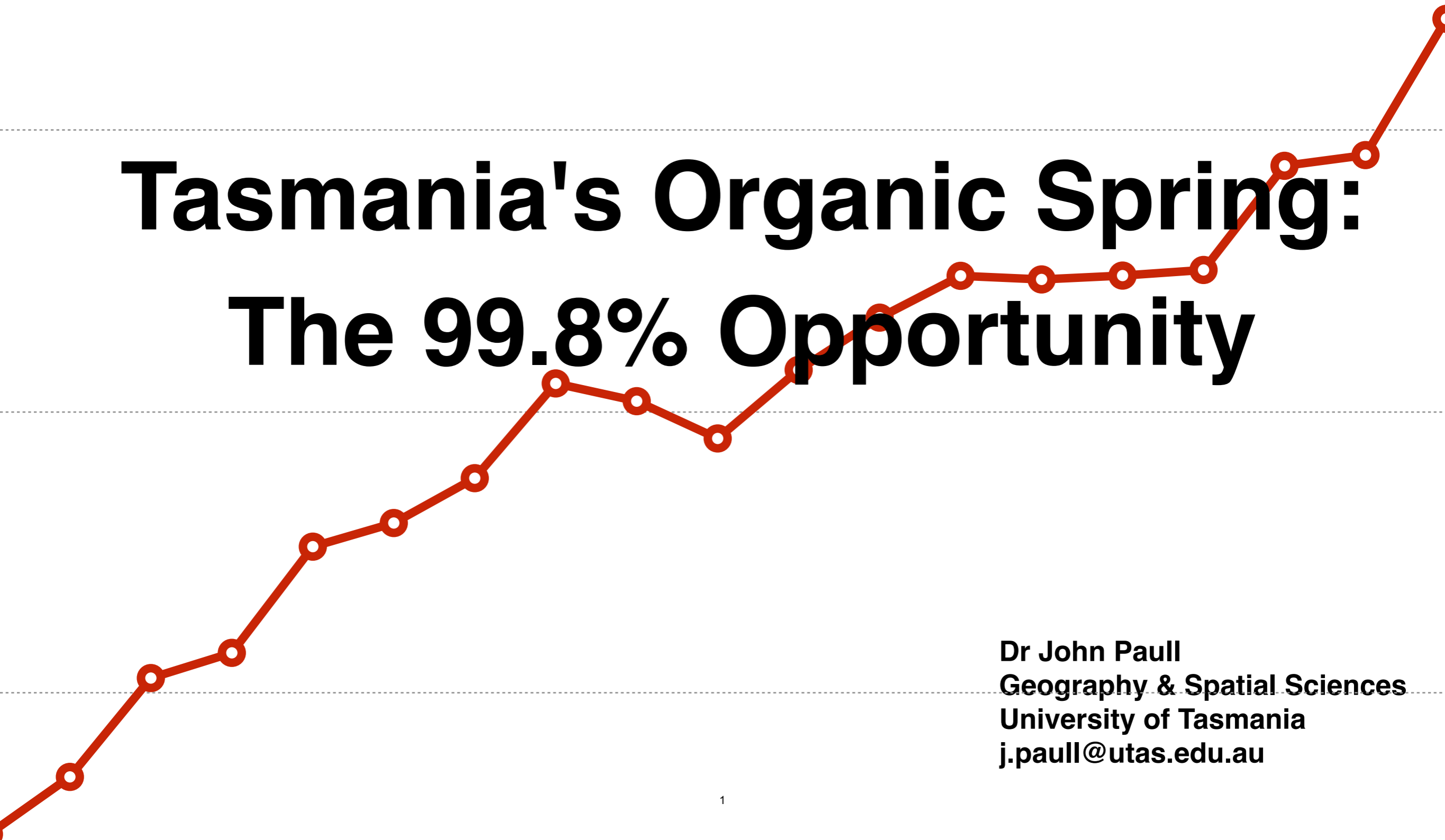


Tasmania's Organic Spring: The 99.8% Opportunity

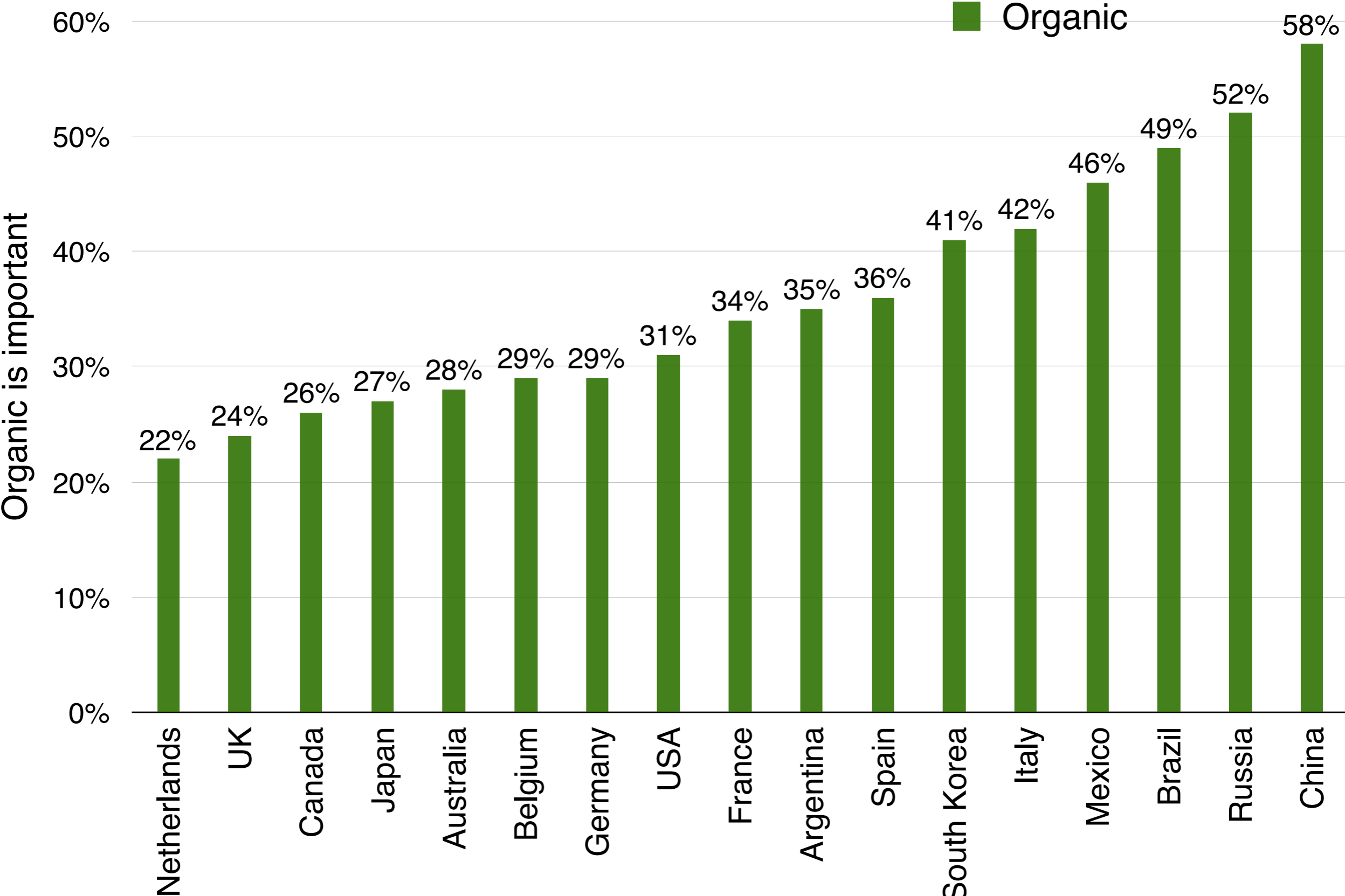


Dr John Paull
Geography & Spatial Sciences
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Organics

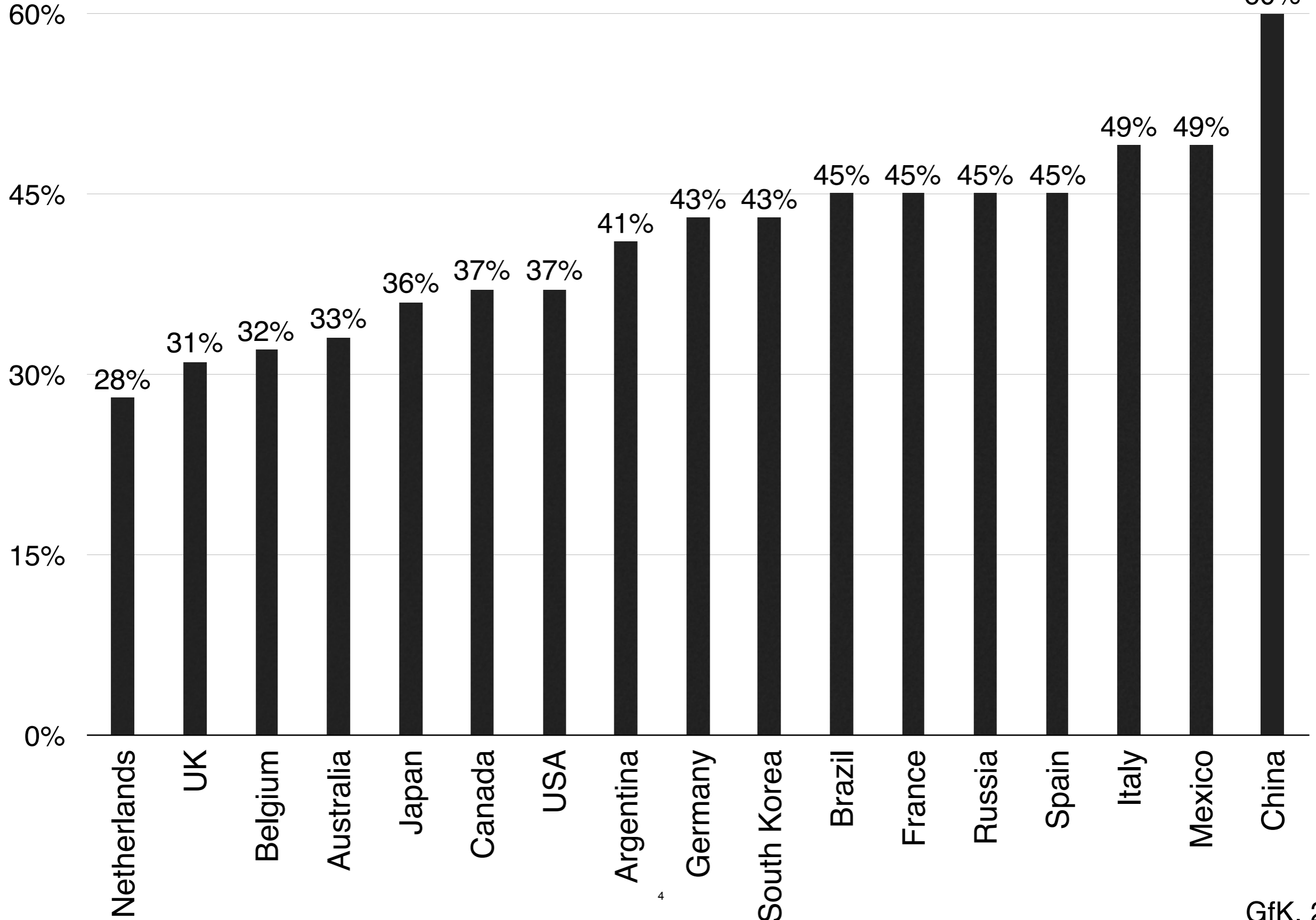
- Context - World
- Context - Australia
- China - Tasmania
- 2 or 3 success stories - global
- Map of Tas organics
- Free certification?

Food shoppers want organic



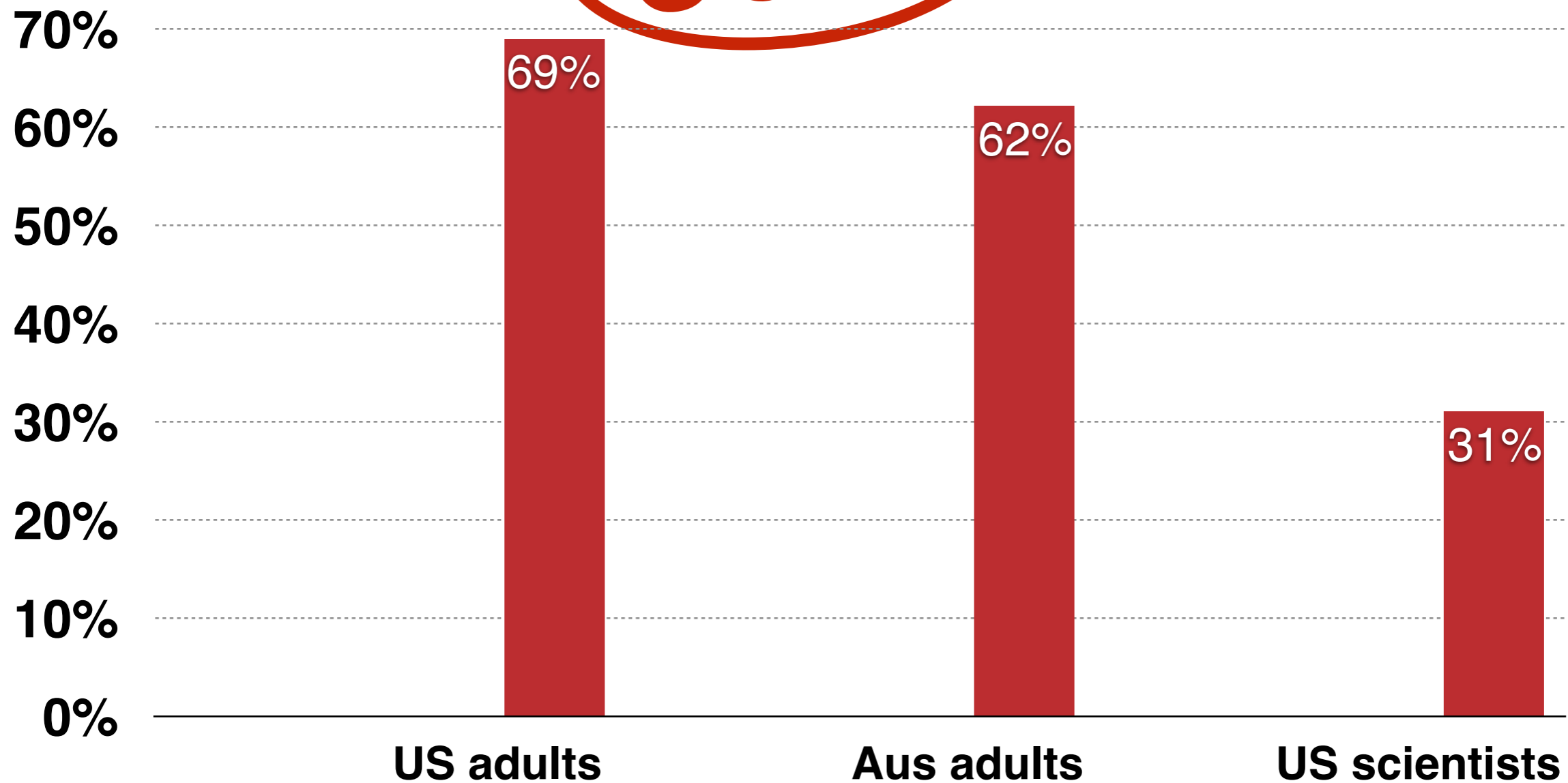
Food shoppers don't want GMOs

■ GMO-free



“it is generally unsafe to eat foods grown with pesticides”*

69%



*Pew Research Center, 2015, p.5, US adults N=2002; US scientists 31%, N=3748; Lamberts (2017): Aus adults N=1203

123 different pesticides

*found in produce provided by
Department of Health's School
Fruit & Vegetable Scheme*



x5

Organic Agriculture **excludes...**

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

x4

Consumers buy Organic because...

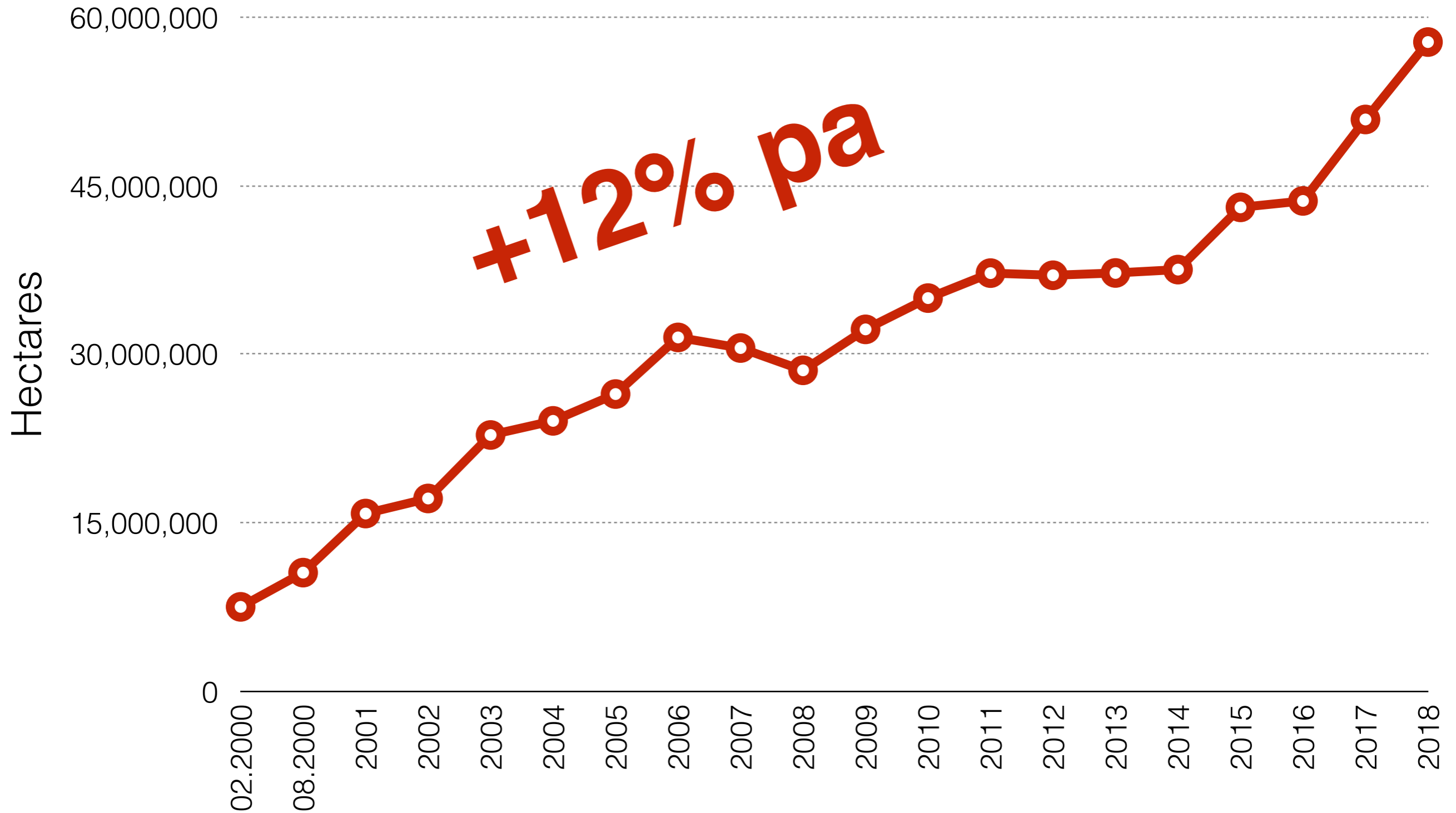
- **better for family**
- **better for me**
- **better for environment**
- **better for animals**

Q:

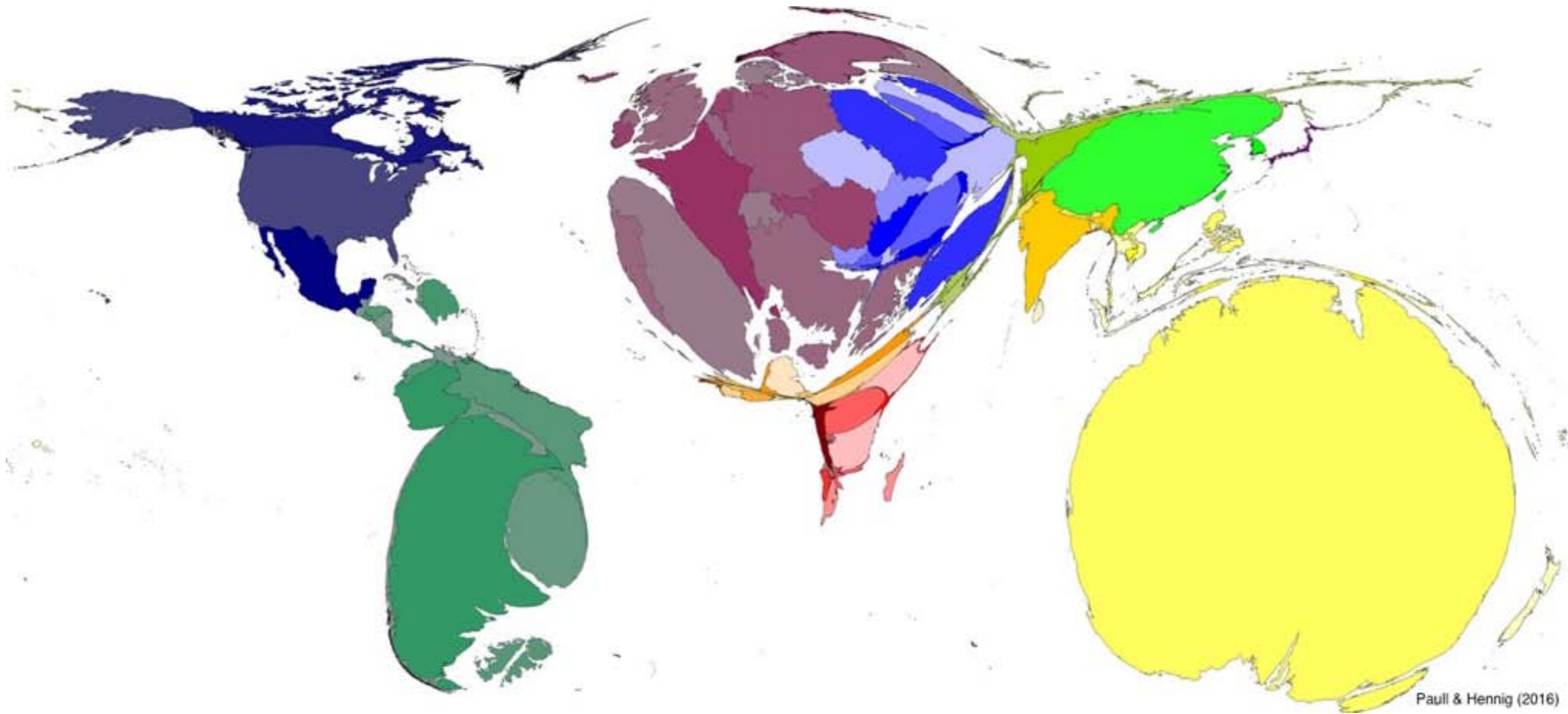
The consumer is King?

Farmer is King?

World Organic Agriculture



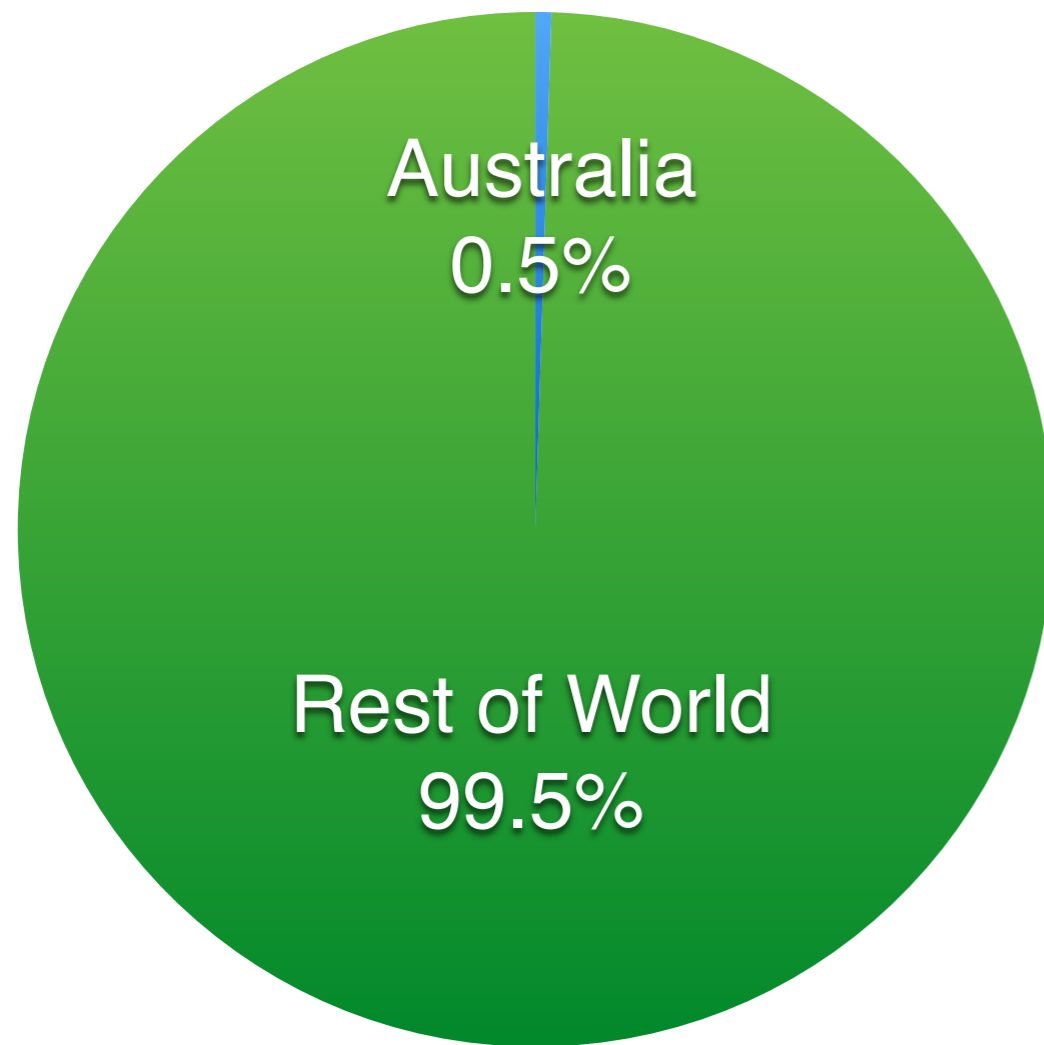
The World of Organic Agriculture (hectares)



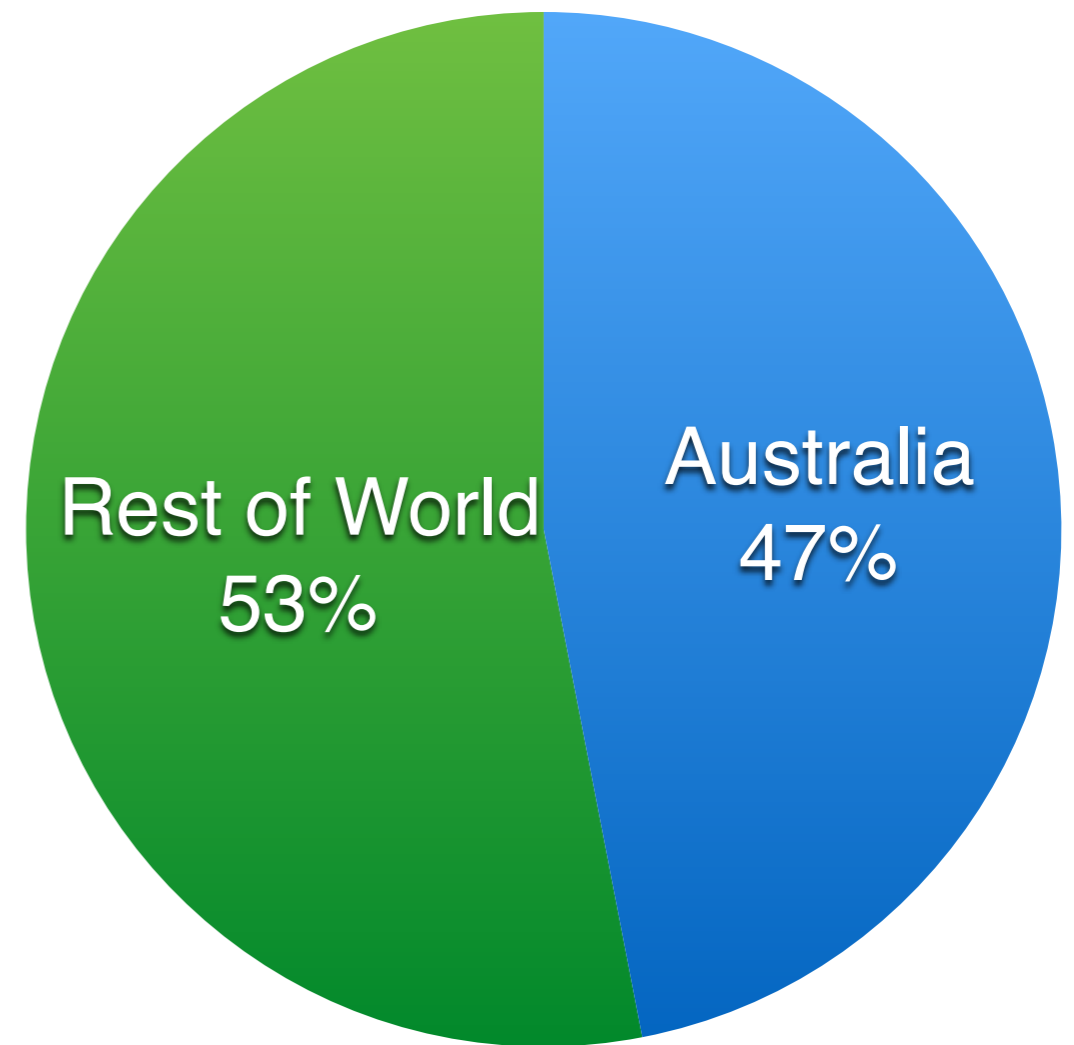
Density equalising map

Australia is a Pygmy in the GM World & a Giant in the Organics World

GMOs (ha)



Organics (ha)



Tasmania

4003 hectares - certified organic

79 organic producers

1924: Agriculture Course at Koberwitz (Poland)



Rudolf Steiner (1865-1925)

1928: Australia's first organic farmer



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)

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



Henry Shoobridge (1874-1963)

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

published
a national journal
c.1976-2000

ORGANIC GROWING

WINTER 1986
JUNE - SEPTEMBER

\$2.00

ISSUE 42

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

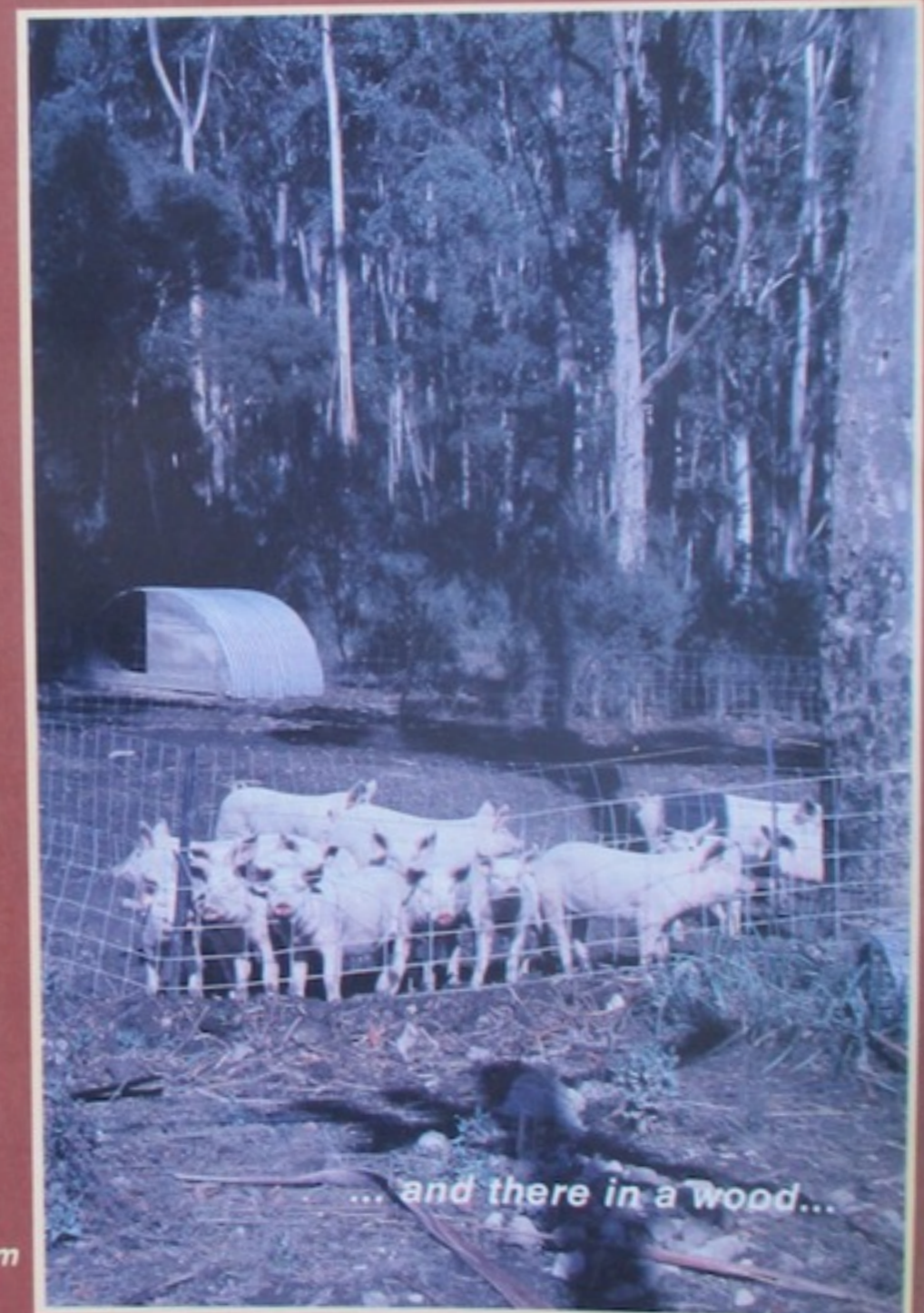
*Organic
Strawberry Farm*

C.E.R.E.S.

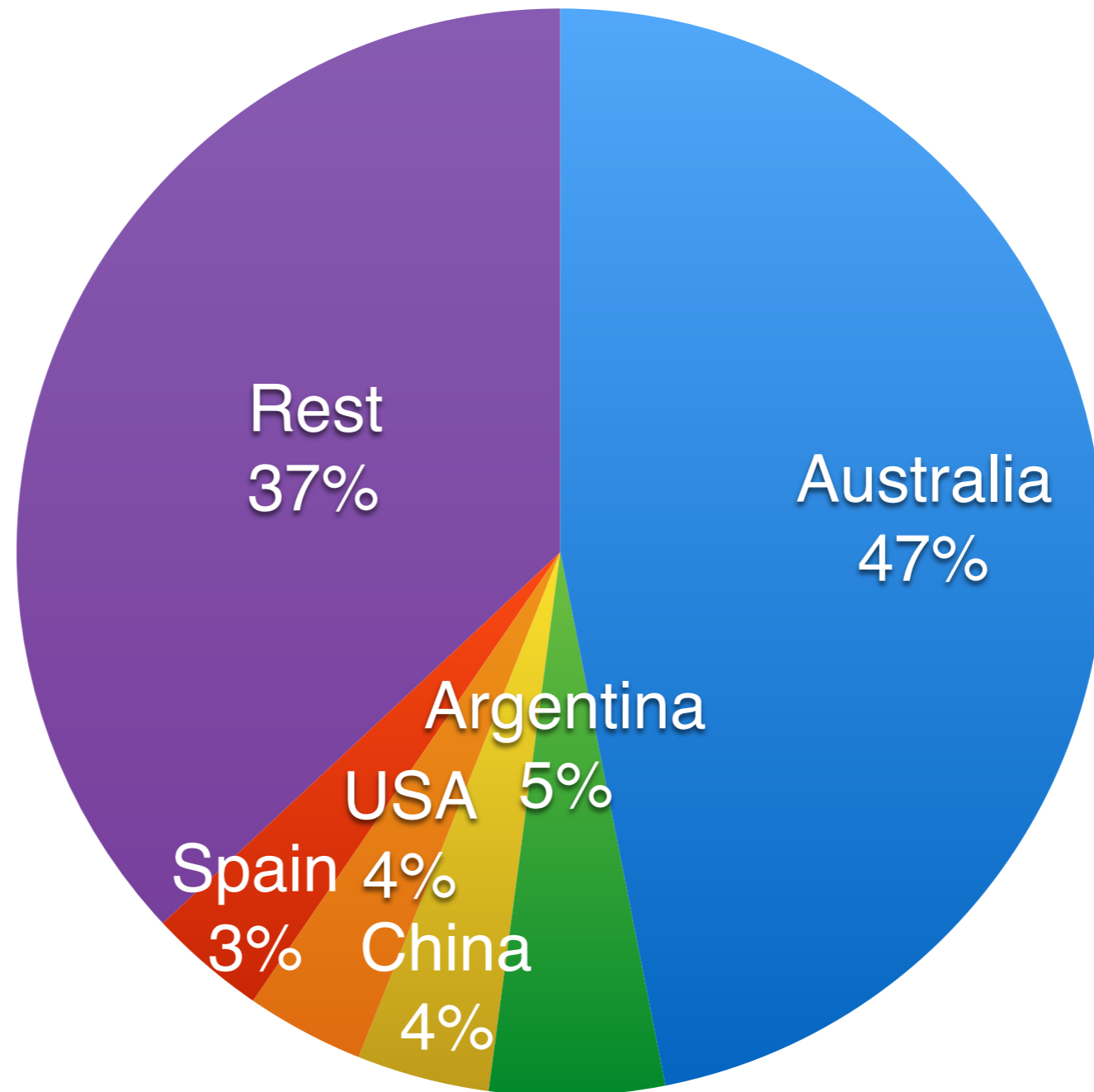
Snail Zapper

*Austria
goes organic*

PLUS - *Readers Forum*
*Your Questions
answered*
Backyard Wisdom



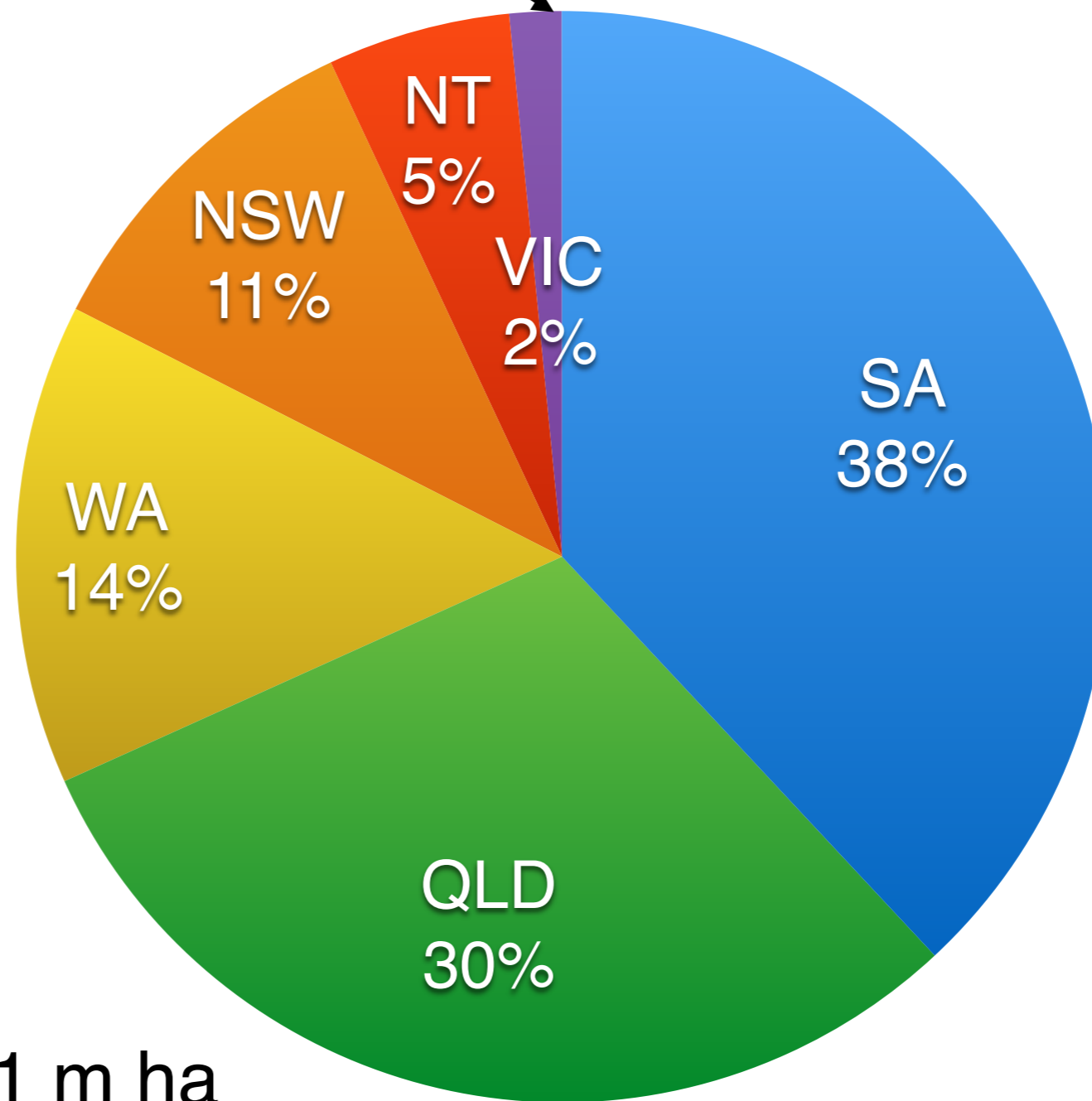
Organic (ha) - Big 5



World total = 57.8 m ha

Organic (ha) - Australia

TAS <0.01%

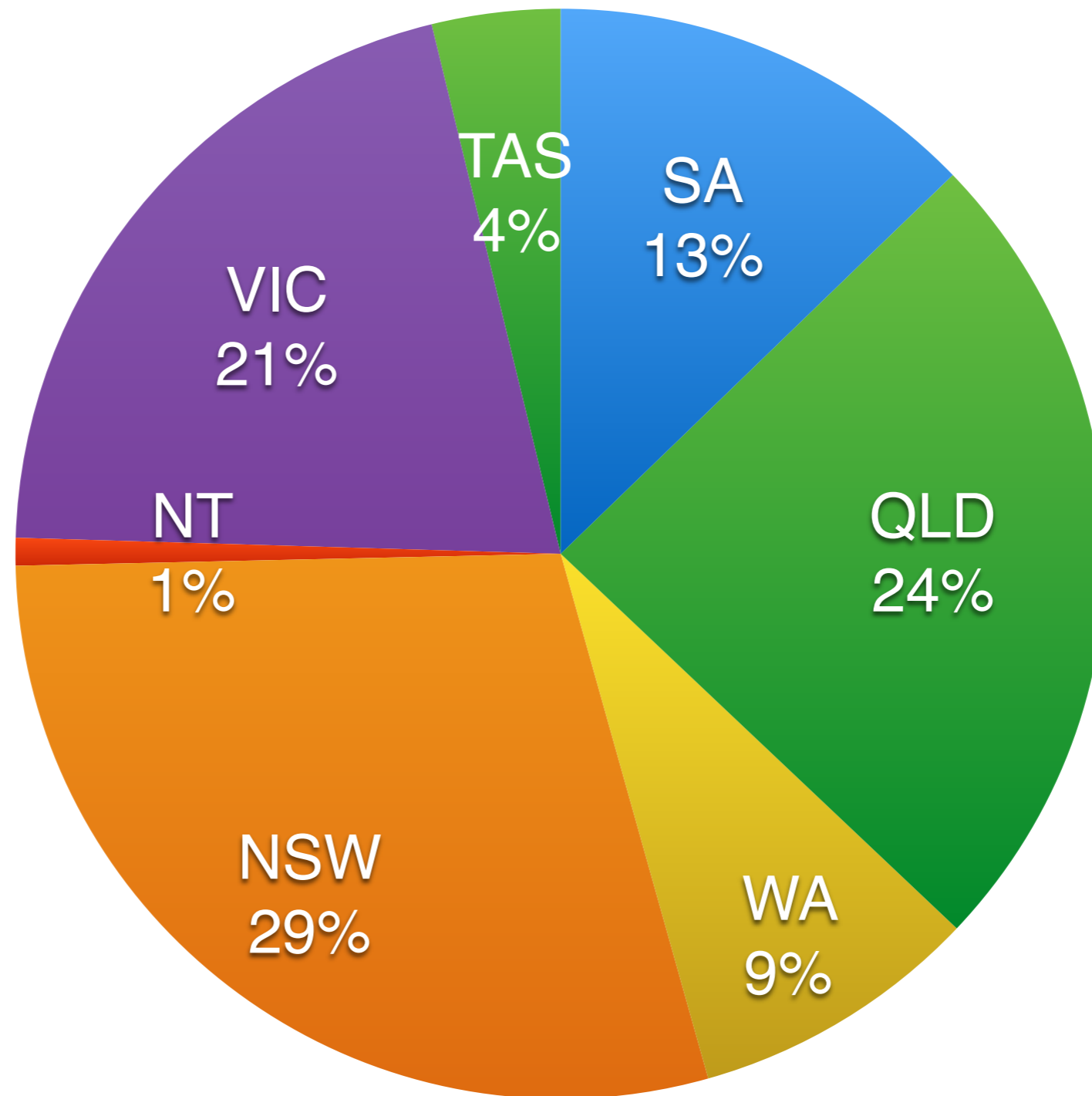


Australia total = 27.1 m ha

Tasmania = 4,003 ha



Organic (producers) - Australia

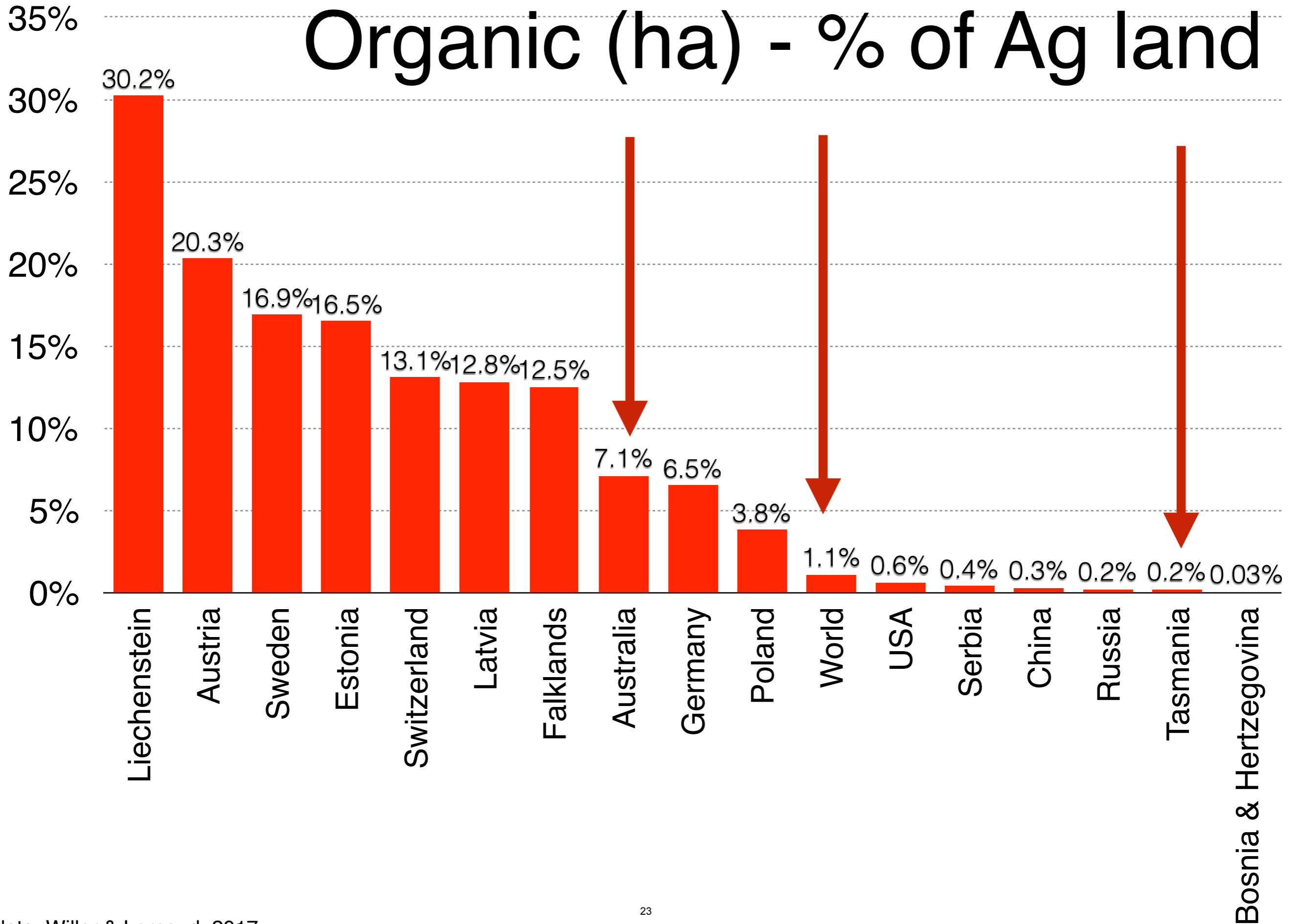


Australia total = 2075 producers

Tasmania = 79 producers



Organic (ha) - % of Ag land



Vision:
Russia to supply the world
with organic food



China



China



China



China



China

进口产品 Imported Product

进口婴幼儿产品 Imported Baby Products



China



绿色食品
GreenFood

GF 430921082157

经中国绿色食品发展中心许可使用绿色食品标志

产自原洞庭湖生态

通过ISO9001:2008国际质量管理体系

通过HACCP GB/T22000-2006食品安全管理体系

通过ISO14001:2004环境管理体系

通过GB/T28001-2001职业健康安全管理体系

中国驰名商标

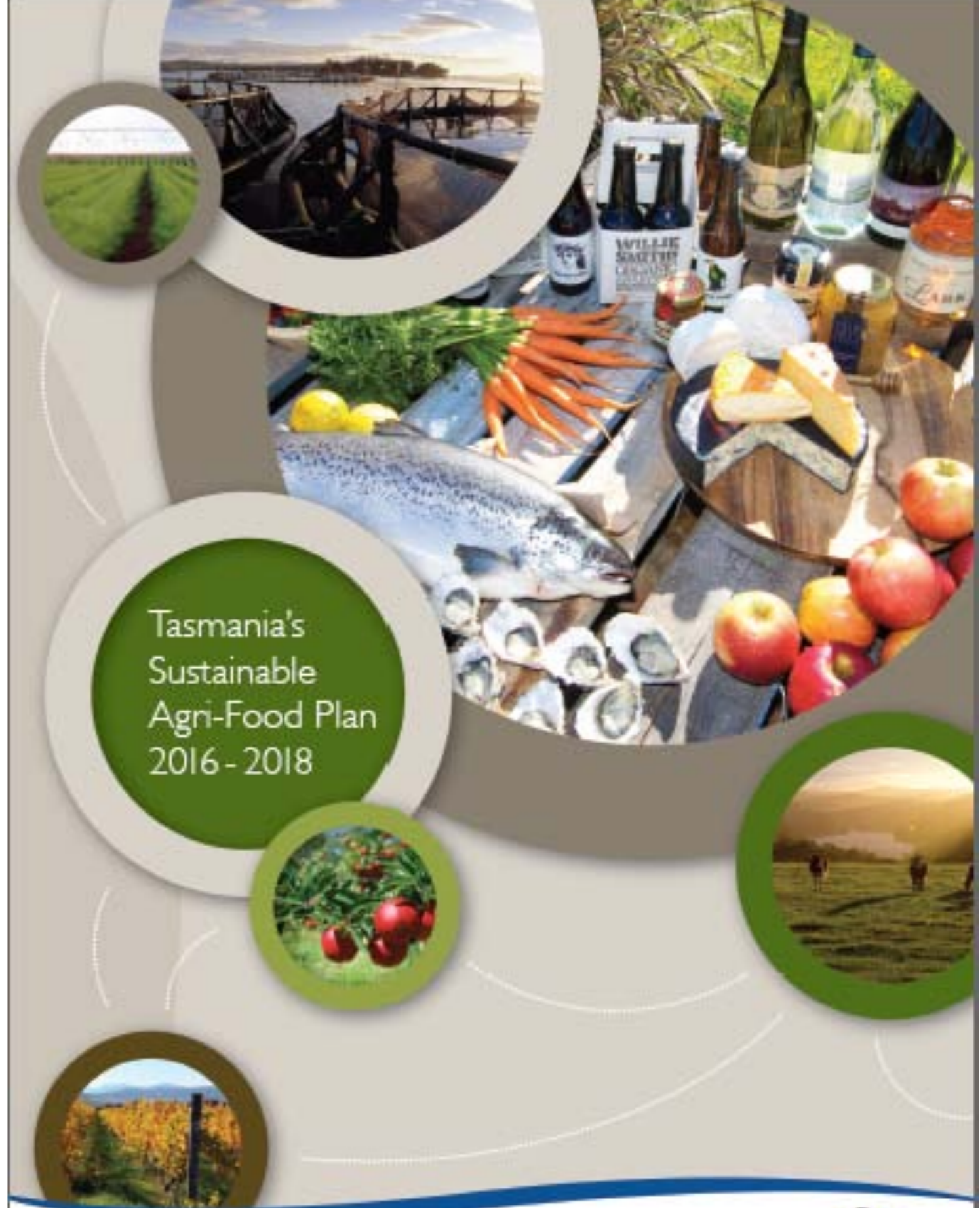
China: Alternative certifications

~~X~~ Organic mentions=nil

Dairy Situation and Outlook

June 2017

~~X~~ Organic mentions = nil



Tasmania's
Sustainable
Agri-Food Plan
2016 - 2018

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*

100% Organic: Sikkim

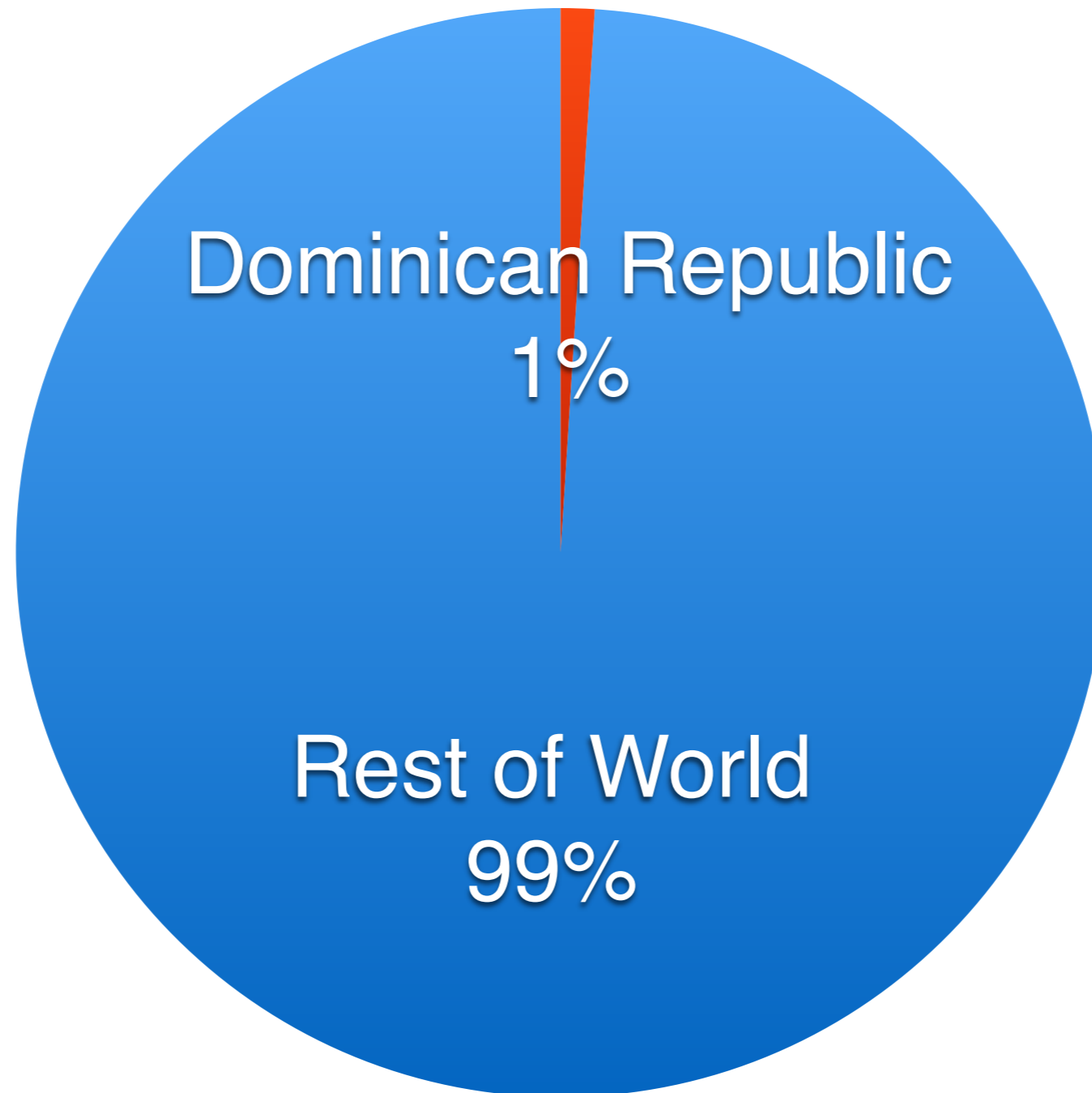
**74,190 certified organic hectares
64,000 farmers**

11 me-too Indian states ...

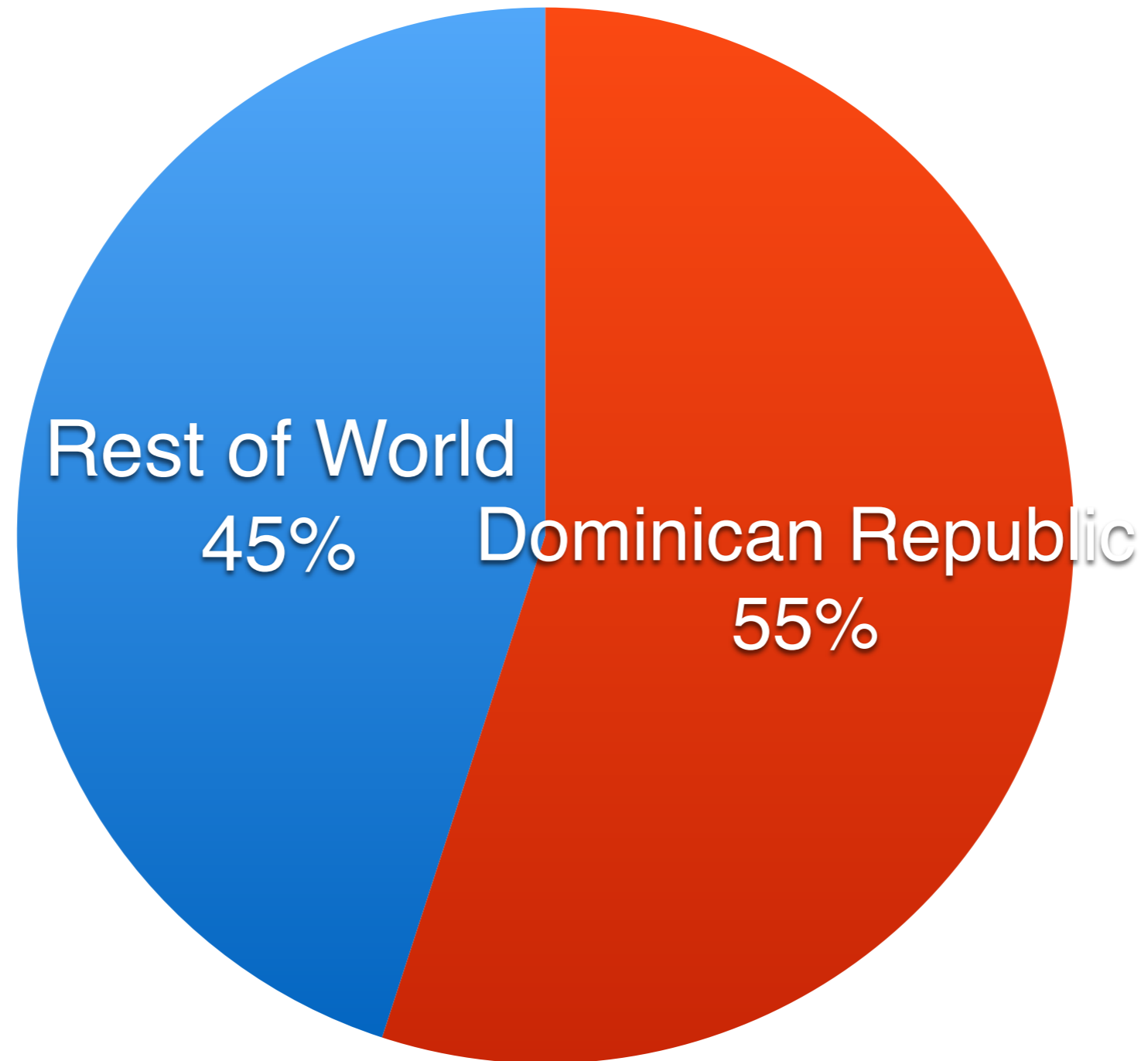


... Goa, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Meghalaya, Mizoram, Rajasthan, Tamil Nadu, Uttar Pradesh & Uttarakhand

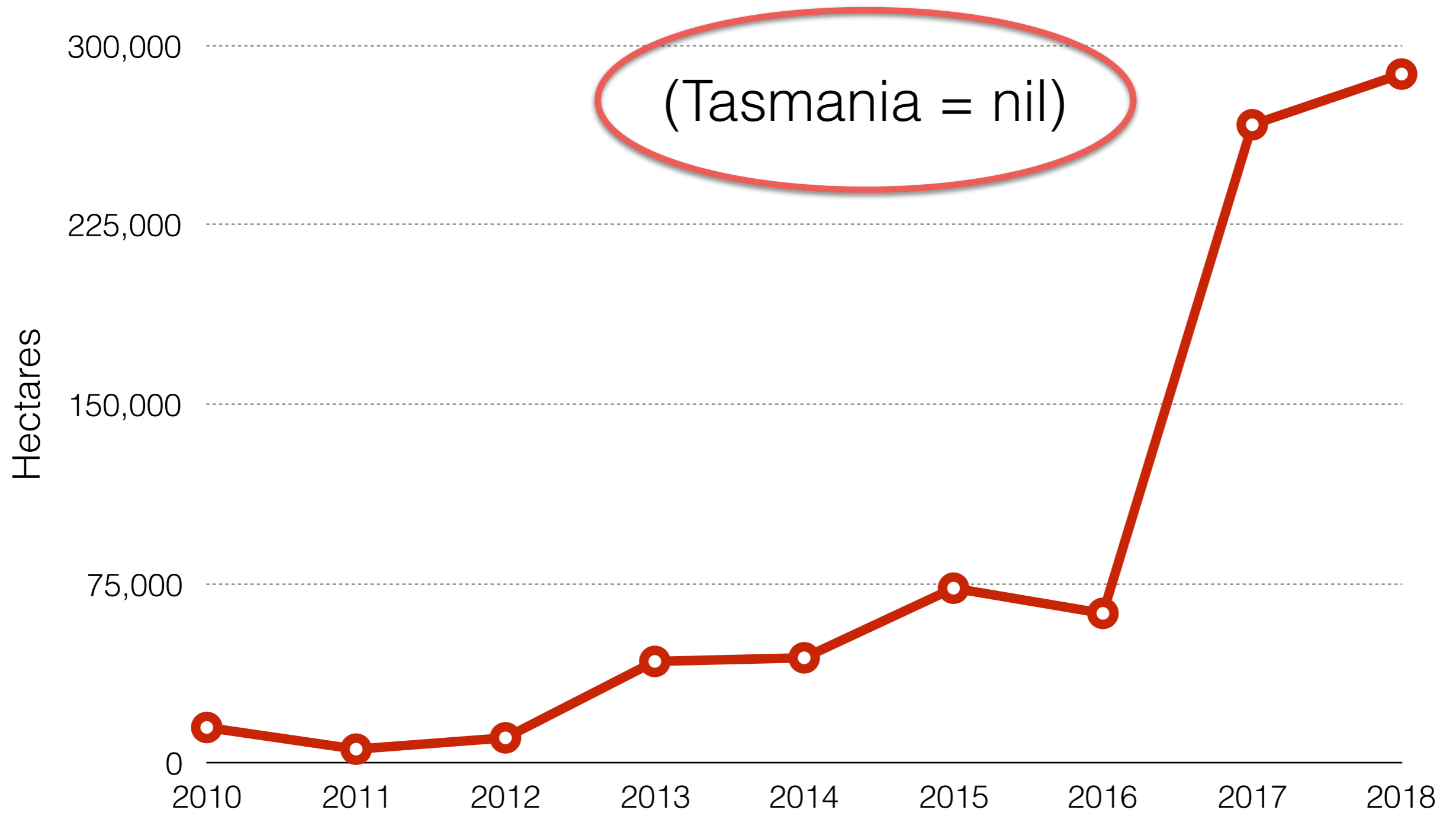
Global Bananas



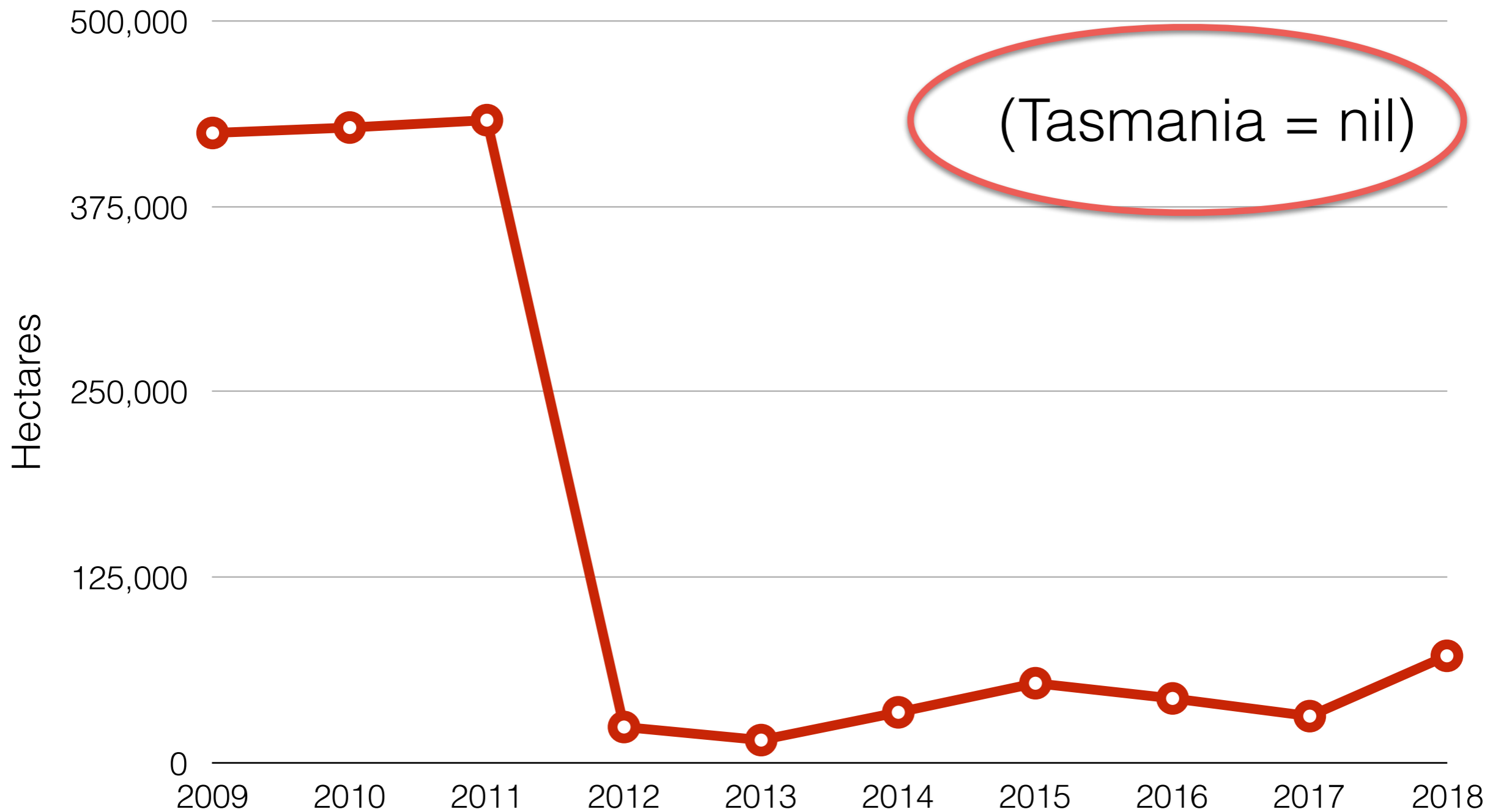
Global Organic Bananas



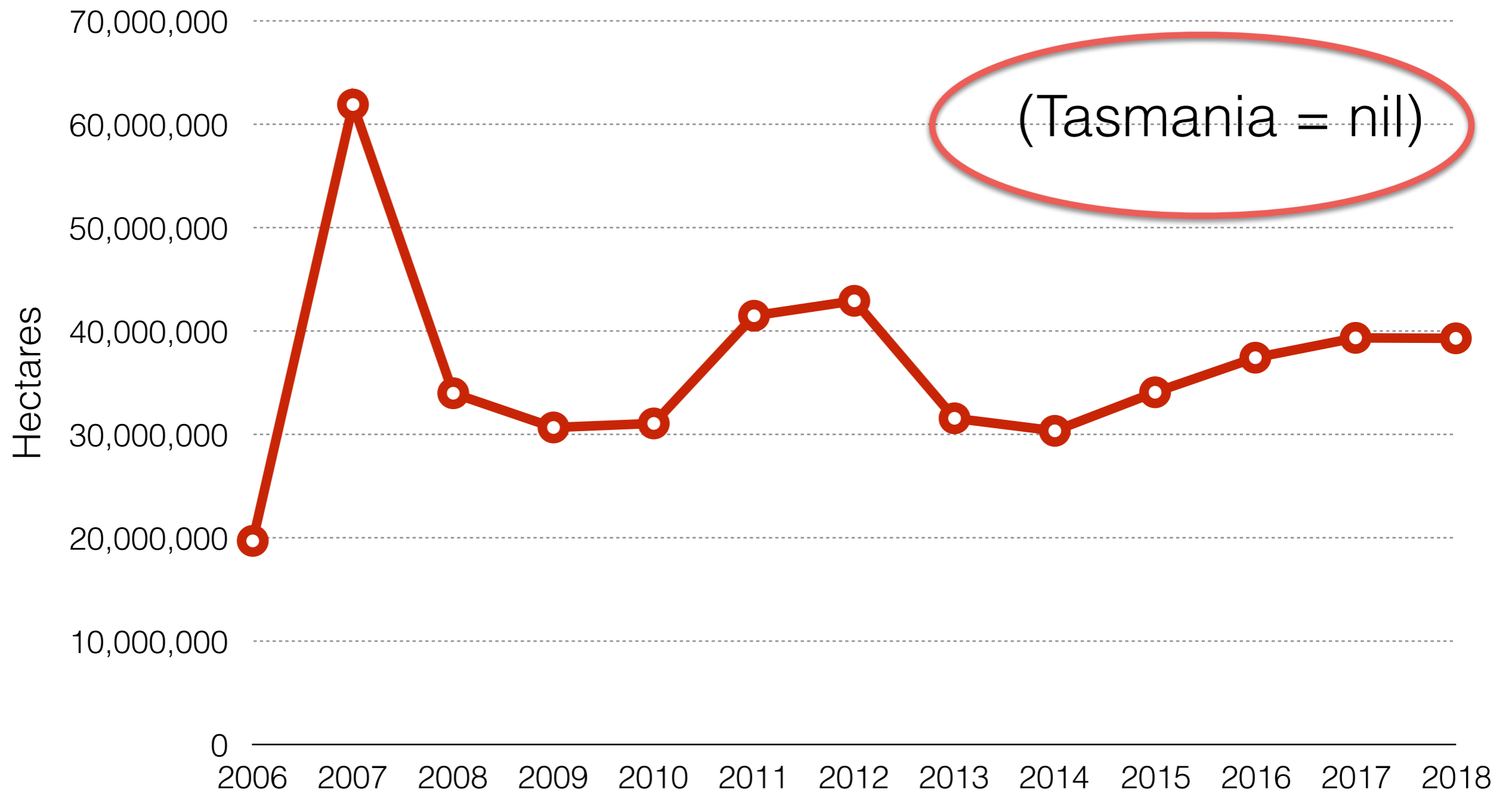
World Organic Forestry



World Organic Aquaculture

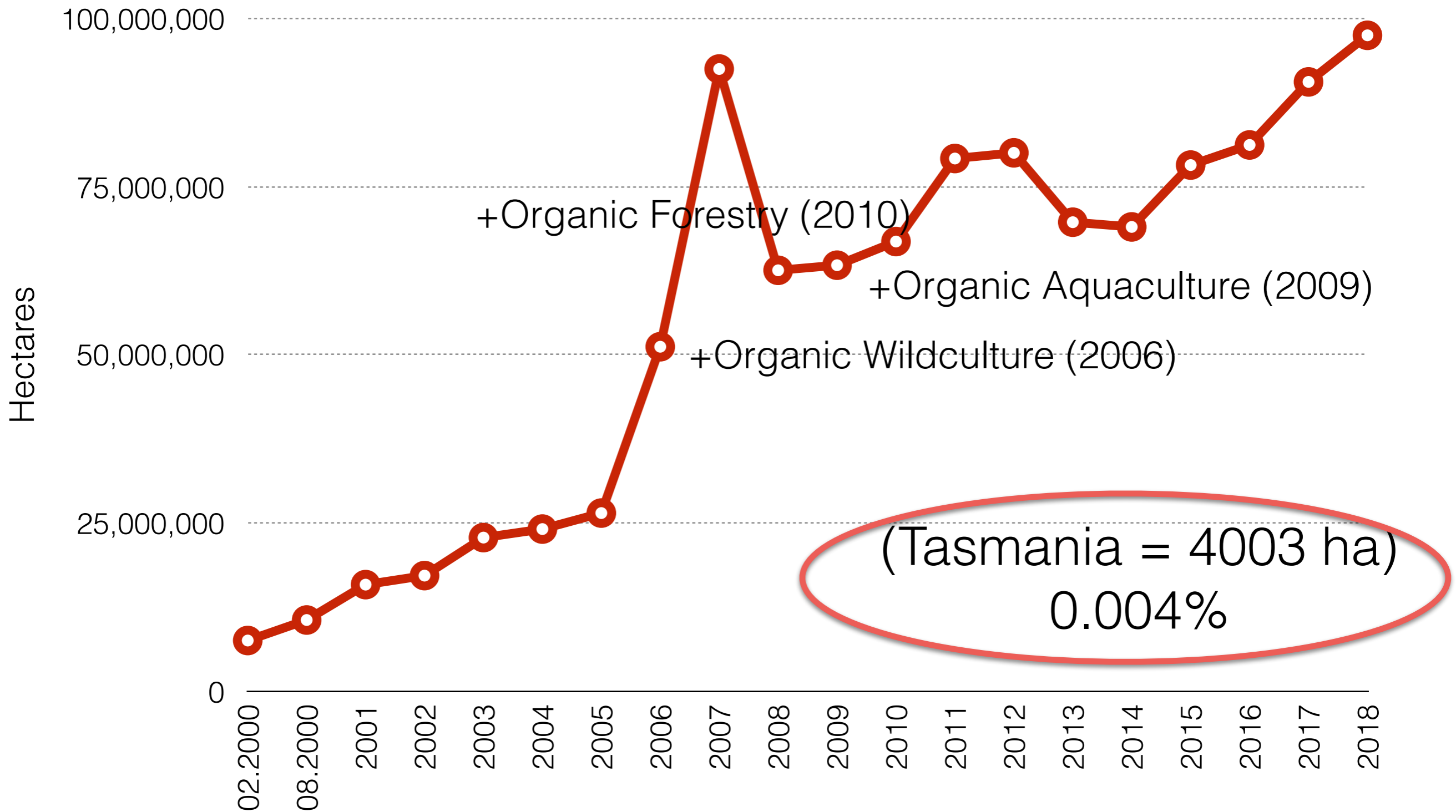


World Organic Wildculture



World Total Certified Organic Land

90,600,111 ha



A motivation for an Organic Tasmania ...

Tasmania Farm Gate: \$2.02 billion

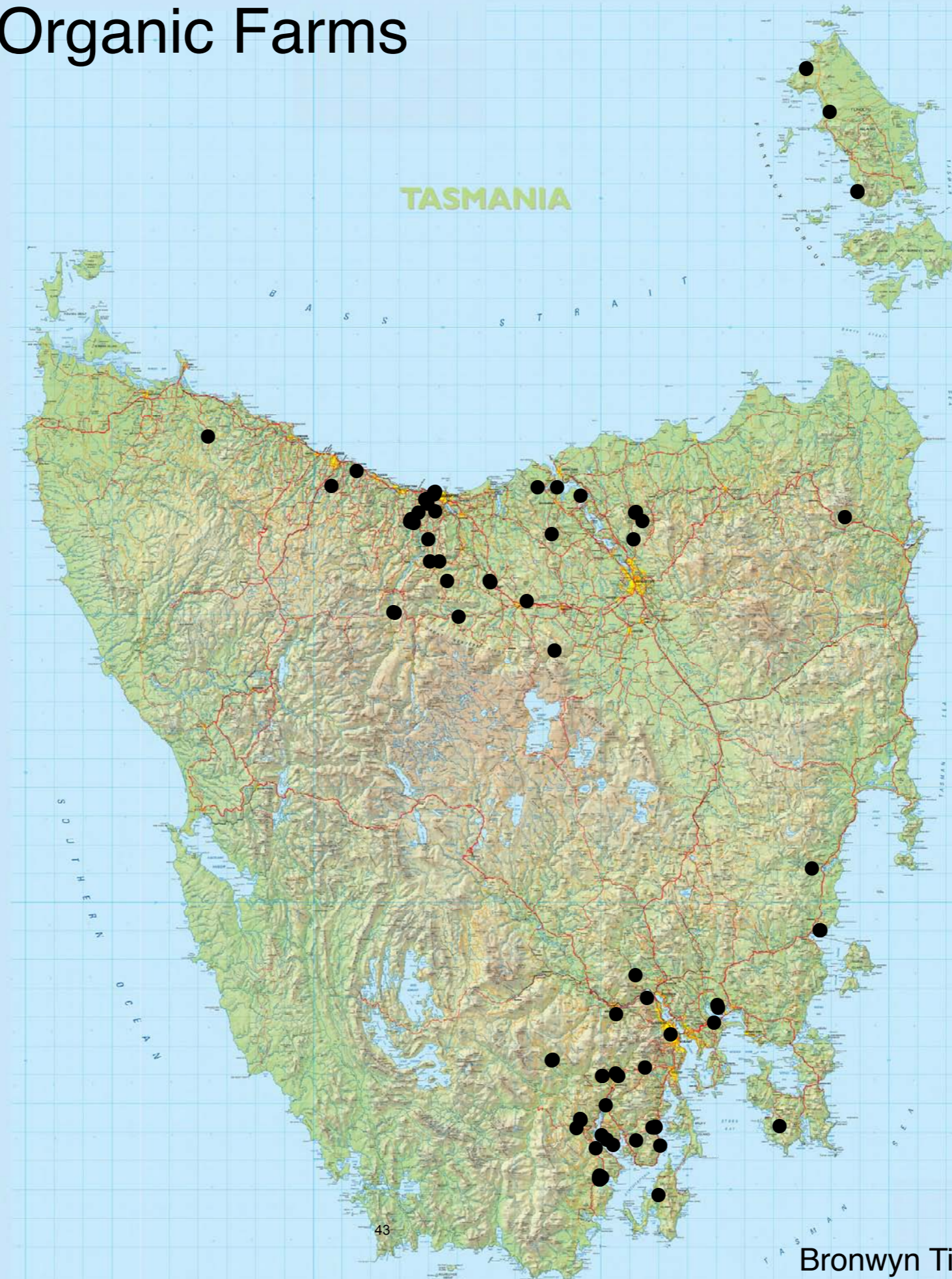
+

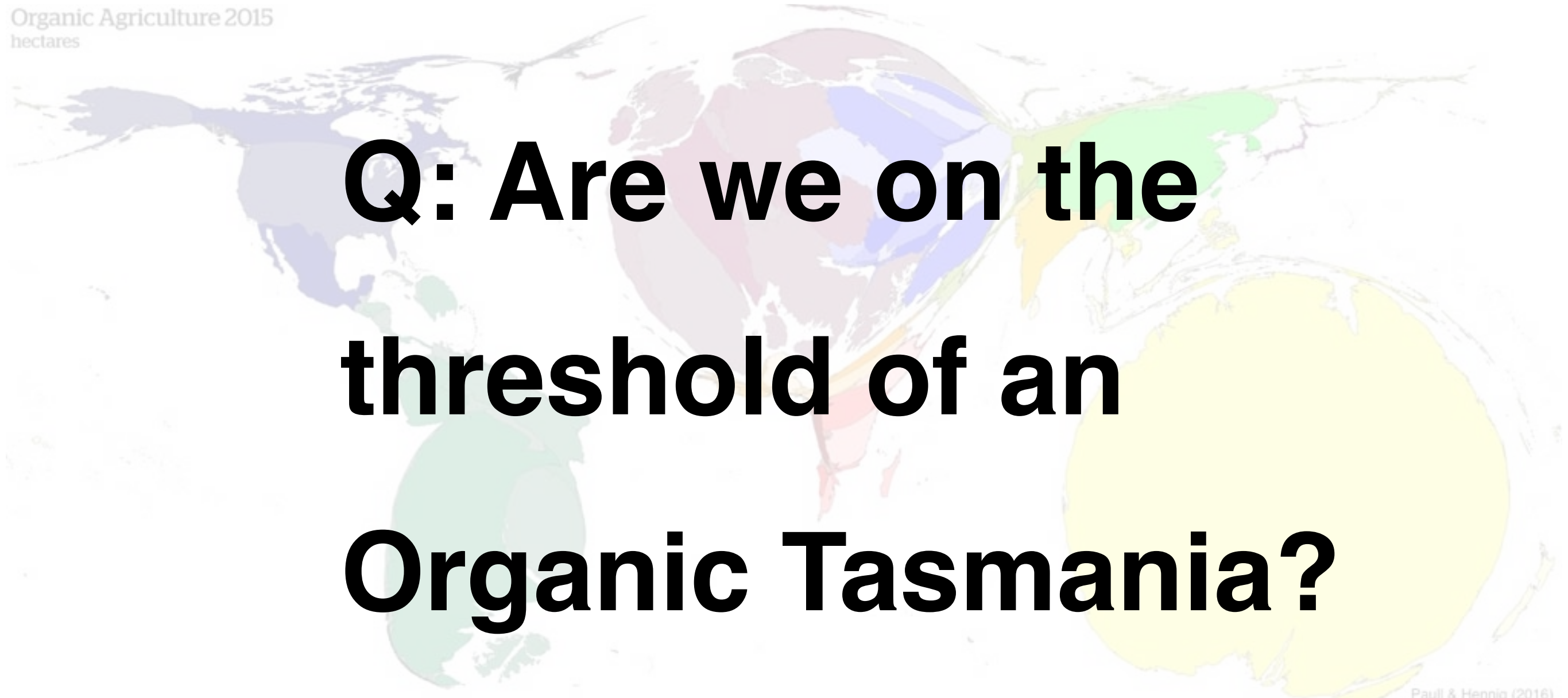
Price premium for organic 0% - 200%

=

????????

Organic Farms



A world map with various countries shaded in different colors (purple, blue, green, yellow, red) representing organic agriculture in 2015. The map is centered on the Atlantic Ocean.

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

Suggestion:

“\$230K over 4 years”

*** Mapping Data (TON)**

*** Free Certification**

Thank you

Questions

j.paul@utas.edu.au

Tasmania's Organic Spring: The 99.8% Opportunity

John Paull

Geography & Spatial Sciences, University of Tasmania

Tasmania has experienced seventy years of organics advocacy (from 1946). Yet Tasmania has just 0.2% of its agricultural land certified organic. Converting the state to organic could take 35,000 years at the current rate - and who has that kind of time? In contrast, Australia has 7.1% of its agricultural land as certified organic. Australia has more organic land than any other country. Tasmania has 4003 certified organic agriculture hectares and 79 certified organic operators (compared to the Australian total of 27.1 million organic agriculture hectares and 2075 certified organic operators). This suggests that there is a massive opportunity - the 99.8% opportunity - for Tasmania to embrace the ethics, practices, and economic benefits of organic production. With the impending certification of a number of organic dairy properties in Tasmania, is the state on the cusp of an Organic Spring? OMG (Organic Milk Group) has just achieved certification of its first dairy farm and has just started supplying Woolworths supermarkets with organic milk. Moon Lake has three dairy farms at or near conversion to organic and plans direct organic milk exports, Hobart to China. A new map of organic farms in Tasmania is presented.

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