

## Submission to the National Organic Standard Bill 2024

### Submitted by: John Tidy's Organics

Certified Organic and Biodynamic Avocado Producers, Mary Valley, Queensland

We strongly support the introduction of the National Organic Standard Bill 2024. As certified organic and biodynamic avocado producers, we take pride in supplying high-quality organic and biodynamic produce to retail outlets, local businesses and customers directly. Additionally, as consumers of organic meat, vegetables and other products, we deeply understand the importance of integrity and trust in the Organic label.

This Bill is a crucial step forward for Australia's Organic industry, offering multiple benefits for producers, consumers and the economy:

- 1. Recognition for Ethical Practices:** The Bill will finally give certified organic (and biodynamic) growers the recognition they deserve for adopting sustainable, chemical-free farming methods that protect the environment and promote biodiversity. It ensures that "organic" is more than just a marketing term but a guarantee of quality and adherence to strict standards.
- 2. Consumer Confidence:** For consumers, the assurance that the Organic label represents genuine organic produce will build trust and encourage greater engagement with organic products. It will provide peace of mind that they are paying for exactly what they expect: produce grown without synthetic inputs or harmful chemicals.
- 3. Market Growth and Export Potential:** By aligning Australia's Organic standards with international benchmarks, this Bill will open doors to export opportunities, enabling organic operators to access new markets. The resulting economic growth will benefit the entire industry.
- 4. Reduction of Costs for Producers:** A clear and uniform organic standard will reduce confusion, streamline certification processes and lower compliance costs for growers and businesses.
- 5. Support for Local Economies:** By promoting the growth of the organic sector, this Bill will help create jobs, encourage innovation and strengthen regional economies like the Mary Valley.

In conclusion, the National Organic Standard Bill 2024 represents a transformative opportunity for Australia's Organic industry. It will protect and reward the hard work of certified growers, empower informed consumer choices and position Australia as a global leader in organic agriculture.

John Tidy's Organics urges the government to pass this Bill to foster transparency, integrity and sustainable growth within the Organic and Biodynamic sector.

Yours Faithfully

**John and Julia Tidy**

**John Tidy's Organics**

Certified Organic Avocado Producers

Amamoor, Mary Valley, Queensland