

[BUSINESS NAME] WELCOMES PROPOSED SENATE REFORM OF AUSTRALIA'S ORGANIC INDUSTRY AS LONG OVERDUE

Support for Greater Transparency and Certification in Australia's Organic Market

[Business Name], one of Australia's leading producers of certified organic products, has welcomed the introduction of the National Organic Standard Bill 2024, presented in the Senate on 19 November 2024 by Senator Bridget McKenzie of the National Party. This legislative move represents an important step toward regulatory reform in the \$2.6bn Australian organic industry.

The proposed Bill aims to strengthen the integrity of the Australian organic market by closing loopholes in the domestic definition of the words "organic" and "bio-dynamic". If passed, it will bring Australia into line with leading markets including EU and the USA in ensuring stricter, and enforceable, requirements for products to be marketed as organic or bio-dynamic giving consumers increased confidence when choosing organic products.

"This Bill is a game-changer for Australia's organic and bio-dynamic industry. For too long, some products have used the terms 'organic' and 'bio-dynamic' without certification, creating confusion for consumers and undermining certified businesses," said [CEO's Name], CEO of [Business Name]. "We are proud to support this initiative, which will establish the high standards and transparency Australian consumers, and high quality certified organic products, deserve."

The Bill will also align Australia more closely with international organic standards, opening the door for bilateral equivalency agreements to provide Australian certified organic businesses greater access to the \$300bn worldwide opportunity. This reform could mark the most significant regulatory update for the industry since the National Standard for Organic and Bio-Dynamic Produce was introduced by the Keating Government in 1992, with Australia being the last OECD country to introduce domestic regulatory reform for the organic industry.

As Australia's organic sector continues to grow, the need for such a standard has become increasingly urgent. "[Business Name] has experienced firsthand the challenges of competing in a market where non-certified products can freely use the term 'organic,'" added [CEO's Name]. "This Bill is an opportunity to set things right, ensuring that certified operators and customers alike can rely on transparent, consistent standards."

[Business Name] urges bipartisan support for National Organic Standard Bill 2024, highlighting its potential to provide the regulatory foundation necessary to support Australia's thriving organic industry.

For further information, contact:

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