

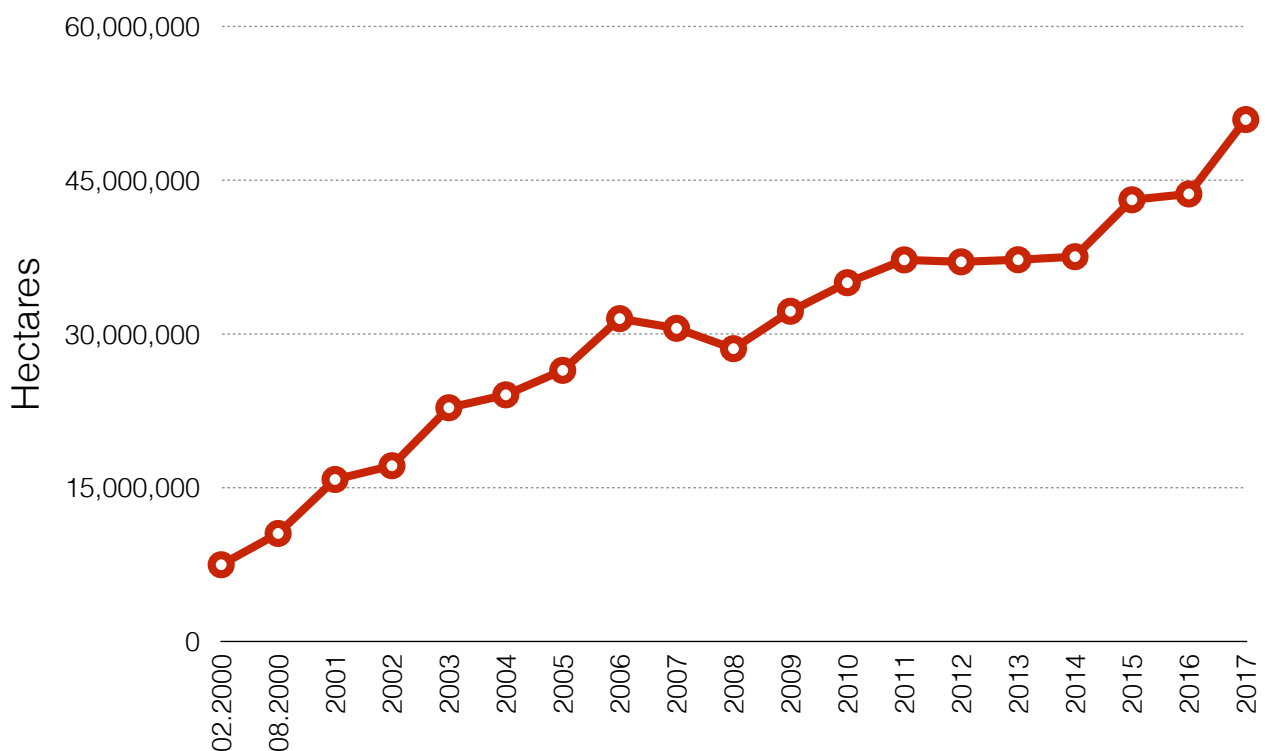
# From Clean & Green to Organic: Opportunities and Impediments to Achieving an Organic Tasmania

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University of Tasmania  
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Image : J Paull, 2016

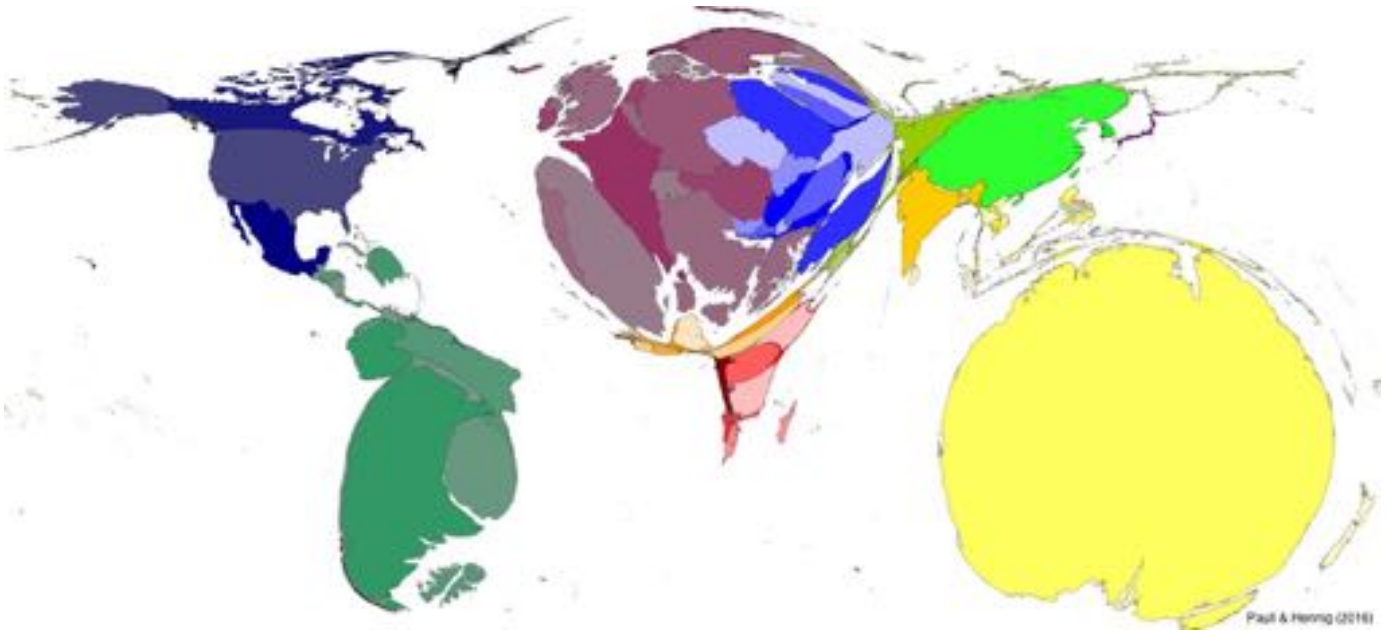
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## World Organic Agriculture



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

ACNielsen, 2005

1924: Agriculture Course at Koberwitz (Poland)



Rudolf Steiner (1865-1925)

Paull, 2011

1928: Australia's first organic farmer



Paull, 2014a

Ernesto Genoni (1885-1974)

1934: Australia's first woman organic farmer



Paull, 2017a

Ileen Macpherson (1898-1984)



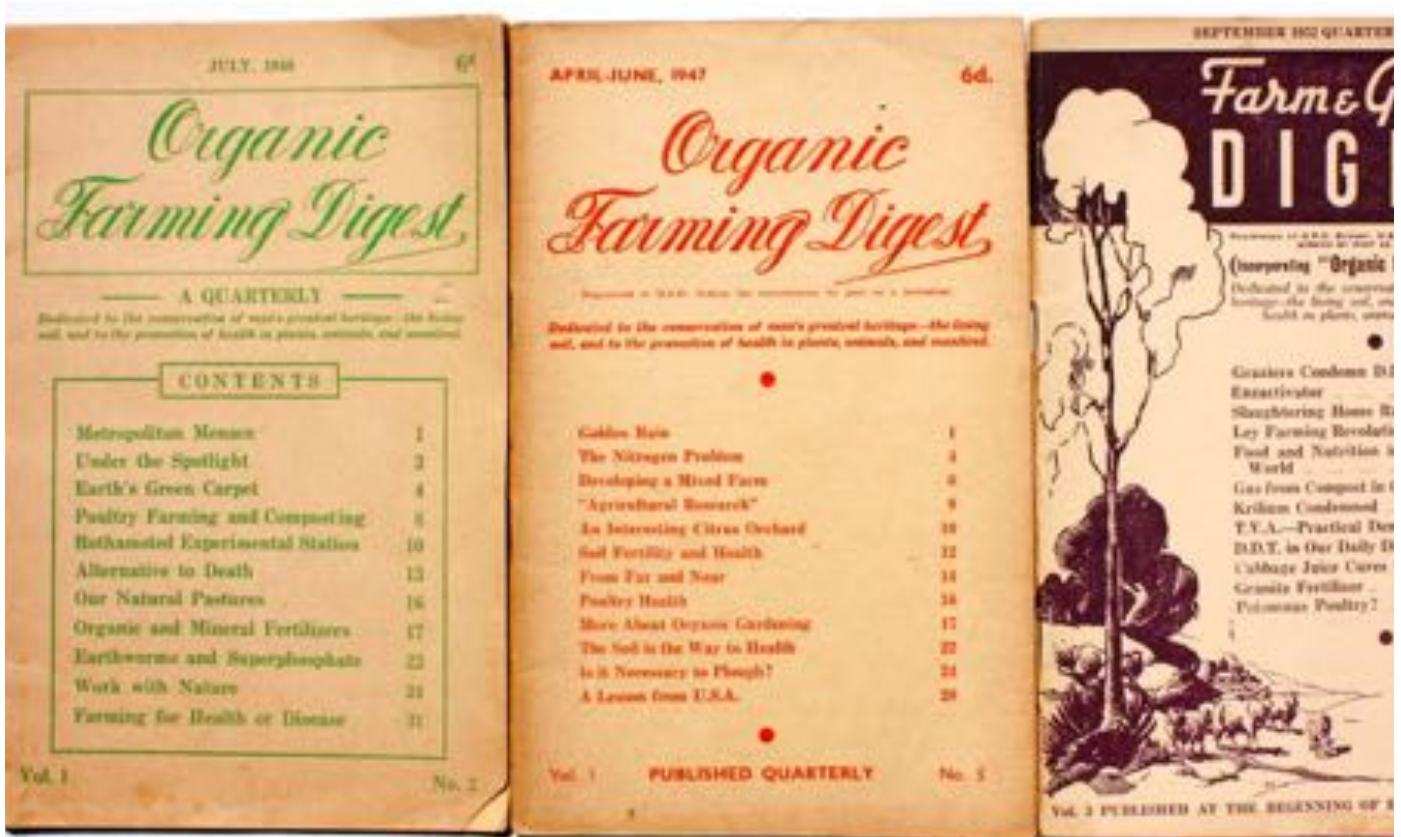
1940: coins the term “organic farming” (UK)



Lord Northbourne (1896-1982)

Paull, 2014b

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



Paull, 2008

Australian Organic Farming & Gardening Society (1944-1955)

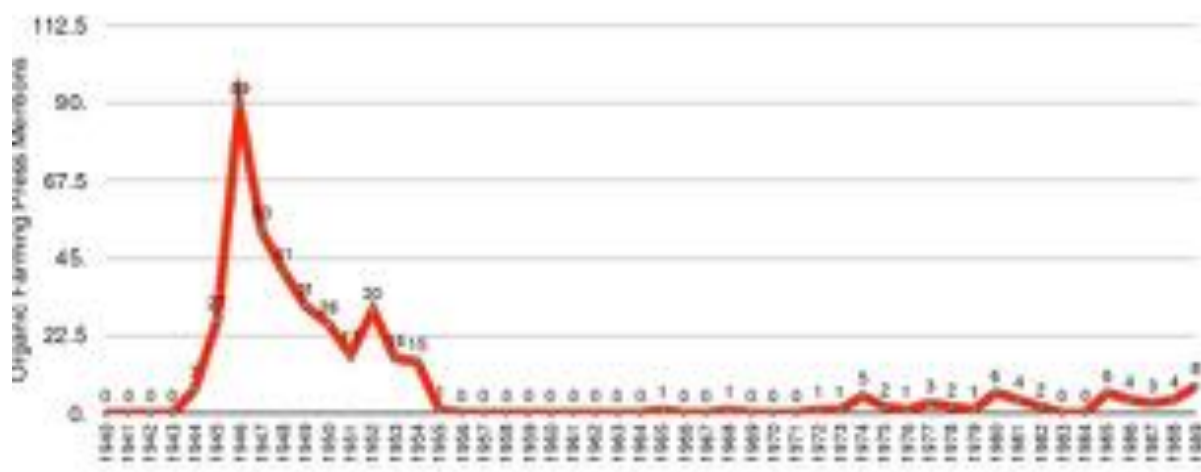
## 1946: Tasmania's first Organic Farming advocacy society (The Living Soil Association of Tasmania)



Henry Shoobridge (1874-1963)

Paull, 2009

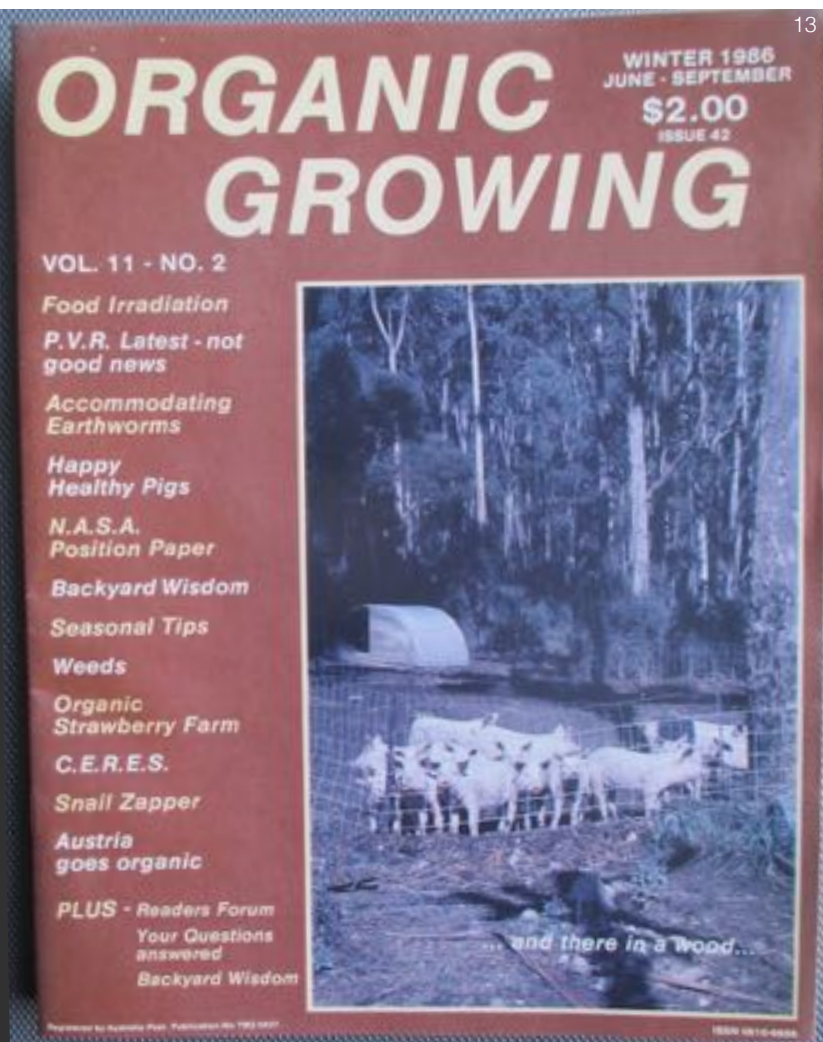
Number of mentions of Organic Farming in the Australian press 1940-1990.



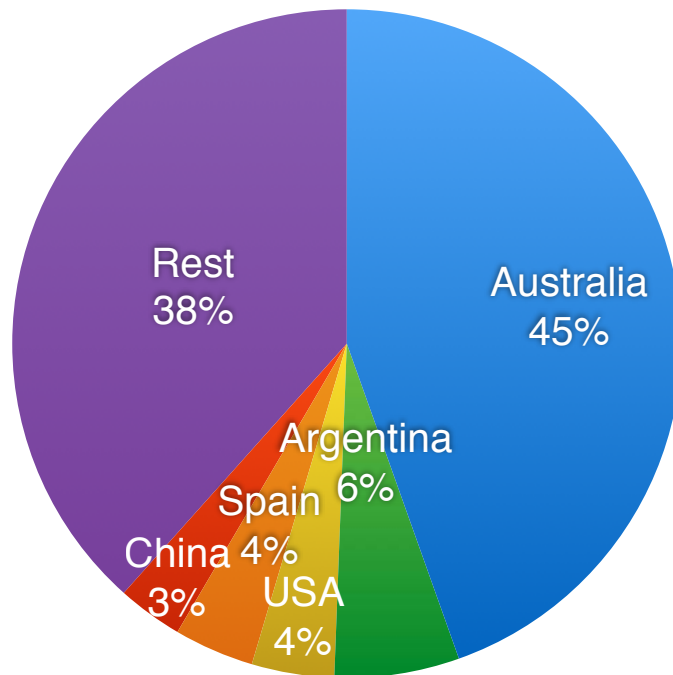


# Organic Gardening & Farming Society of Tasmania (1972-2009)

published  
a national journal  
c.1976-2000



# Organic (ha) - Big 5

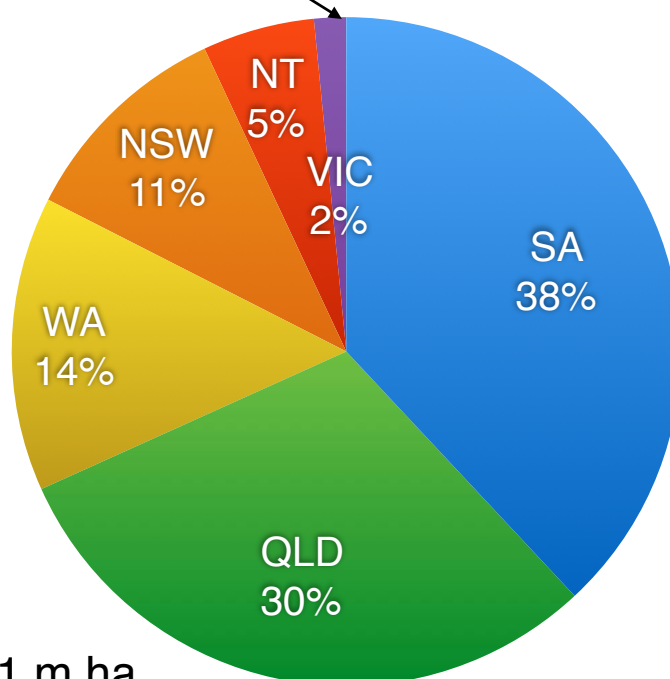


World total = 50.9 m ha

data: Willer & Lernoud, 2017

# Organic (ha) - Australia

TAS <0.01%



Australia total = 27.1 m ha

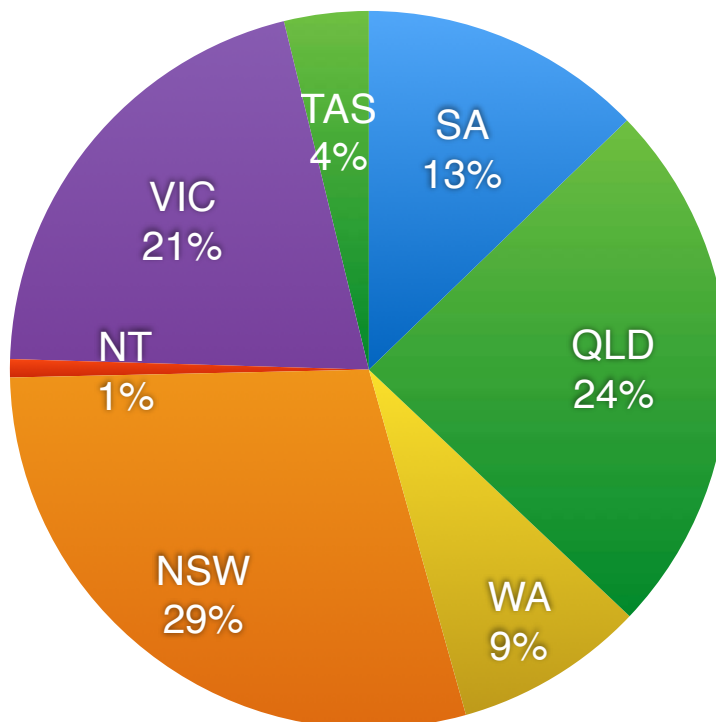
**Tasmania = 4,003 ha**



Data: AgLAW & Mobium 2017



# Organic (producers) - Australia



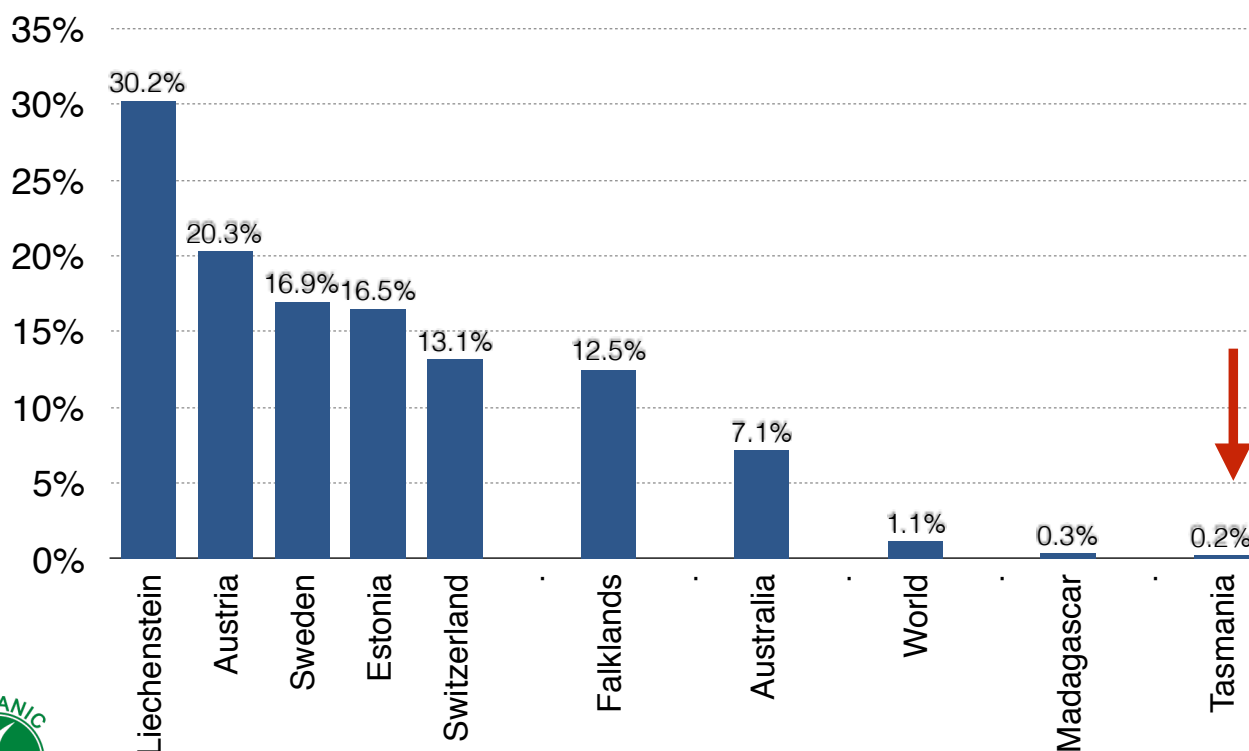
Australia total = 2075 producers

**Tasmania = 79 producers**



Data: AgLAW & Mobium 2017

# Organic (ha) - % of Ag land



Data: Willer & Lernoud, 2017, Aglaw & Mobium, 2016, DPIPW, 2016

# Tasmania issues

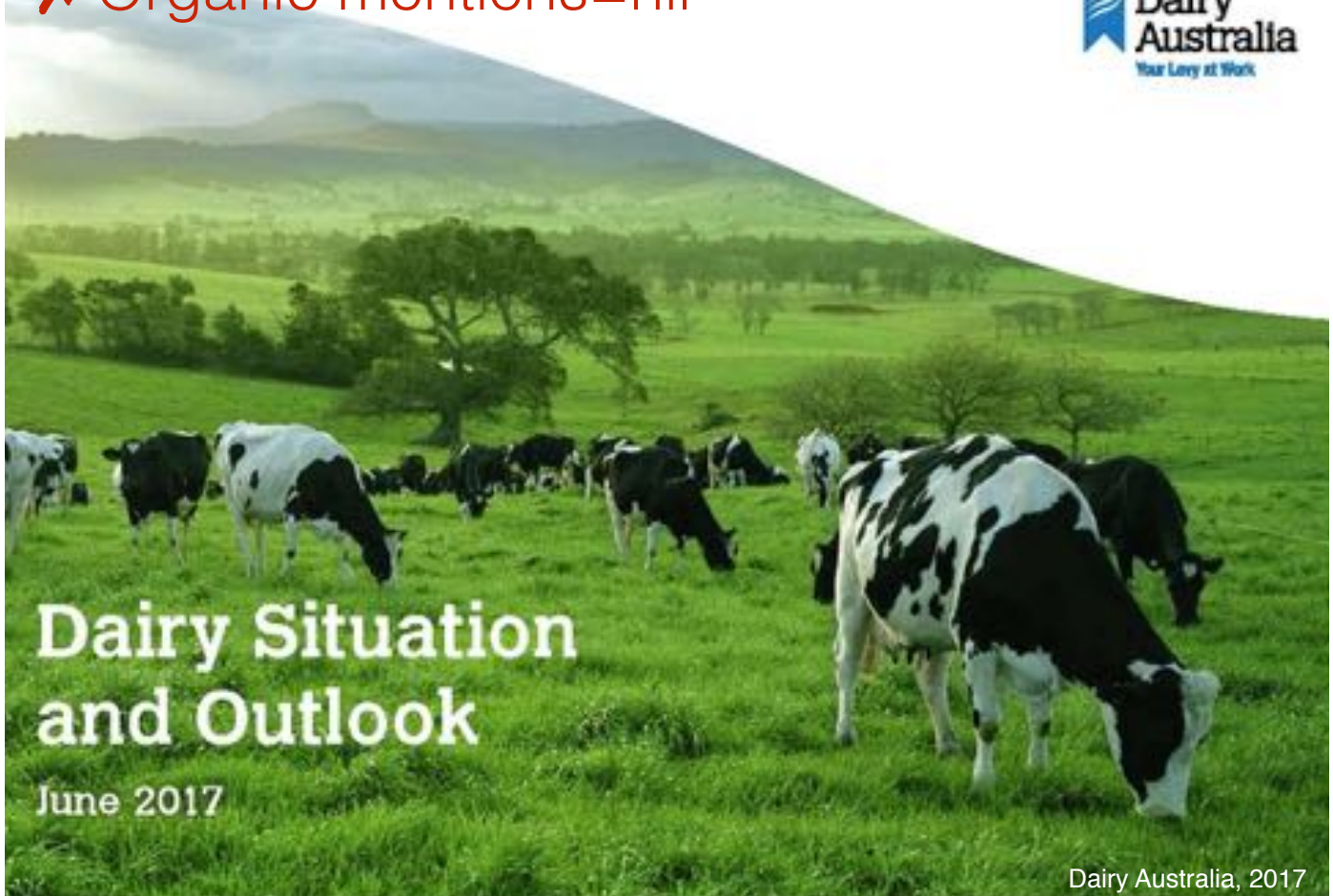
(opportunities,  
impediments &  
motivations)

- 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



\* Hanson, 2016

✗ Organic mentions=nil



Dairy Situation  
and Outlook

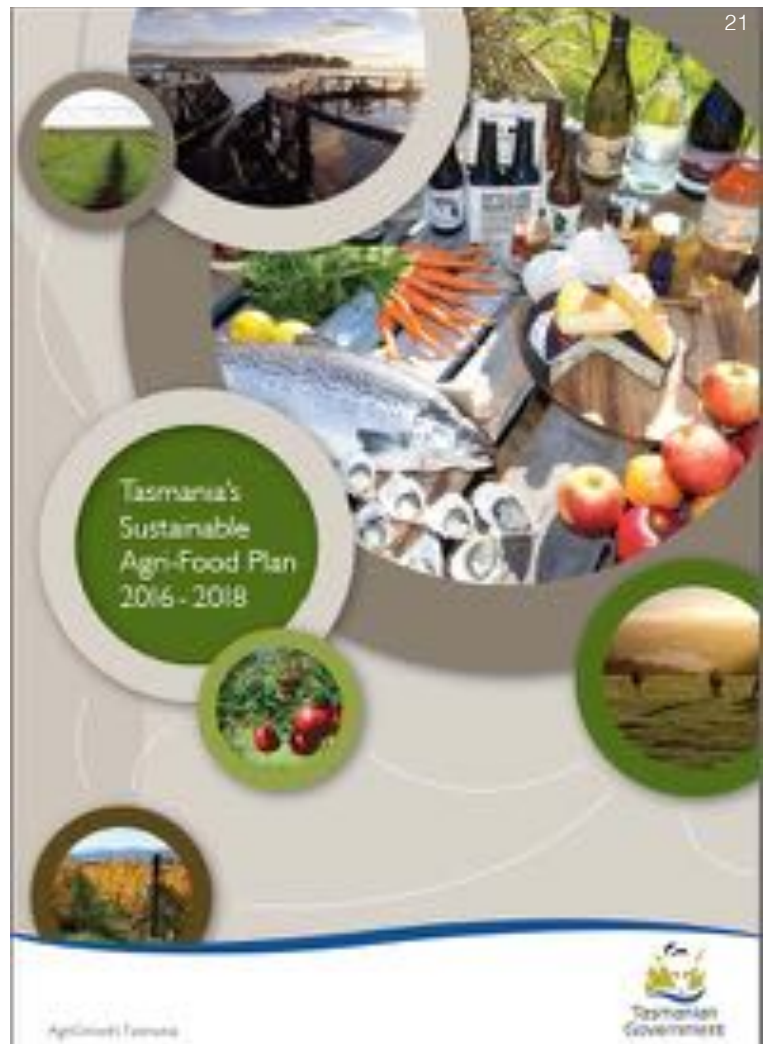
June 2017

Dairy Australia, 2017



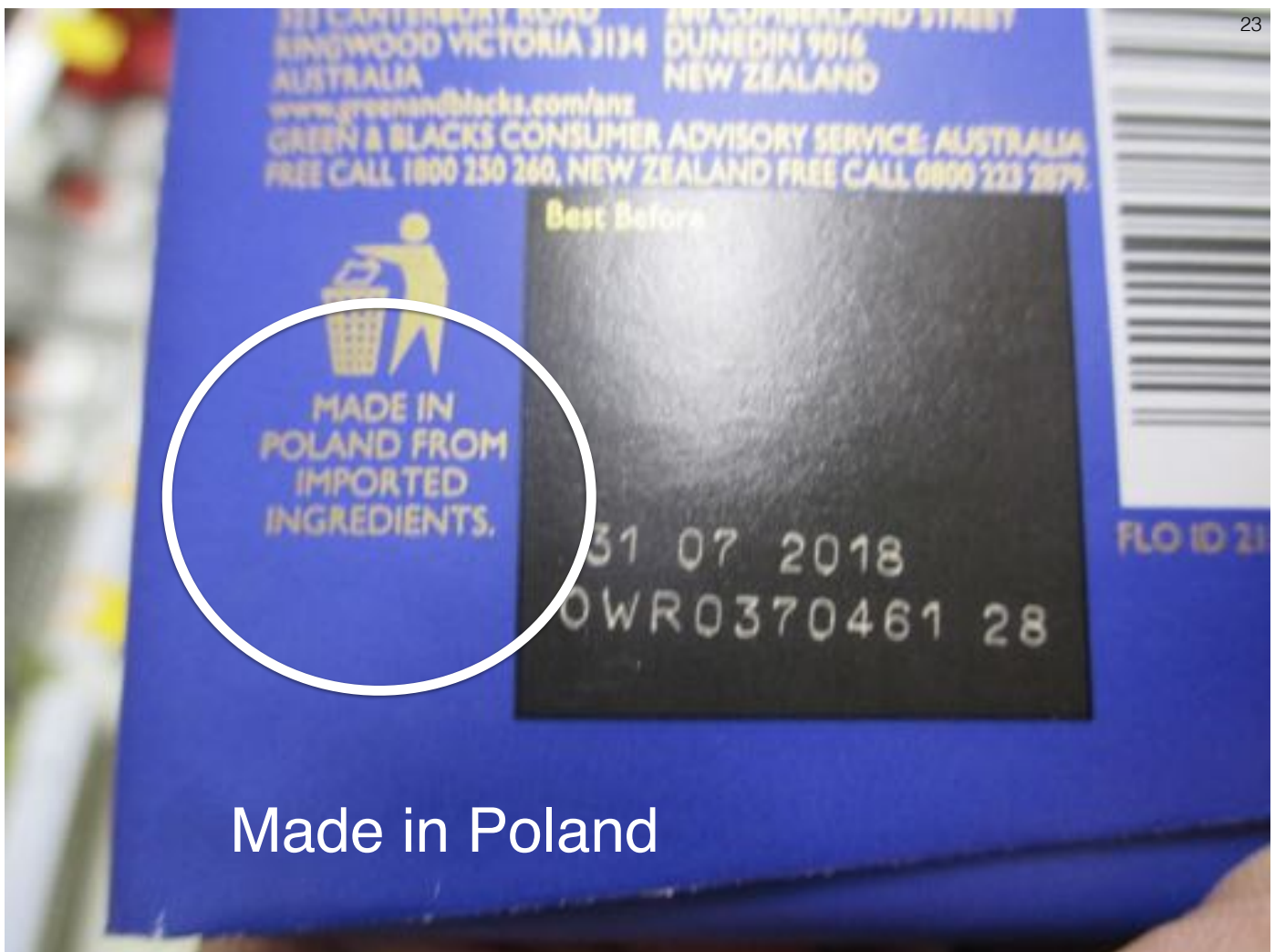
✗ Organic mentions = nil

DPIPWE, 2016



Cadbury's organic range





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

Image: J Paull, China



China: Alternative certifications

Image: J Paull, China

# Korea: 4 shades of Organic



Image: J Paull, Korea



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

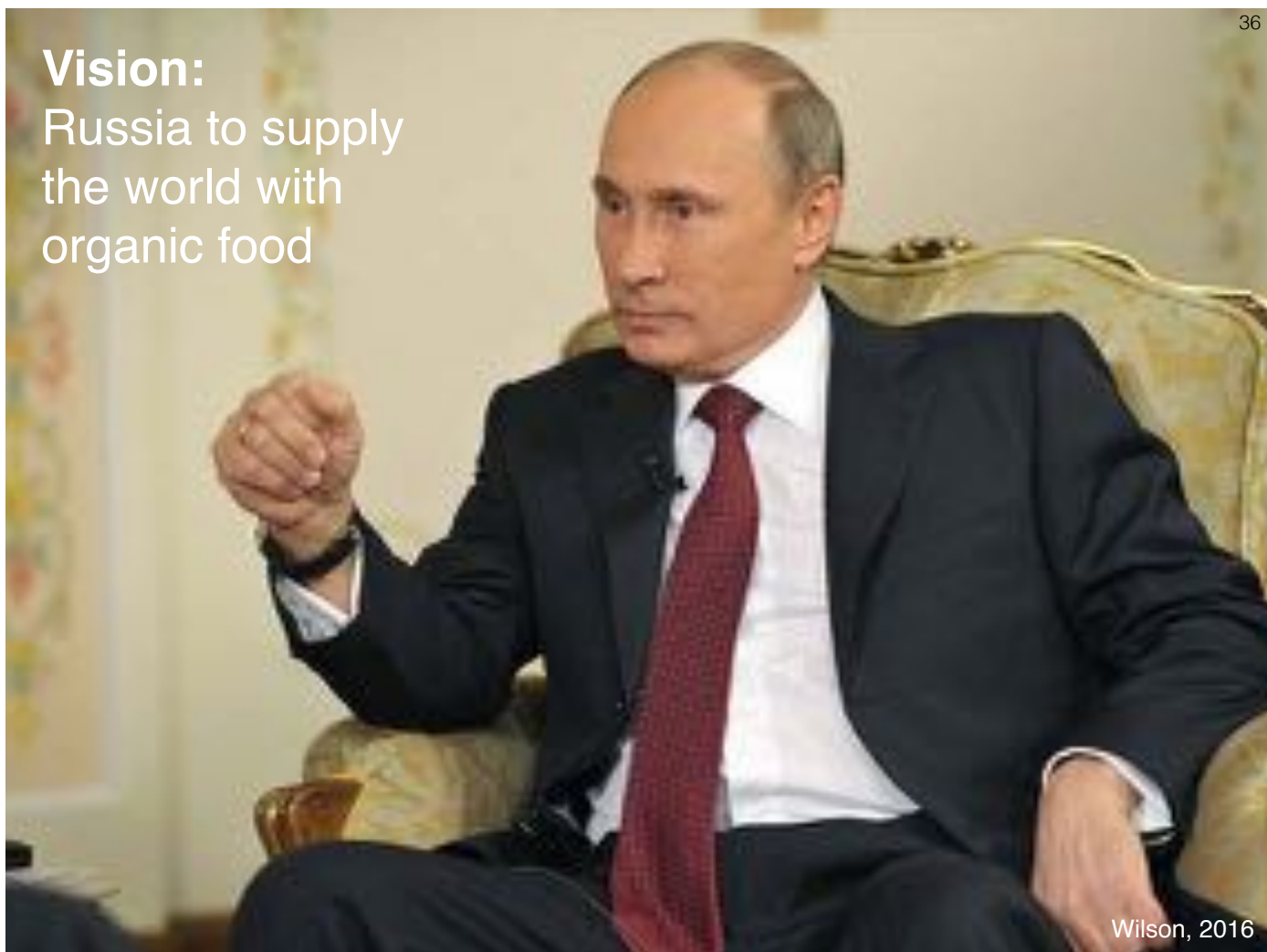
c

MoAF, 2017

36

## Vision:

Russia to supply  
the world with  
organic food



Wilson, 2016



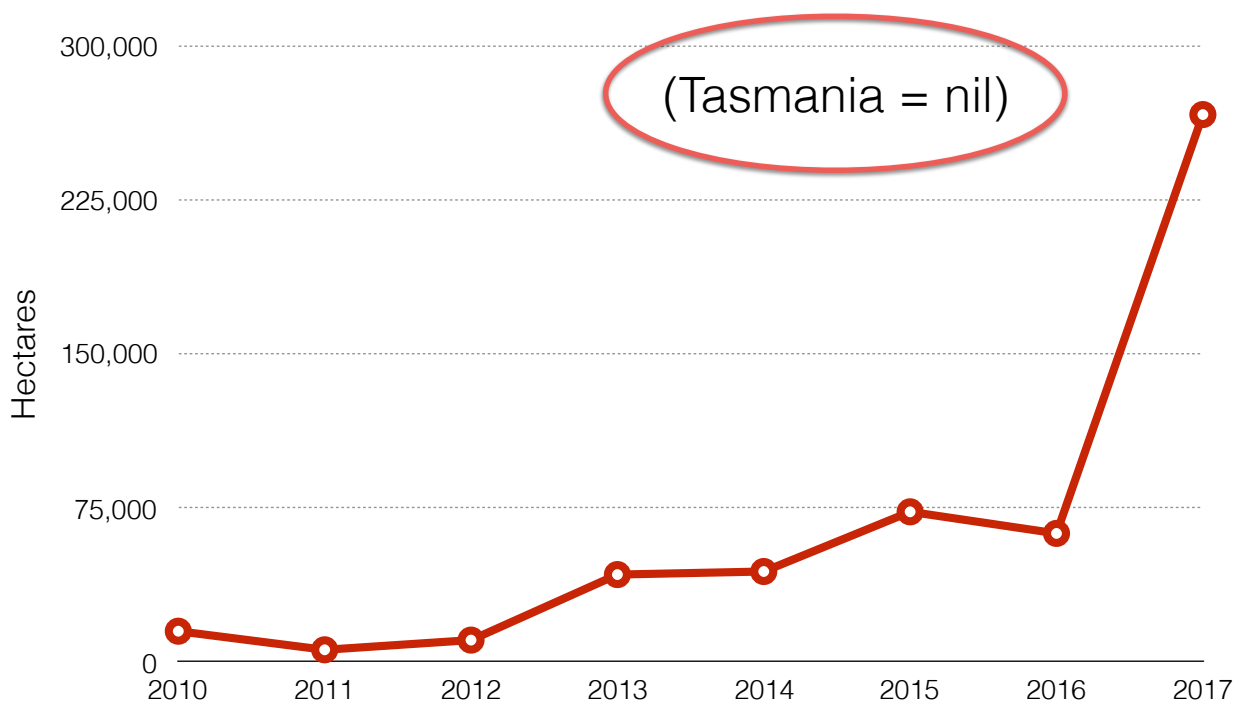
**x5**

## Uptake strategies:

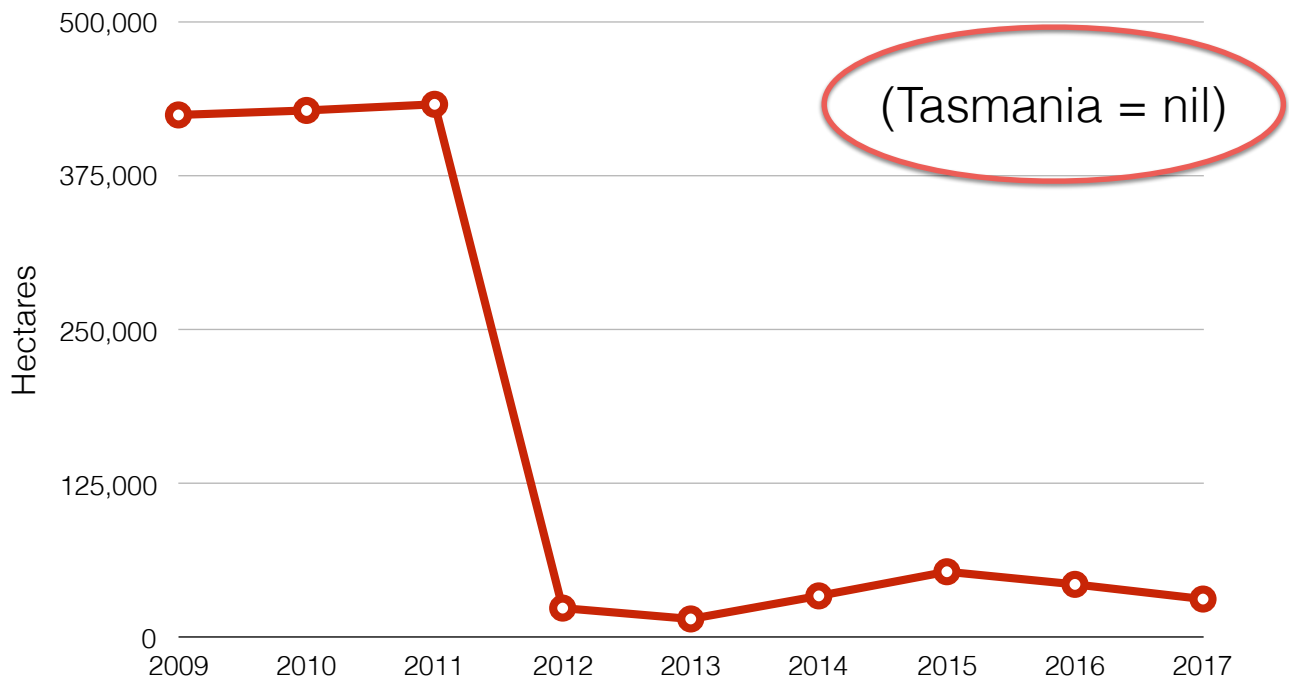
- 1 farm @ a time: current approach here
- 1 state @ a time: e.g. Sikkim: India's First Organic
- 1 island @ a time: Cicia (Fiji) & Abaiang (Kiribati)
- 1 country @ a time: e.g. Bhutan
- 1 sector at a time: e.g. Dominican Republic (bananas)



## World Organic Forestry

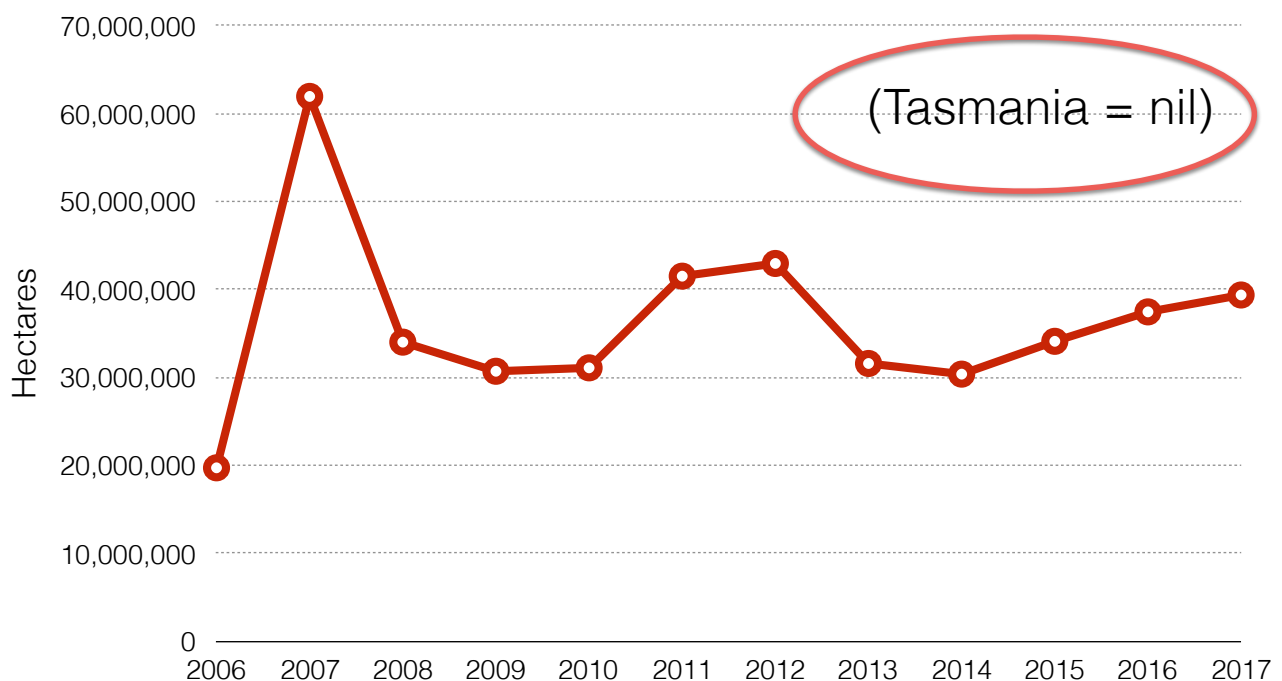


# World Organic Aquaculture



Data: Willer et al 2009-2017

# World Organic Wildculture

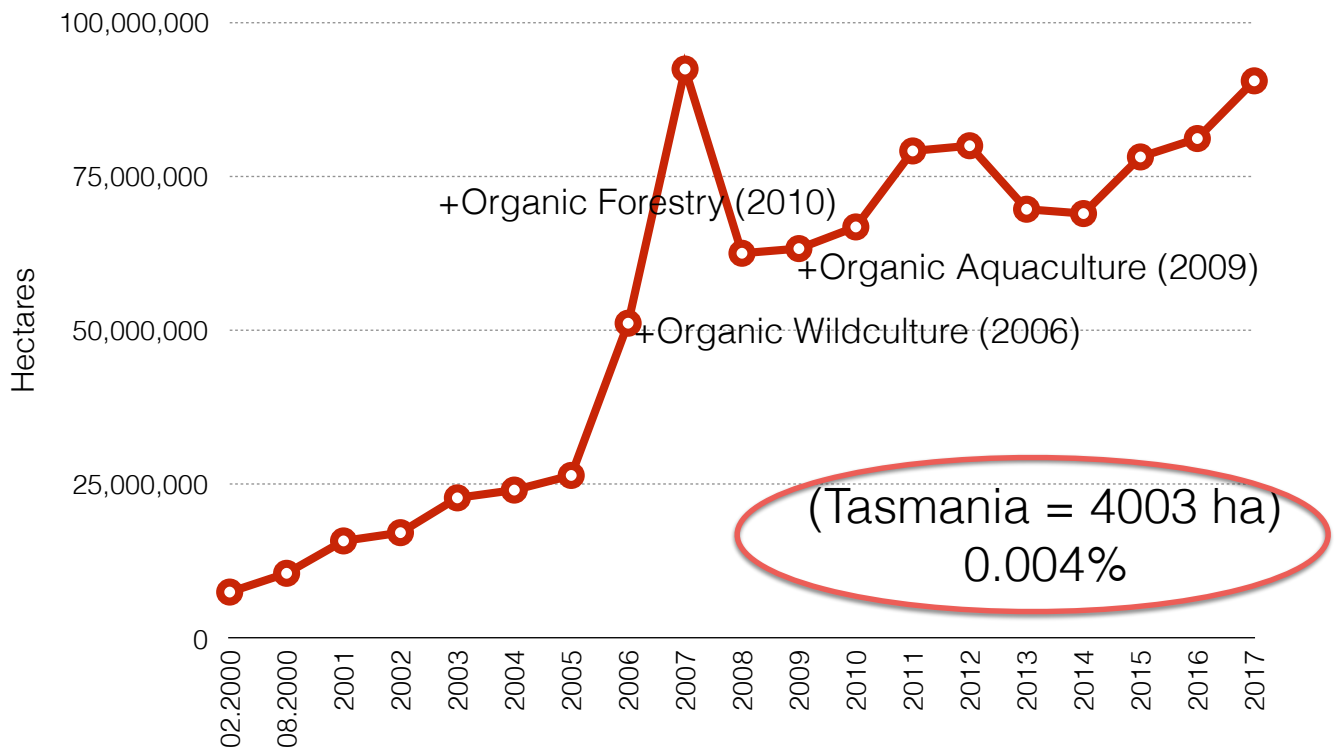


Data: Willer et al 2006-2017



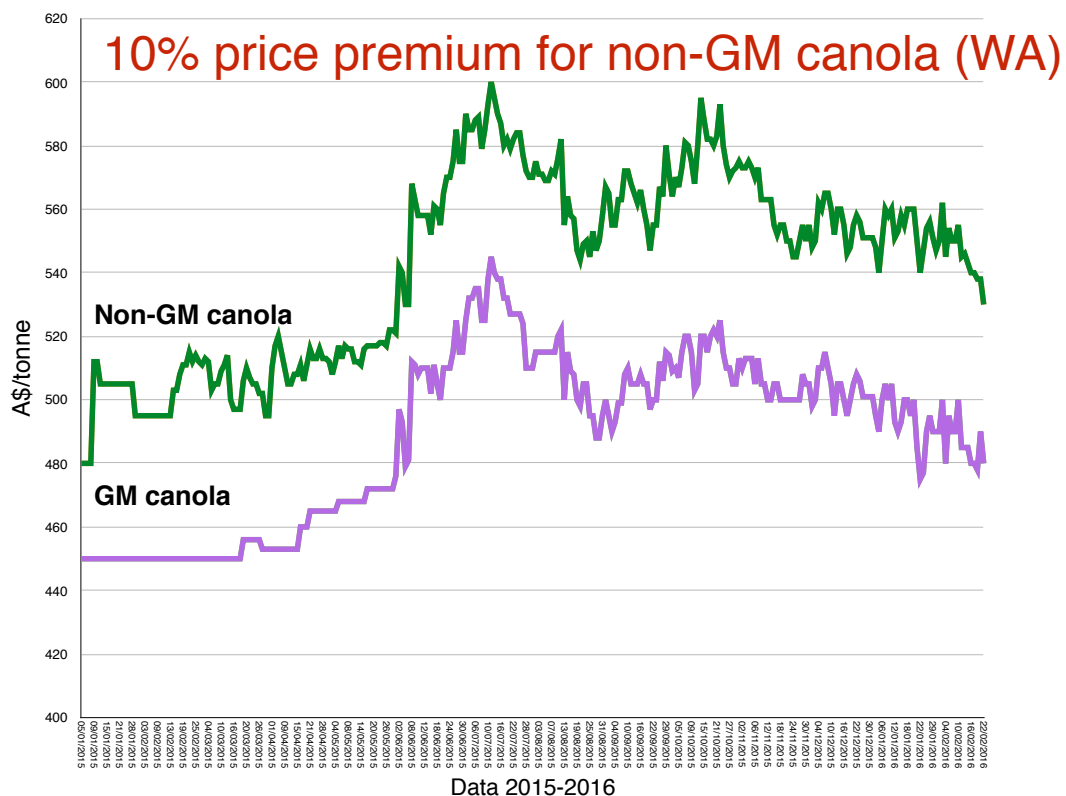
# World Total Certified Organic Land

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**

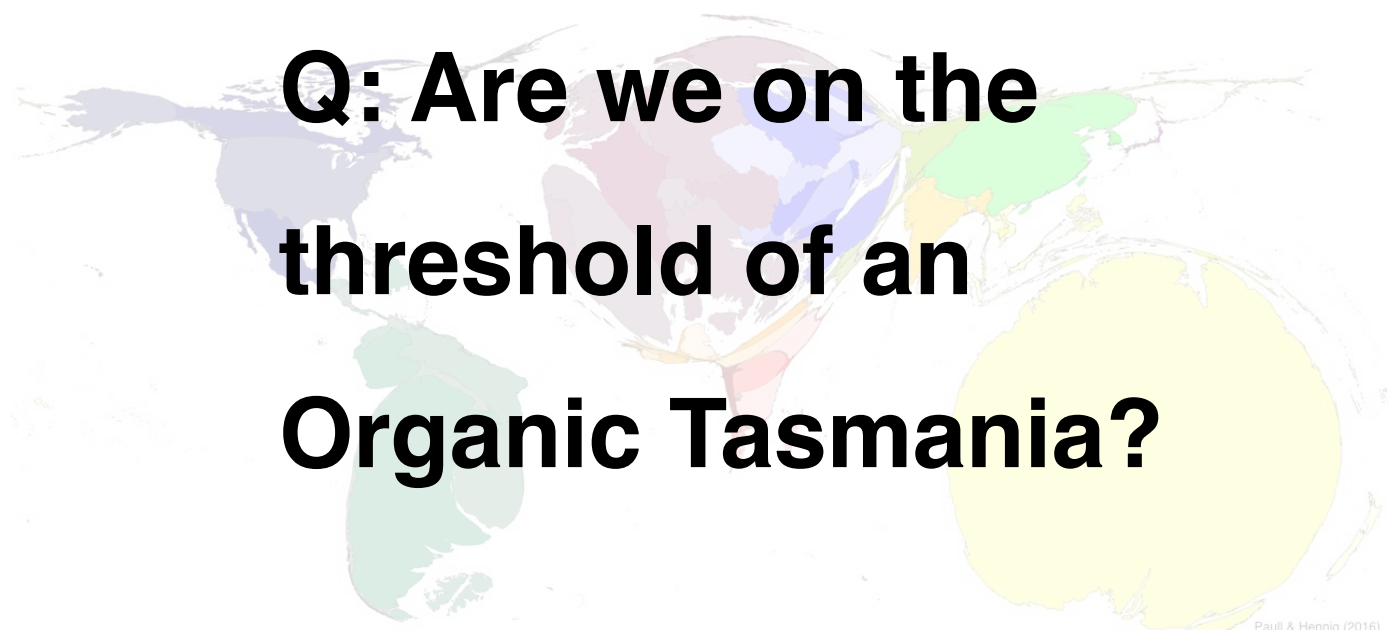
**+**

**Price premium for organic 0% - 200%**

**=**

**????????**

DPIPWE, 2016; Halpin, 2004



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



# Thank you

# Questions

j.paull@utas.edu.au

Image: J Paull, Tasmania

## 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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