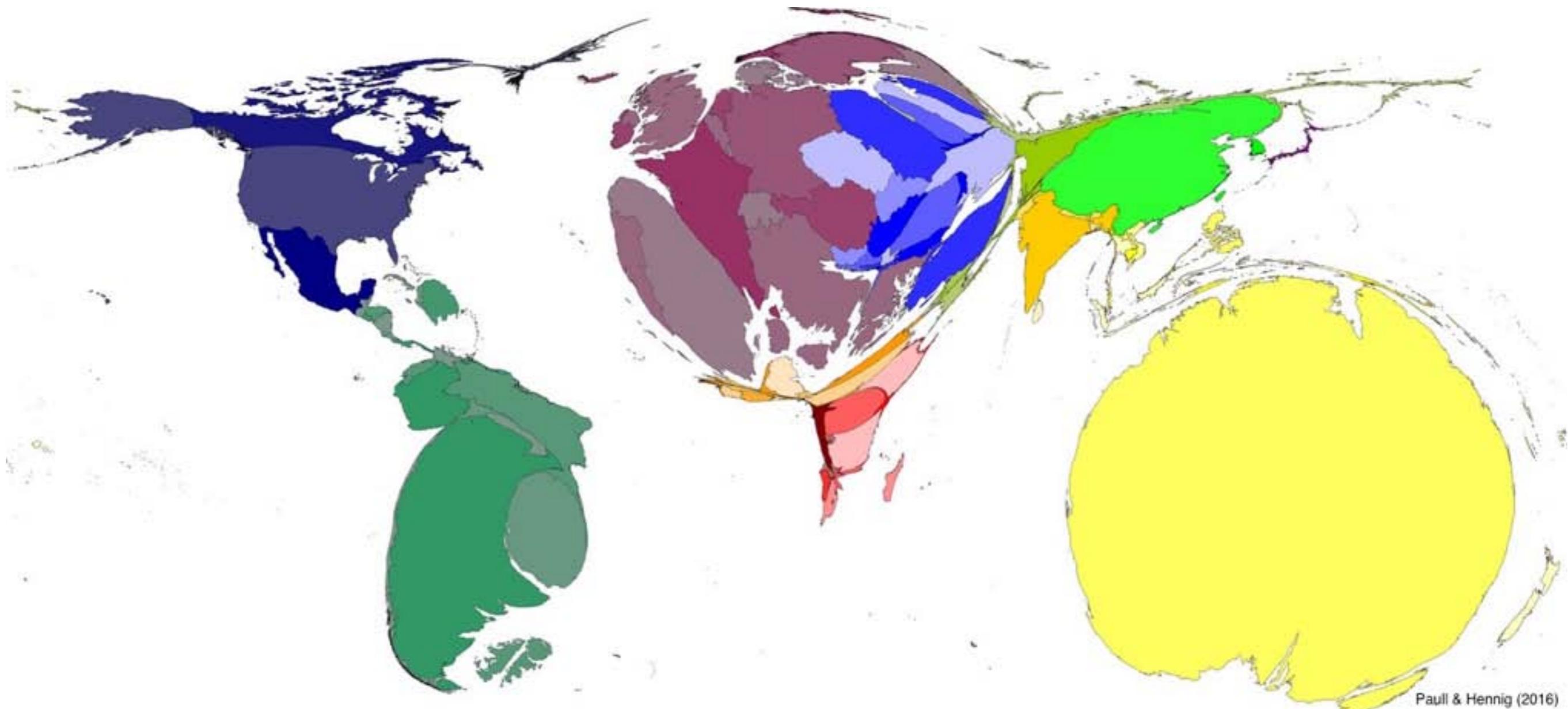
Dr John Paull
School of Land & Food
University of Tasmania
j.paull@utas.edu.au

World Organic Agriculture



Data: Willer et al 2000a-2017

The World of Organic Agriculture (hectares)



Density equalising map

Paull & Hennig, 2016

x5

Organic Agriculture **excludes...**

- synthetic fertilisers
- synthetic pesticides
- GMOs
- engineered nanoparticles
- irradiation



x4

Consumers buy Organic **because...**

- better for family
- better for me
- better for environment
- better for animals

1924: Agriculture Course at Koberwitz (Poland)



Rudolf Steiner (1865-1925)

1928: Australia's first organic farmer

7



Ernesto Genoni (1885-1974)

1934: Australia's first woman organic farmer



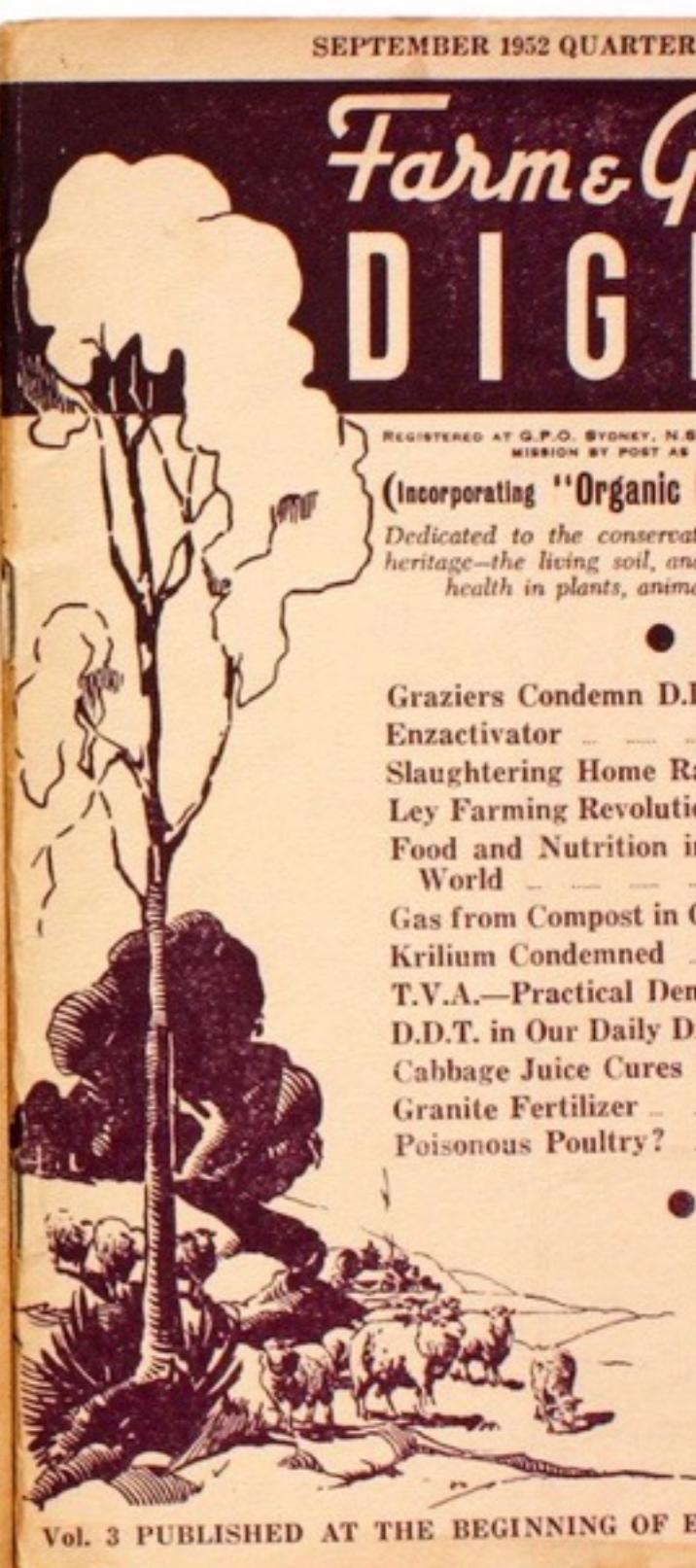
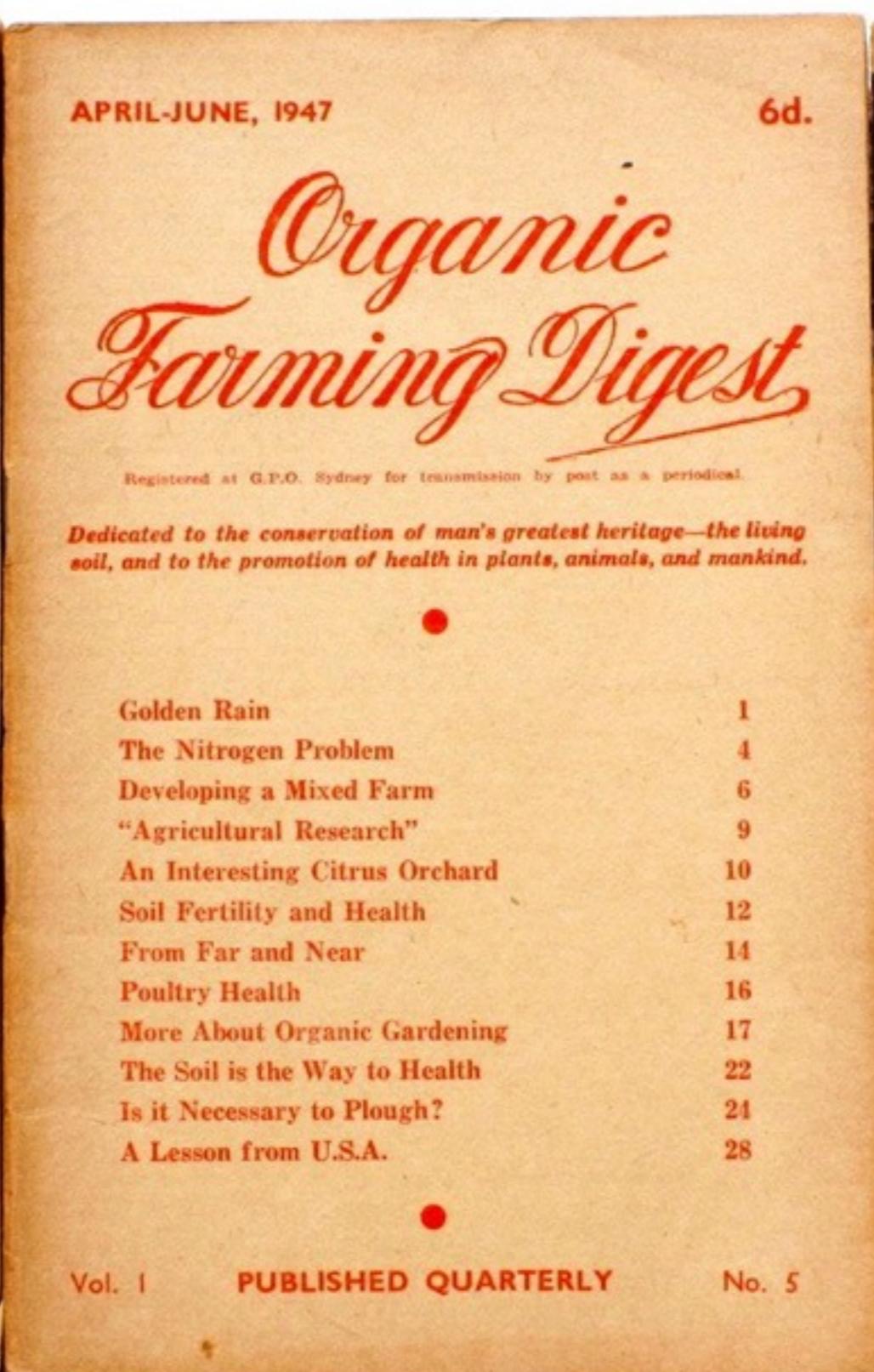
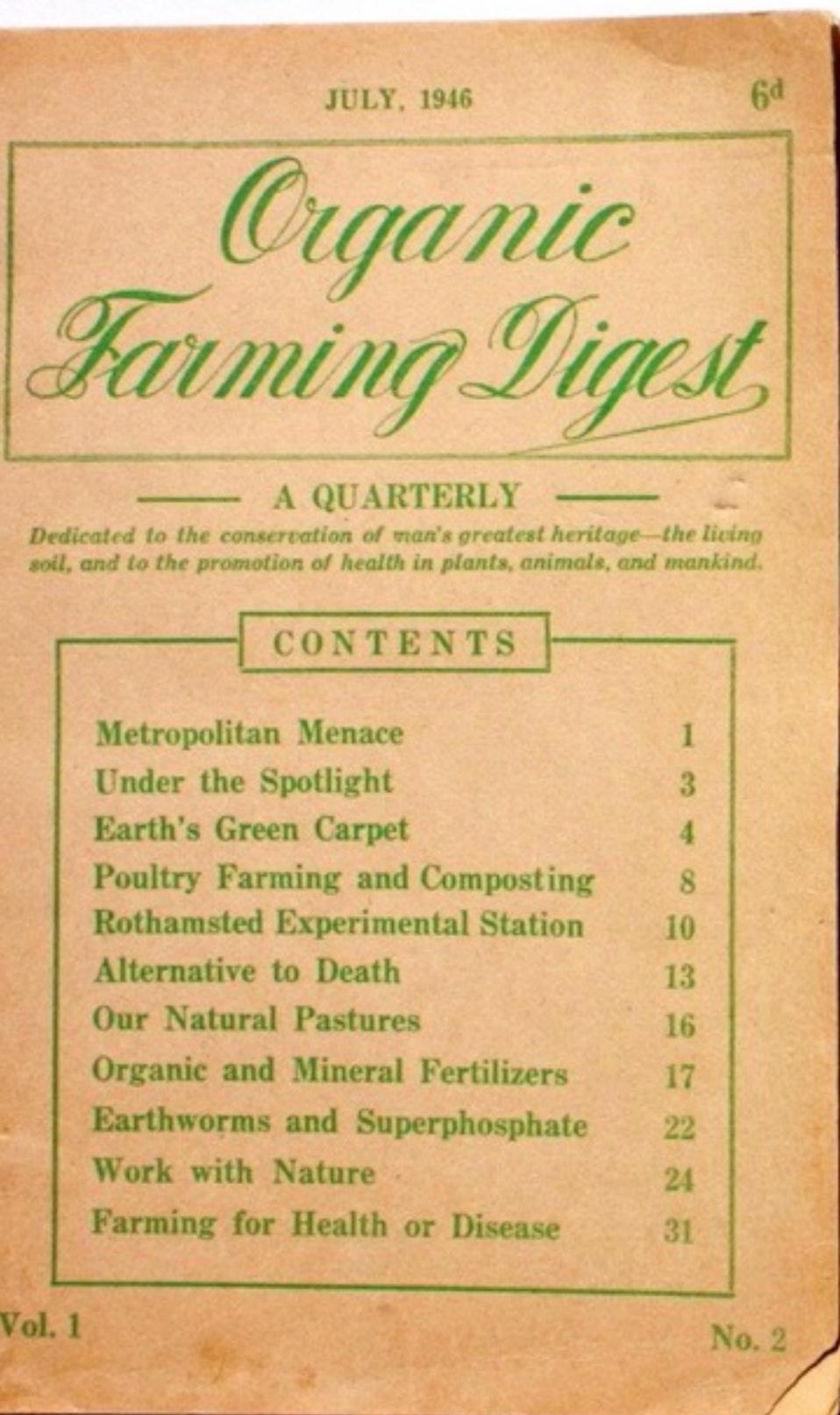
Ileen Macpherson (1898-1984)

1940: coins the term “organic farming” (UK)



Lord Northbourne (1896-1982)

1944: World's first organic agriculture advocacy group (Aust.)

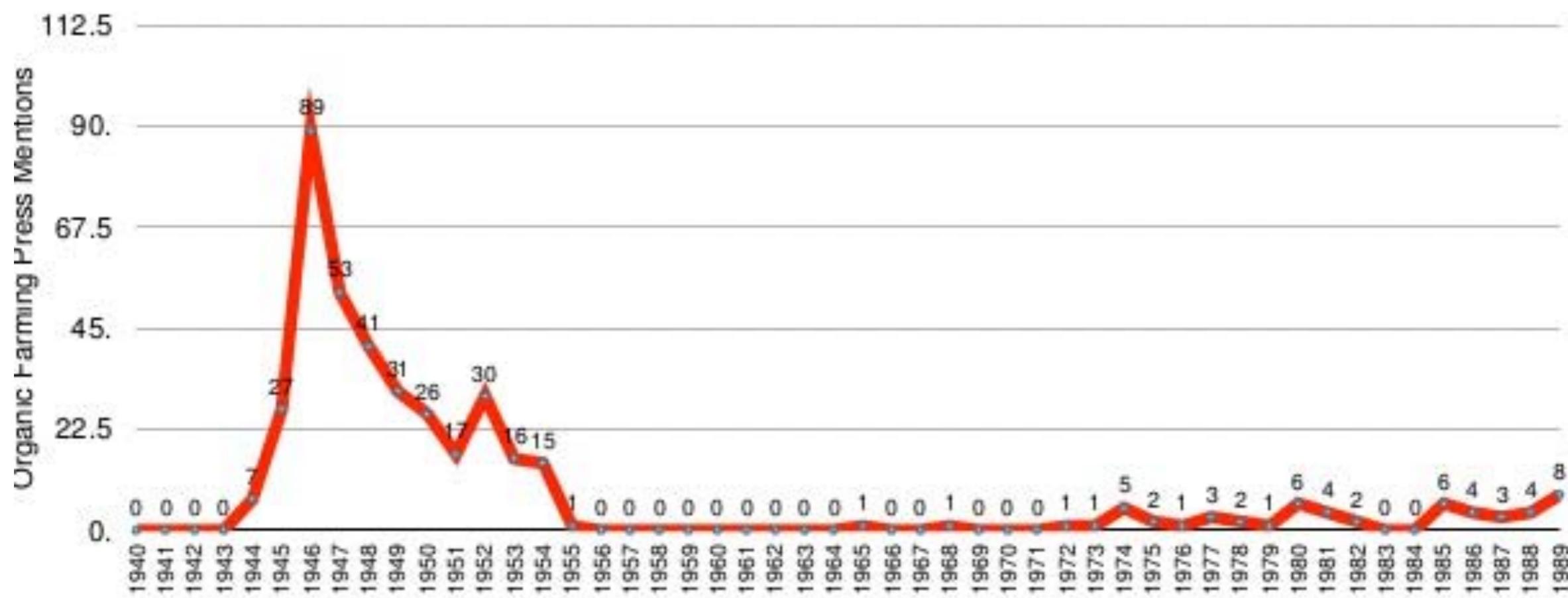


1946: Tasmania's first Organic Farming advocacy society (The Living Soil Association of Tasmania)



Henry Shoobridge (1874-1963)

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

VOL. 11 - NO. 2

Food Irradiation

*P.V.R. Latest - not
good news*

*Accommodating
Earthworms*

*Happy
Healthy Pigs*

*N.A.S.A.
Position Paper*

Backyard Wisdom

Seasonal Tips

Weeds

*Organic
Strawberry Farm*

C.E.R.E.S.

Snail Zapper

*Austria
goes organic*

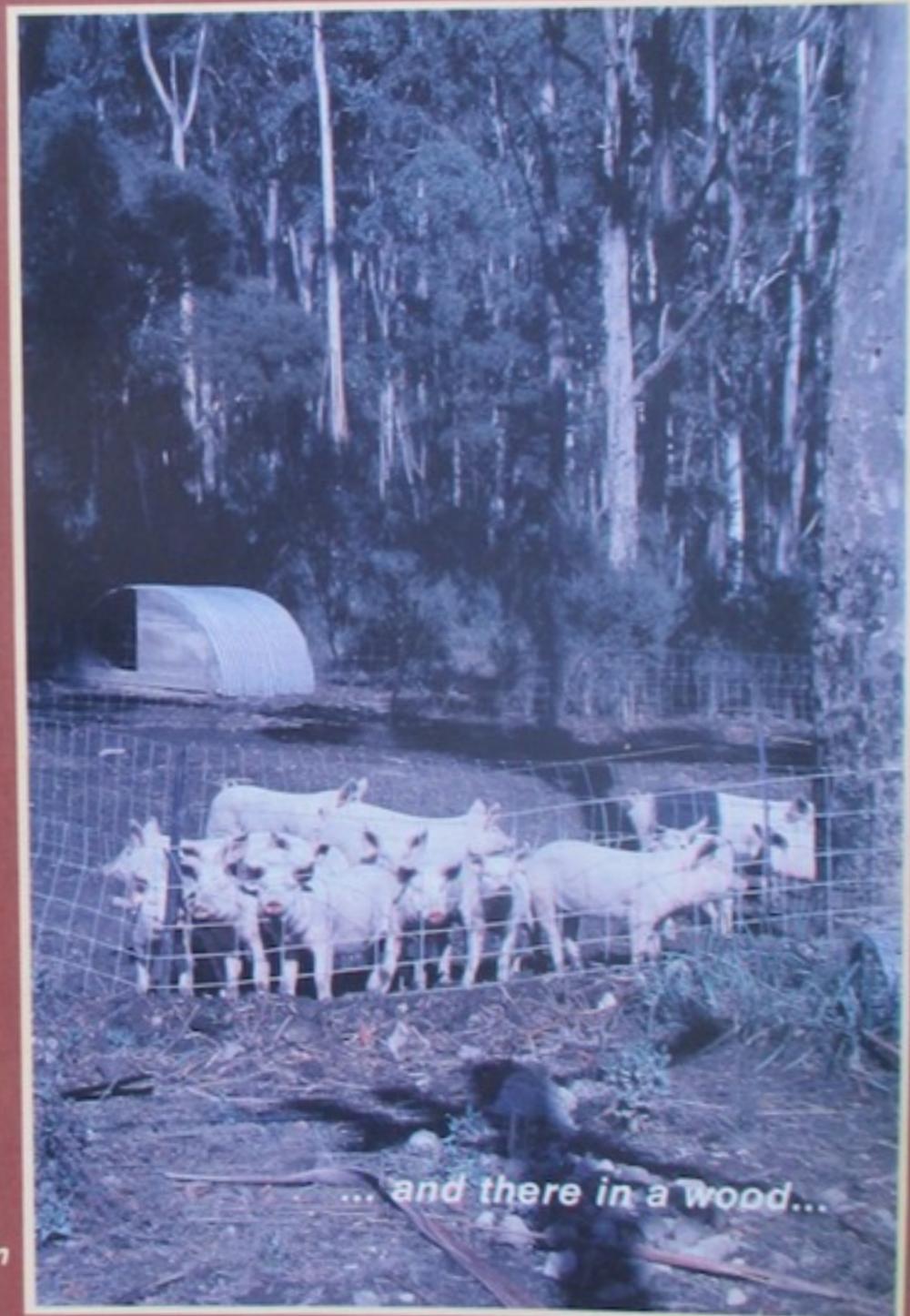
PLUS - Readers Forum

*Your Questions
answered*

Backyard Wisdom

WINTER 1986
JUNE - SEPTEMBER
\$2.00
ISSUE 42

13



Ulverstone, Tas

14

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ORPLID VEGETARIAN

Baconsfield Ph 94 7174
Wholesome meatless meals all
organically grown from own
gardens.

EDITORIAL

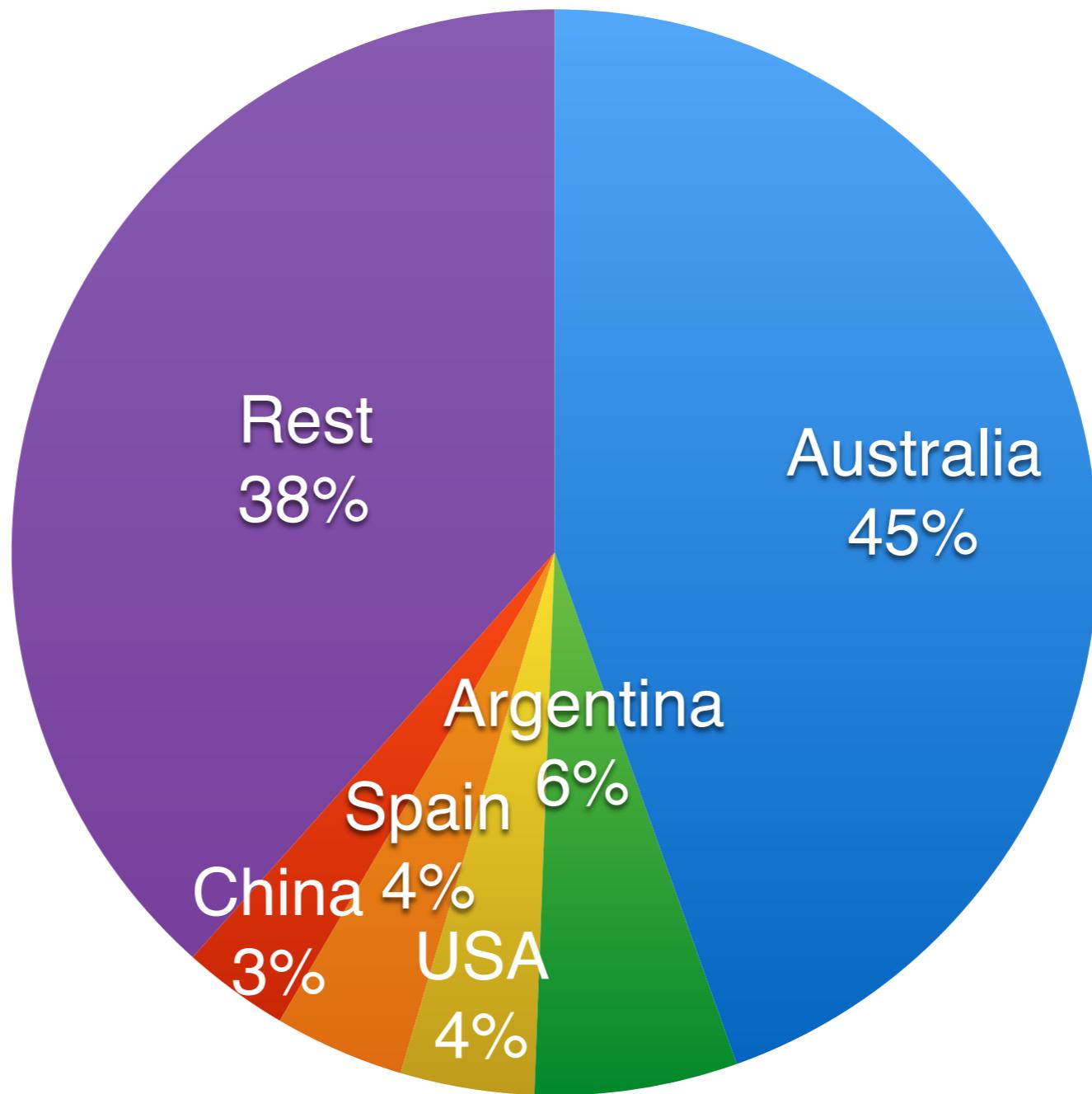
One of the Society's founder members, Bert Farquar, has been much in the news lately. At a well publicized auction in March, Bert paid in excess of \$100,000 for Rushy Lagoon, a 24,000 ha. property that adjoins his farm Wyldeberry in Tasmania's north-east.

Amidst all the doom and gloom about the nation's countryside, there was something of a high spot to report. Bert was inundated with journalists and T.V. crews. When he emerged from the queue and spoke to Euan Macleod in March he was still busy with the conveyancing of a property owned by the Society. He believes it is held on more than 100 titles - and hadn't, obviously, had time to consider the implementation of his plans.

Rushy Lagoon runs 50,000 sheep and 8500 head of cattle; its likely that Bert will change this as he's re-settling the man.

Bert Farquar has always practised organic farming. He is an exponent of vermiculture and has reported a worm planting project in New Zealand. He believes in leaving trees and 'managing' bushland rather than clearing it. He uses irrigation as little as possible, and has

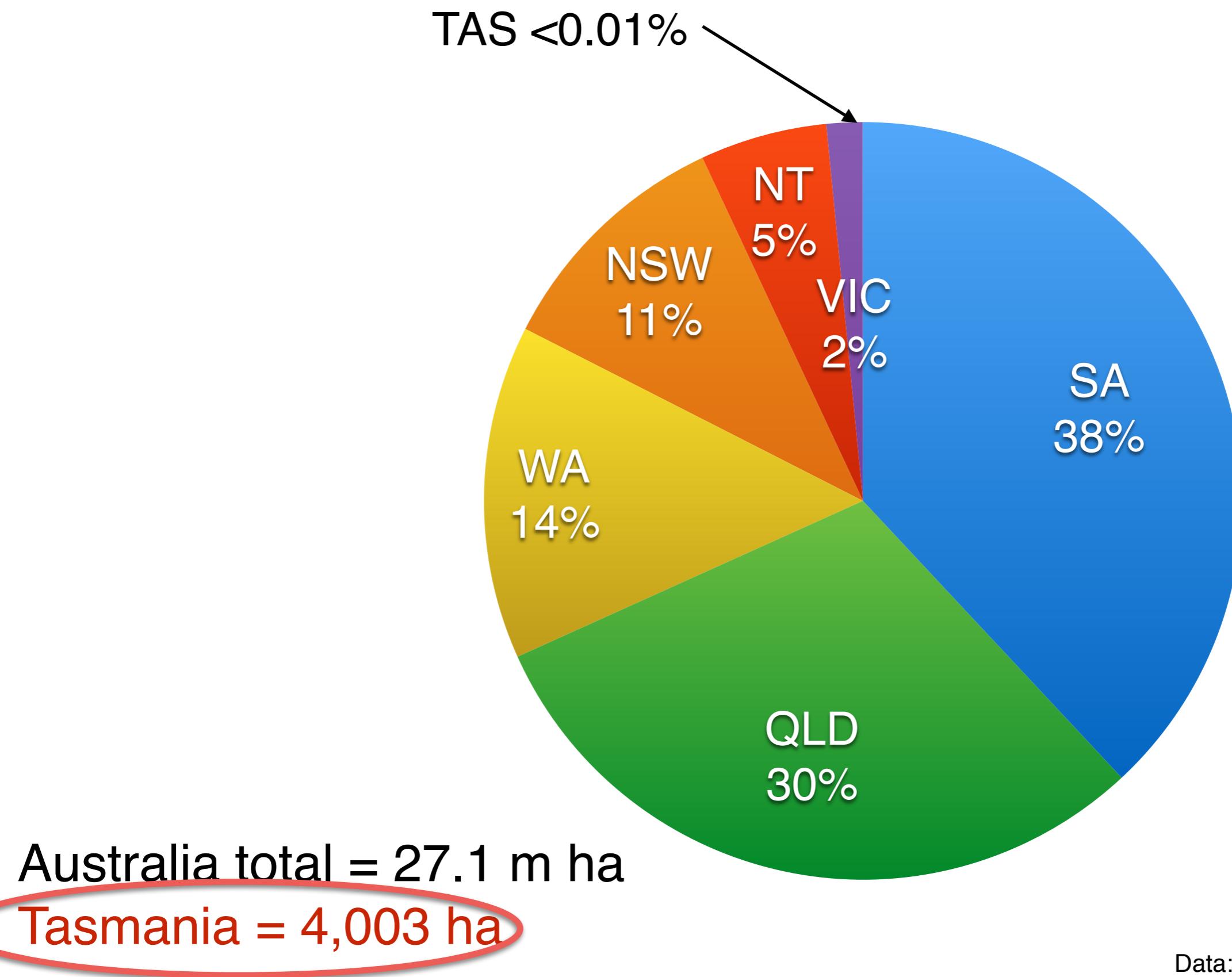
Organic (ha) - Big 5



World total = 50.9 m ha

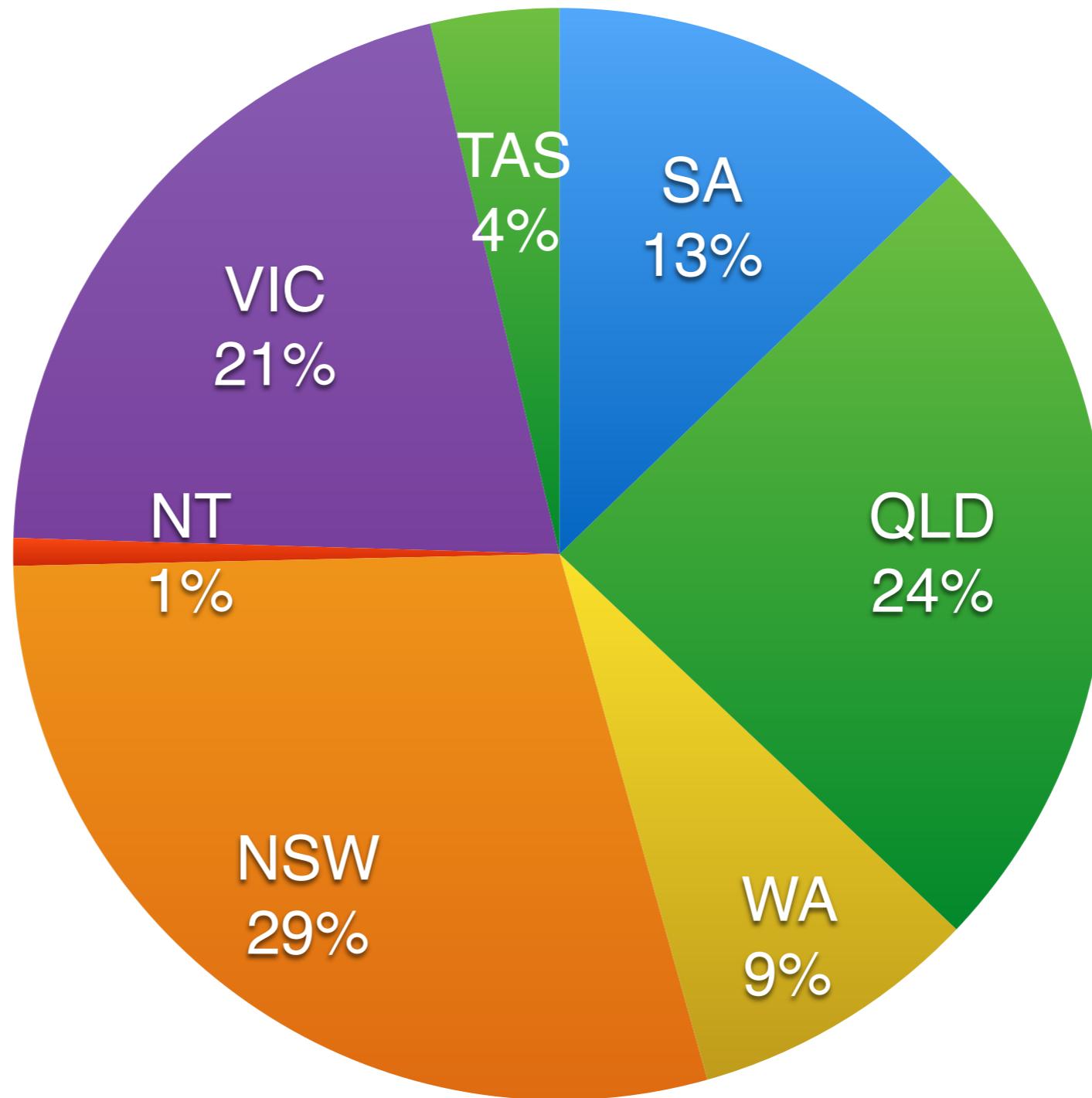


Organic (ha) - Australia



Data: AgLaw & Mobium 2017

Organic (producers) - Australia

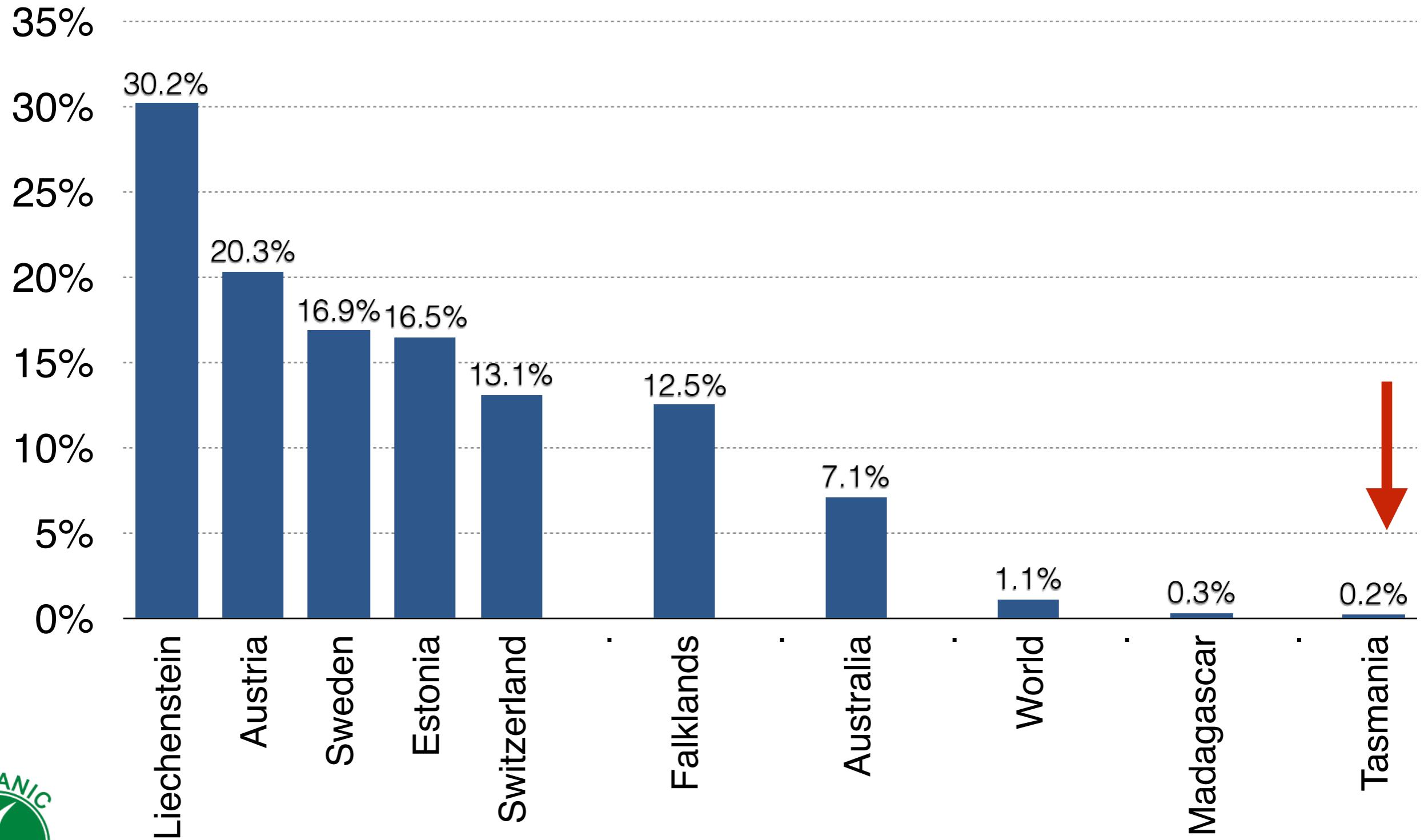


Australia total = 2075 producers

Tasmania = 79 producers



Organic (ha) - % of Ag land



Tasmania issues

(opportunities,
impediments &
motivations)

- Island
- Blue sky
- Organics = price maker
- 21st century
- GM & fracking moratoria
- 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



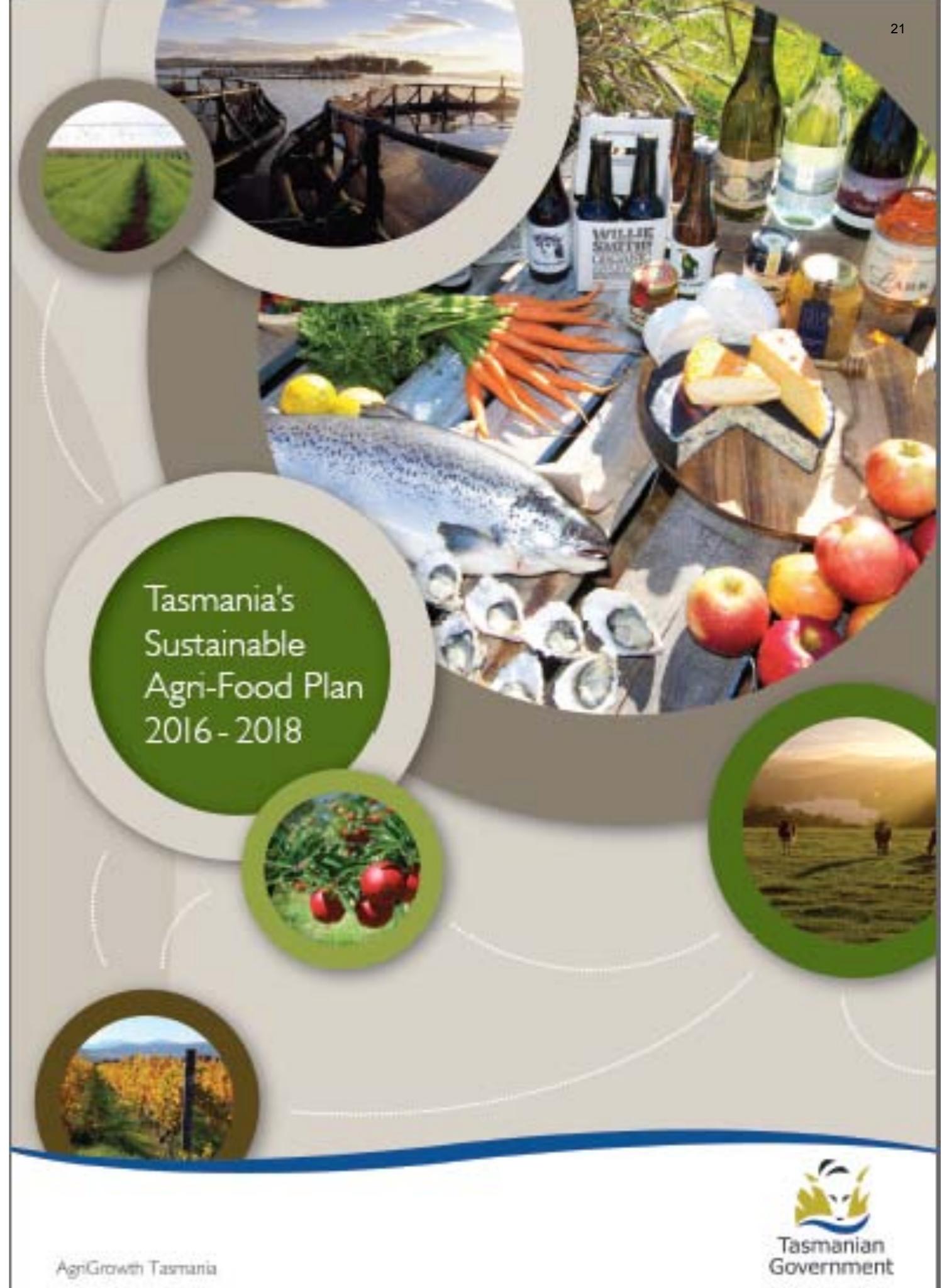
X Organic mentions=nil



Dairy Situation and Outlook

June 2017

X Organic mentions = nil



Cadbury's organic range



373 CARRINGTON ROAD
RINGWOOD VICTORIA 3134
AUSTRALIA
www.greenandblacks.com/anz

200 COFFERLAND STREET
DUNEDIN 9016
NEW ZEALAND

GREEN & BLACKS CONSUMER ADVISORY SERVICE: AUSTRALIA
FREE CALL 1800 250 260, NEW ZEALAND FREE CALL 0800 223 2879.



MADE IN
POLAND FROM
IMPORTED
INGREDIENTS.

Best Before

31 07 2018
OWR0370461 28

FLO ID 21

Made in Poland

Bellamy's

HQ: Launceston, TAS

No cows, no farms, no processing facilities

Imported ingredients

Packaged in Victoria

Marketed to China



Image: J Paull, China



China: increasingly savvy consumers

Image: J Paull, China



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

ORGANIC MILK

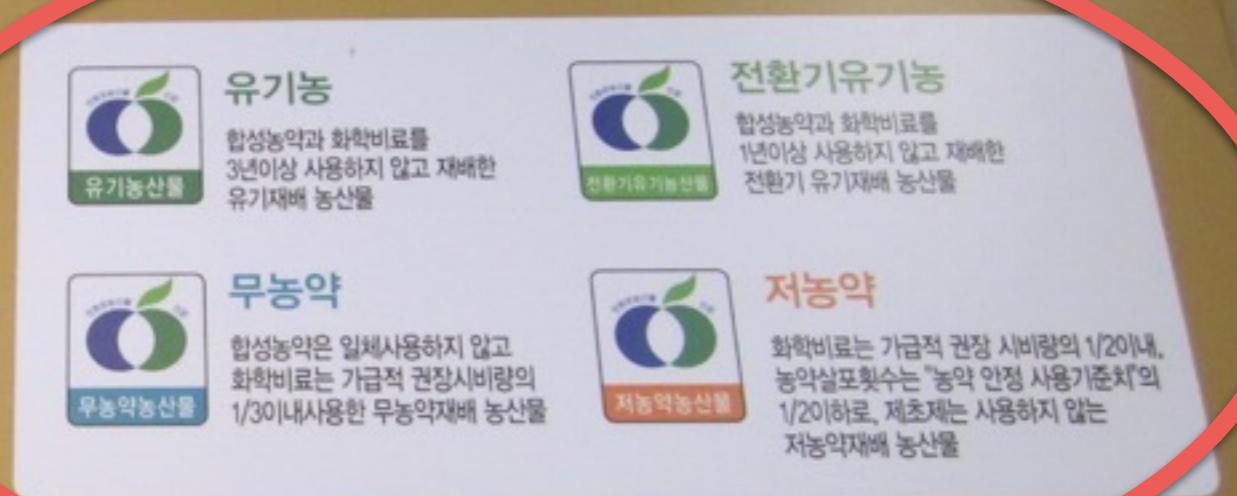
Image: J Paull, China



Korea: 4 shades of Organic

친환경 농산물 인증기준

- 친환경농산물 인증을 받은 농산물만을 취급합니다.
- 지속적인 생산농가 현장관리로 품질을 보증합니다.
- 잔류농약이 없는 상품만을 취급합니다.



(출처 : 농식품부 공식관리원)

愛 착한 씨리얼

無첨가 : 화학첨가제/비타민/미네랄이 강화된 영양간편식
USDA/QAI 유기인증을 받은 통곡물 씨리얼



健麵主義, 純麵

국산원료의 사용

無첨가 : 합성착색료, 합성보존료,

Biodynamic
produced in Egypt
sold in Dubai



Image: J Paull, UAE

Willie Smith, Tasmania

Vertical integration
Organic tourism



Image: J Paull, Tasmania

Organic:
more labour intensive
less input intensive



Image: J Paull, Tasmania

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



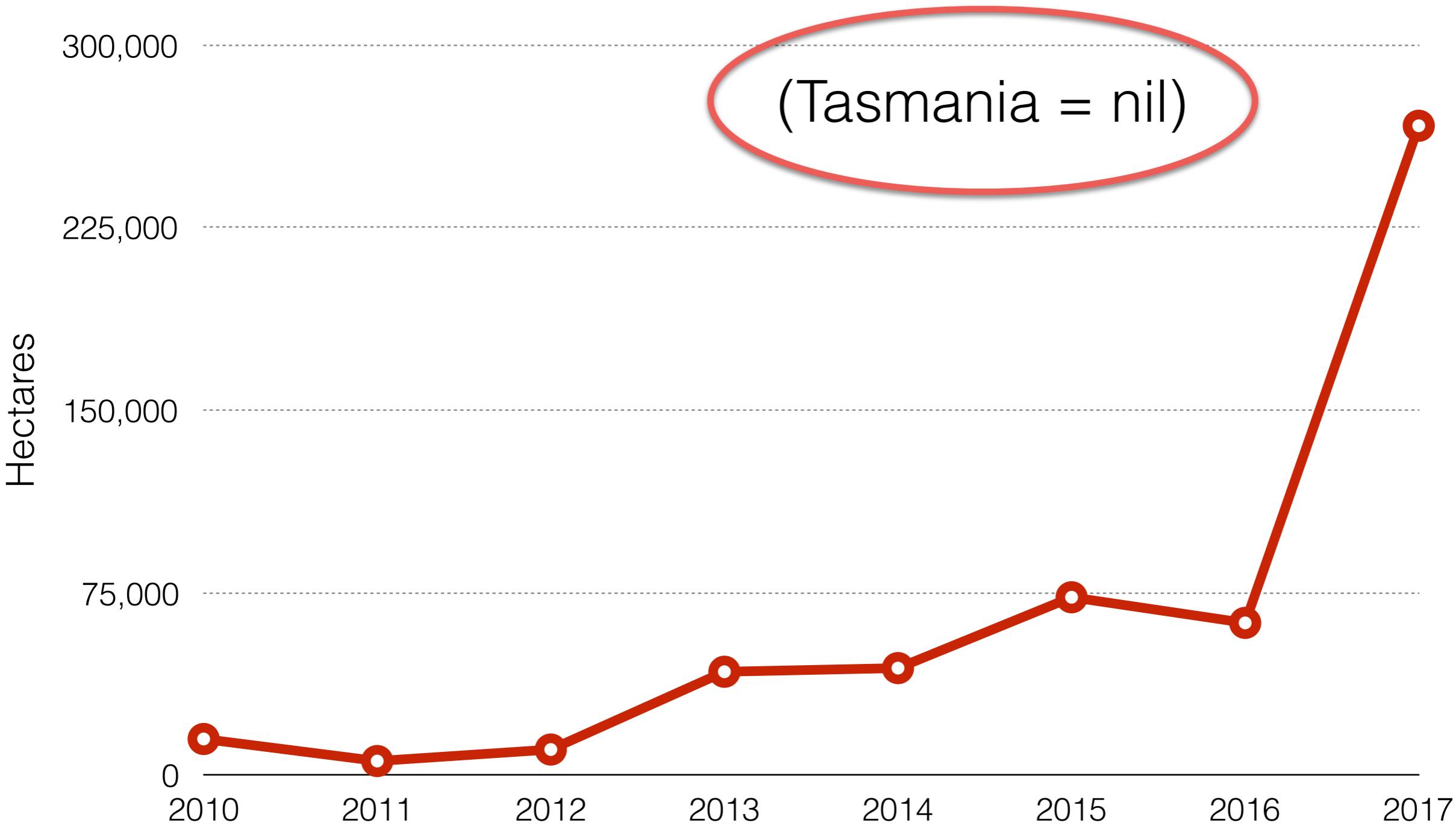
x5

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)

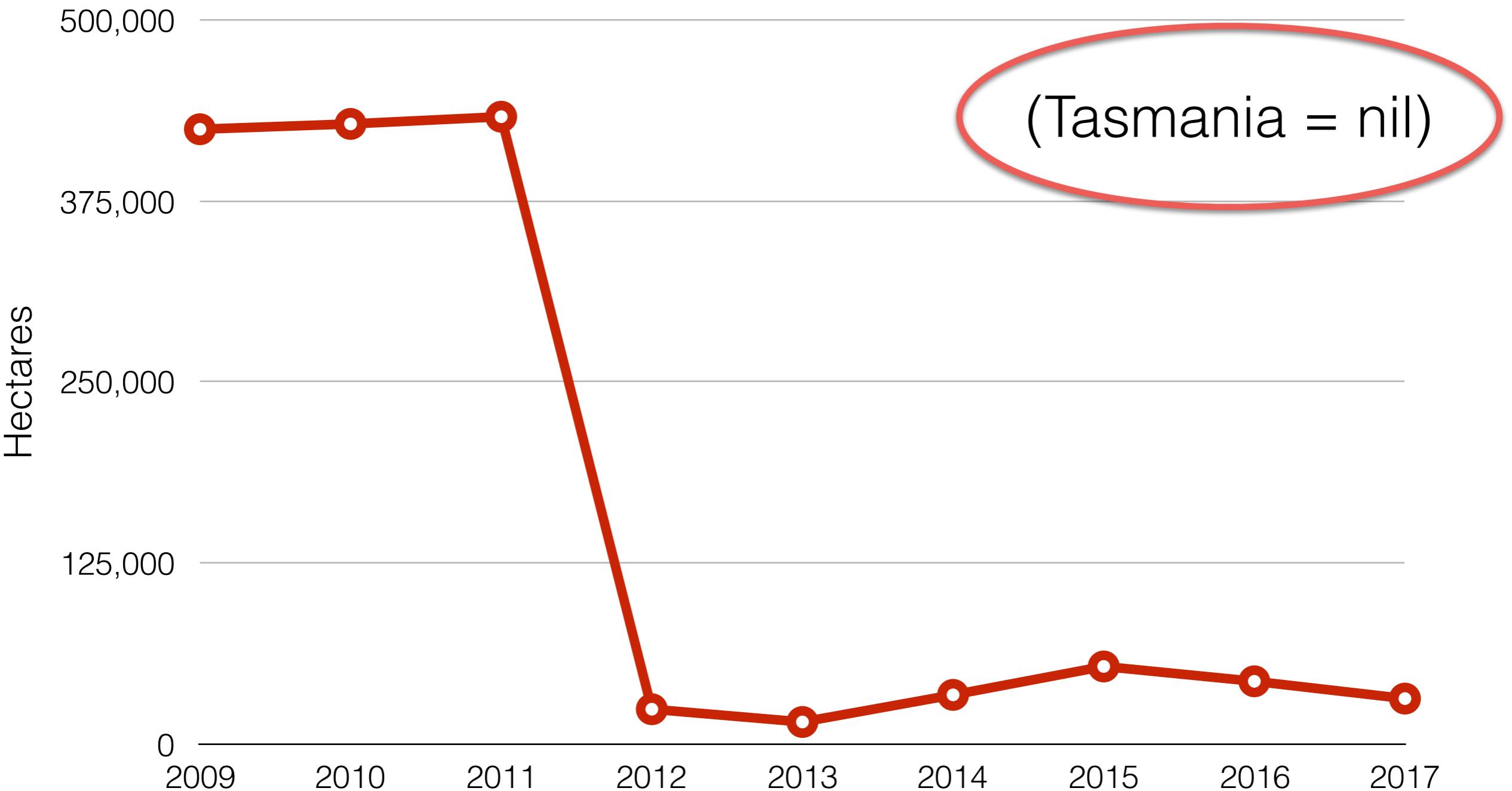


World Organic Forestry



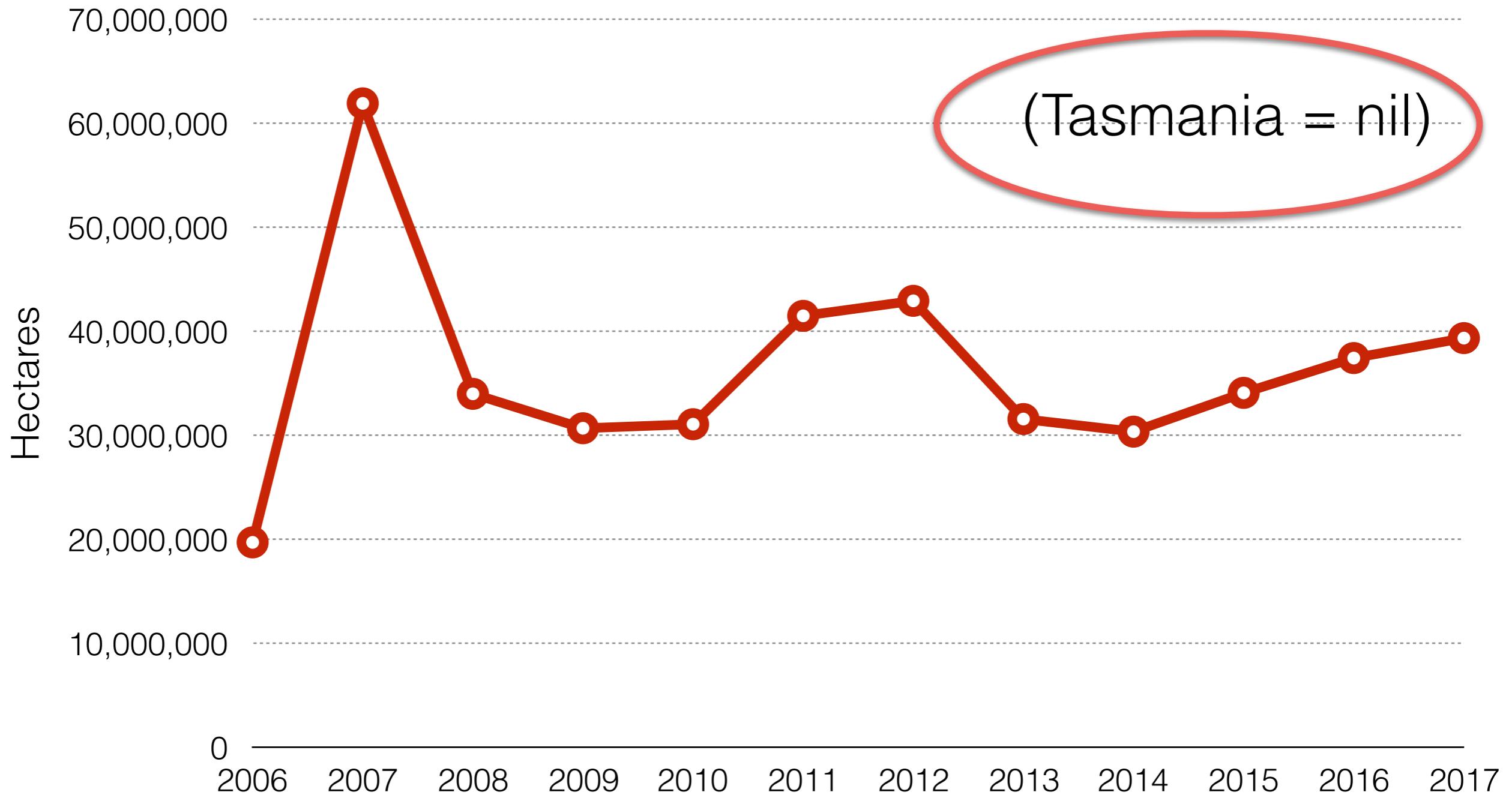
Data: Willer et al 2010-2017

World Organic Aquaculture



Data: Willer et al 2009-2017

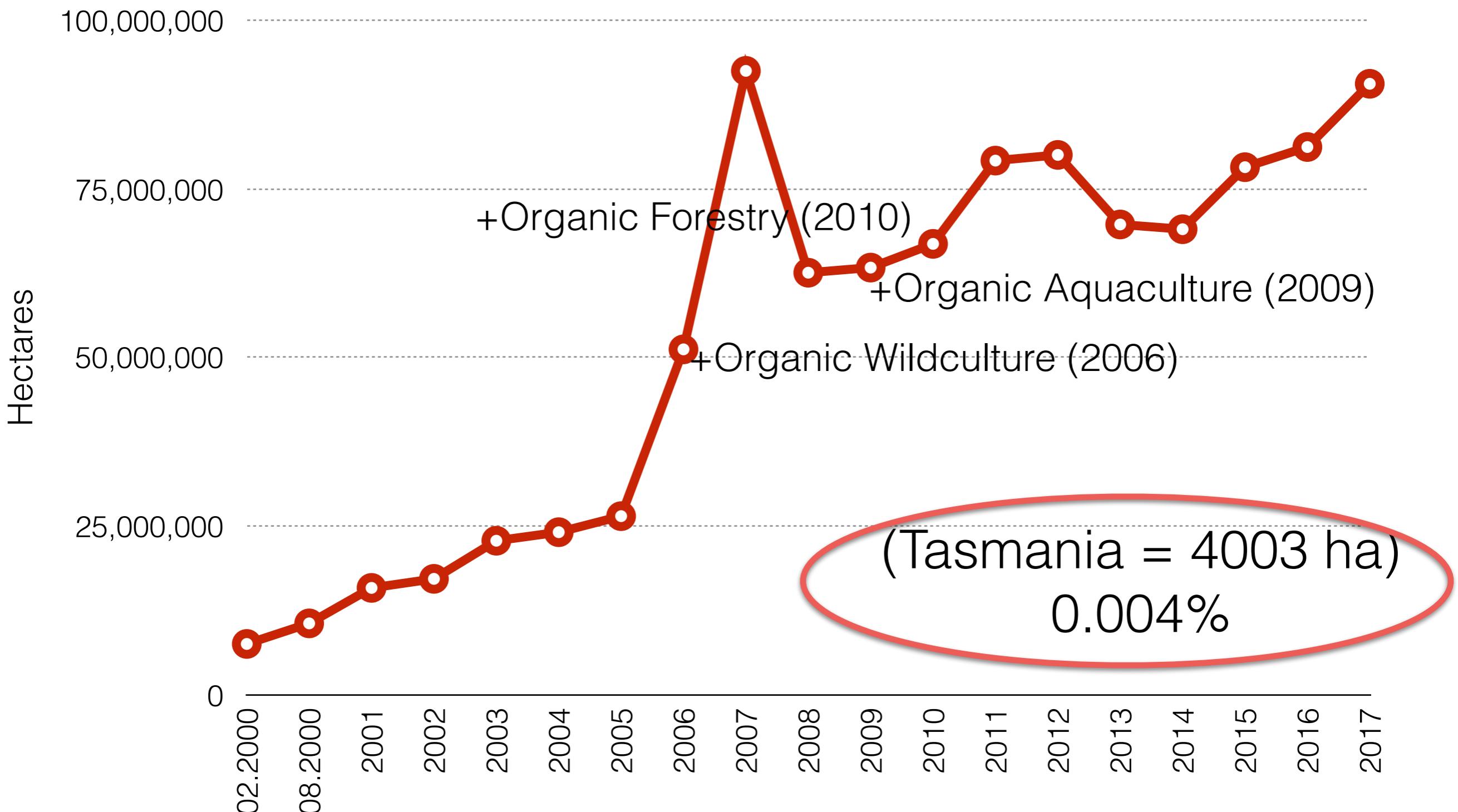
World Organic Wildculture



Data: Willer et al 2006-2017

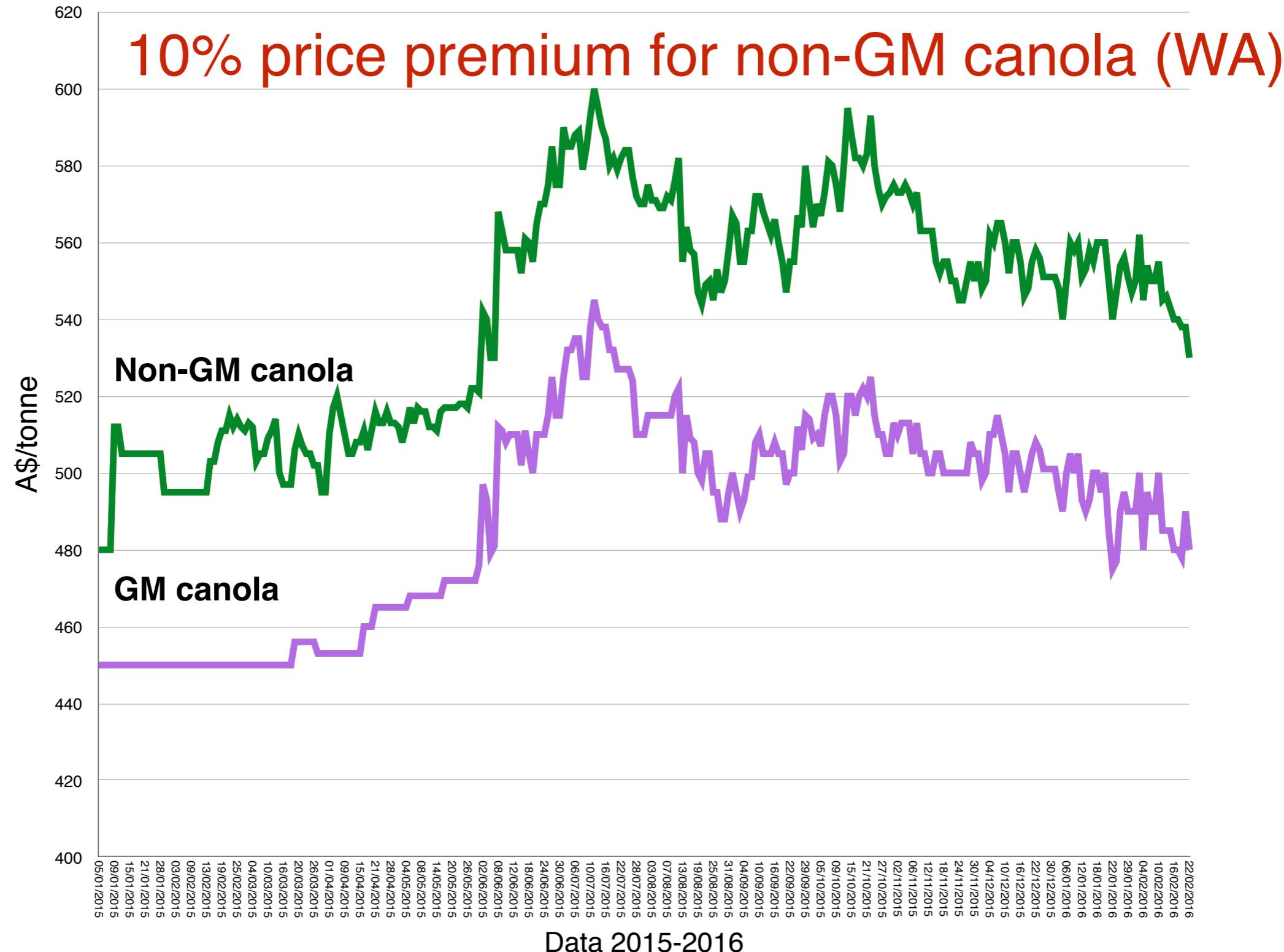
World Total Certified Organic Land

90,600,111 ha



Data: Willer et al 2000a-2017

GMO moratorium: Russia, much of Europe & Tasmania



Data source : Kahlia Wintle (2016), CBH Group Daily Contract Prices

A motivation for an Organic Tasmania ...

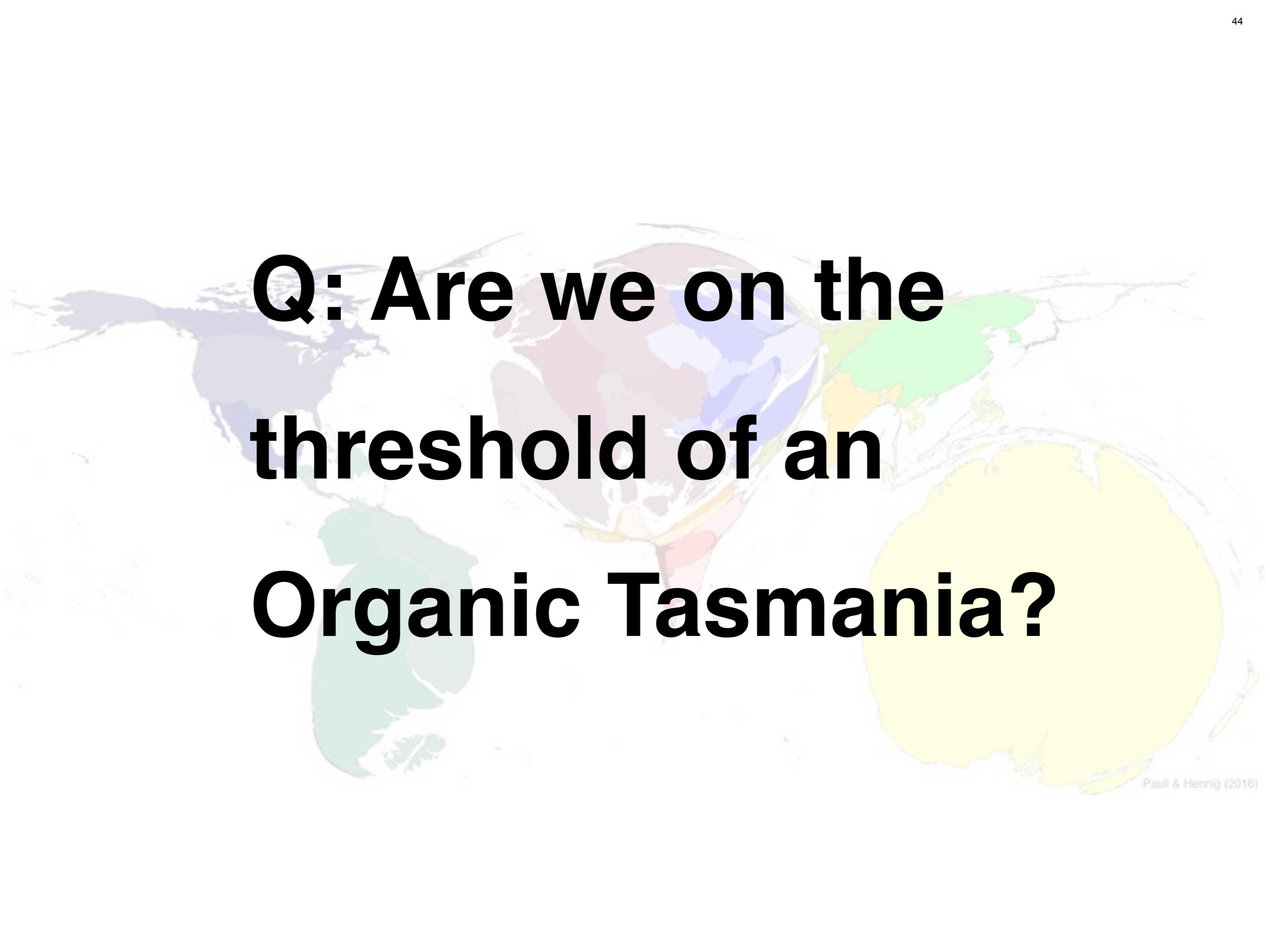
Tasmania Farm Gate: \$2.02 billion

+

Price premium for organic 0% - 200%

=

???????



**Q: Are we on the
threshold of an
Organic Tasmania?**



Thank you
Questions

j.paull@utas.edu.au

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

John Paull

School of Land and Food, University of Tasmania

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.

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