



OANZ Profile 2020

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MISSION & VISION

Our Vision

OANZ vision is to make the world more sustainable through organics.

Our Mission

OANZ mission is to achieve excellence and endurance in organic agriculture and commerce and grow the organic sector in Aotearoa. To behave individually and work collectively, to nurture and protect the environment and to enhance the well-being of New Zealanders.

DRAFT Key Messaging

- OANZ is the national voice for New Zealand's organic sector. Its mission is to provide leadership and collaboration for organic and regenerative policies that are good for the health of New Zealand's people, its communities, environment and economy.
- OANZ advocates for a better future. A future where people can easily access foods and fibre devoid of harmful chemicals, grown in healthy soils that help regenerate the earth, sequester carbon, and combat climate change. A future where resilient organic farming systems provide unparalleled food security.
- OANZ advocates for a future where Aotearoa's organic farmers can easily access markets that demand their clean, ethically produced products.
- OANZ is a positive organisation that wants organic companies and farmers to succeed and non-organic companies and farmers to become inspired. We share stories about passionate people who make the world better.
- OANZ advocates for retailers and consumers by building confidence in the organic integrity of the products - from seeds to shopping basket.

OANZ STRUCTURE

OANZ Council

The OANZ Council is comprised of its Members. Each Member is entitled to appoint up to two representatives who, together with the appointed of all the member organisations, shall comprise the OANZ Council.

The affairs of OANZ is under the overall control and governance of the Council. The main function of the Council is the development of a long-term strategy for OANZ and the election of the OANZ Board.

Committees

Standards Working Group - Convener Derek Broadmore

- * Chair: Chris Morrison, OANZ Chair
- * Open to all Members, up to two representatives each

Technical Working Group - Convener Derek Broadmore

- * Chair: Chris Morrison, OANZ Chair
- * Jeff Gordon, AsureQuality
- * Donald Nordeng, BioGro New Zealand Ltd.
- * Allan Gorthy, Demeter
- * Jim Bennett, Organic Farm New Zealand
- * Jenny Lux, Soil and Health

OANZ MEMBERS

AgriSea New Zealand

Biodynamics New Zealand

Bostock New Zealand

Chantal Organics

Earthstar Holistic Business Ltd

Foodstuffs NZ

Fresh Direct / Pure- fresh

Helix Organics

Horticulture New Zealand

IncaFe / Peru Cafe

Karma Cola

Kawerau Dairy Co

Kokako

Lawson's Organic Farms Ltd

Natural Sugar NZ Ltd

Nature Baby Ltd

Open Country Dairy Ltd

OrganicFarmNZ (OFNZ)

Organic Winegrowers NZ

Organic Traders Association of NZ (OTANZ)

Soil & Health Association

Woolworths NZ Group Ltd.

Zealong Tea Estate Ltd.

Zespri International Ltd.

Zest Biotech Ltd

Commonsense Organics

Ceres Organics

Organic Exporters Association of NZ (OEANZ)

OANZ BOARD

OANZ Board

- * **Chair, Chris Morrison** (All Good Organics, Organic Exporters)
- * **Deputy Chair, Tiffany Tompkins** (Organic Winegrowers NZ)
- * **Treasurer, Noel Josephson** (Ceres, Organic Traders)
- * **Sam Weaver** (Churton)
- * **Clinton Chambers** (Taste Nature, Organic Traders)
- * **Susan Miller-Thevenard** (Organic Dairy Farmer, Organic Farmers Advisory Group)
- * **Scott Lawson** (Lawson's Organics)

- * **CEO, Viv Williams**

OANZ Advisory Board

The purpose of the OANZ Advisory Board is to build and sustain a strong group of advisors and advocates for OANZ. With specific skills, the Advisors add credibility and viability to OANZ and the organic sector. They are ambassadors for our mission and provide pro bono work to assist with OANZ needs/purpose. OANZ Advisors do not have Board responsibilities, rather they individually assist with specific programme(s) of work and/or advocacy.

- * Robyn O'Brien
- * Derek Broadmore

OANZ BOARD



Chris Morrison - OANZ Chair

Chris started out brewing ginger beer at home. From there he grew the Southern Hemisphere's most successful organic drinks brand, Phoenix Organics. Since selling Phoenix in 2005 he has invested in a number of ethical business start-ups. For ten years he was founding chair of the Sustainable Business Network. He also served for a decade on the board of BioGro. Chris has been a councillor for the Soil & Health Association and has held various roles with Fairtrade Australia New Zealand.

In 2010, Chris co-founded All Good Organics with two business partners. They soon began importing New Zealand's first organic Fairtrade bananas. In 2012, they launched Fairtrade organic soft drink company Karma Cola. Their Karma Cola Foundation supports cola nut growers and their communities in Sierra Leone. Chris is currently a director of Kokako Coffee and is also on the board of the Organic Exporters Association of New Zealand.

Tiffany Tompkins - OANZ Deputy Chair

Tiffany's enthusiasm for organic brands stems from her extensive experience in the food and beverage industries. She began her organic journey in the United States as an importer of organic Fairtrade wine. With the motto 'Drink Like You Give a Damn', she sold wine to distributors and national retailers like Whole Foods Market, while educating the public on why this type of wine mattered.

In the USA, Tiffany became part-owner and COO of an online organic gift company, America's Best Organics. Prior to that, she worked on brand engagement in the health and sustainability products market. She has also been involved in lobbying, including campaigns around GMO labelling and organic standards. Since moving to New Zealand, Tiffany has been involved in the organic industry as a member of the Organic Winegrowers New Zealand executive board (treasurer) and has been engaged as a member of the Organic and Biodynamic Winegrowing Conference Committee.





Noel Josephson - Treasurer

Noel has been involved in the organic movement for around 40 years. He is a founder and director of Ceres, one of Australasia's leading organic food distributors. In the 1980s, he was a co-founder of the original Ceres co-op - New Zealand's first urban organic vegetable co-op. He joined Ceres full time as an executive director over three decades ago.

Noel is deeply passionate about the organic movement on a world level and is heavily involved in industry activities, both in New Zealand and around the world. He regularly travels the world as a trader for the Ceres Organics business and has built strong relationships with organic suppliers across the globe. In his words, 'Organics is not just about working to find harmony with nature; it is a pathway towards the understanding of how deeply interconnected the earth and humankind are.'

Clinton Chambers

Clinton has over 20 years of experience in the hospitality and tourism industry in New Zealand and Australia. He specialises in revitalising struggling businesses and turning new ventures into successful financial operations. Clinton's passion is people skills; he focuses on customer service, staff motivation, raising standards and quality performance.

Clinton's career has included overseeing and coordinating major events, managing leading accommodation centres, and running small restaurants, bars and cafés. When it comes to managing businesses, remaining close to his frontline staff and customers is very important to Clinton. In 2018, the culmination of his years in retail and hospitality led him to settle in Dunedin as the proud new owner of Taste Nature Organic Store and Café.





Sam Weaver

Sam Weaver is one of the most experienced wine professionals in New Zealand. Originally from England, he has worked in the wine business for over 40 years, covering every aspect, from commercial to technical. Sam comes from a farming family and studied microbiology at London University. He then worked in the British wine trade for ten years, becoming managing director at a London fine wine merchant.

Since moving to New Zealand in 1988, Sam has acted as a wine industry consultant in New Zealand and overseas. He and his wife Mandy also established their own organic wine company, Churton. Churton has strong ecological credentials and has produced certified organic wines from their unique hillside vineyard in Marlborough for the past 12 years. Sam is a past chair of Biodynamics New Zealand.

Scott Lawson

Scott Lawson, along with his partner Vicki Meech, is currently one of New Zealand's largest producers of certified organic berry fruit. Pioneers in their field, Scott and Vicki became certified organic in 1994. Through their True Earth brand, they are committed to supplying healthy food from healthy soils, for healthy people and a healthy society.

Scott has been involved in many farming organisations. Currently, he is active as chair of the Hawke's Bay Vegetable Growers and is a trustee of the Hawke's Bay Future Farming Trust. He is also a current board member of LandWISE and has served on the BioGro board.





Susan Miller-Thevenard

Susan's commitment to organic principles is visible on the land. Since securing BioGro organic certification for her first family dairy farm in 1986, Susan and her partner have certified three more blocks of farmland to meet international organic standards. Susan has worked off-farm in both paid and voluntary employment, in roles including governance, management, organisational development and change management, with a focus on education, culture and heritage. For the past ten years, she has worked hands-on in the organic dairy farm business.

Through farming, family, friends, sporting and cultural interests, Susan enjoys regular interaction with a diversity of people. As awareness and interaction with organics grows within New Zealand, she sees increased opportunities for organisations like OANZ to proactively engage with producers and consumers, encouraging the widespread adoption of organic principles.

Viv Williams - OANZ CEO

Viv has extensive experience in the food sector across both private and public organisations. Most recently, Viv was Head of Strategy & Business Development at Ceres Organics. As well as leading strategic planning, she was responsible for their Bulk, Produce, Health & Beauty and Export business units along with their store in Ellerslie. The experience gave her an excellent appreciation of the challenges faced by local and international organic value chains. Prior to this, Viv worked at New Zealand Trade and Enterprise leading the East Asia Food Programme, and at Nelson based Wakatu Incorporated as GM International for their Kono (food basket) business units.

Viv is hugely excited to be working with OANZ. She has a strong vision of organics as a pathway to better health, a more holistic and caring economic system and a better planet for future generations.



ADVISORY BOARD



Robyn O'Brien

Robyn O'Brien has been called “food’s Erin Brockovich” by The New York Times. She is a leader in the good food movement and an advocate for organics. Robyn is a dual citizen of New Zealand and the US. Based in the US, she advocates for the growth of organic and regenerative agriculture, and works to develop reliable organic produce supply chains. As vice president of impact investment fund rePlant Capital, Robyn uses philanthropic capital to support farmers in their conversion to organic agriculture.

Robyn is passionate about New Zealand’s future as a clean and green nation. She holds ambitions to reduce regulatory risk for New Zealand’s organic producers and develop bridges for New Zealand organics in the US. She currently works with legislators, trade associations, grocery chains and major multinational food companies to better understand the changing landscape of consumer behaviour and expectations. www.robynobrien.com

Derek Broadmore

Derek has spent 35 years as a lawyer in private practice, alongside 30 years of involvement in organic farm development and environmental activism. Derek has served as chair and director of several organic companies and grassroots organisations, including past roles as chair of organic certifier BioGro and chair of OANZ. He was also an early director of the Environmental Defence Society.

Since turning a bare 20-acre piece of land into a thriving certified organic mixed farm, Derek and his wife Roz have been commercially producing apples, juice, garlic and garden vegetables for the past decade. Derek sees regenerative, sustainable organic farming as the foundation for restoring our natural environment, increasing biodiversity, reversing climate change and providing nutritious food. Derek also currently works as a consultant with Ceres Organics, developing strong relationships with primary producers and building supply chains for New Zealand organic products.





PROJECTS

The last Council meeting took place in November 2019. During this meeting the Chair and Board were appointed and a two-year mandate was decided upon. Four key work streams were created from this mandate and it is the Board's responsibility to deliver.

The four work streams include:

- * Support the Organics Standard legislative process
- * Develop a Communications Strategy and Plan
- * Create the next Market Report
- * Create a new Strategic Plan that ensures OANZ longevity and impact