



ORGANIC SECTOR FORUM 2014.
June 16,17,18th 2014.
Wairakei Resort Taupo N.Z.



After the success of the *Organic Dairy Sector Forum 2012*, Organic Promotions is pleased to advise that the venue is booked for the

Organic Sector Forum 2014!

The aims of the event are;

- To bring those involved in organic primary production together.
- To provide 'out of the gate' insight to organic sector practitioners.
- To provide business & social networking opportunities.
- To empower primary producers through knowledge.
- And of course, enjoy some great food and social exchange.

There will be a wide range of 'in the gate' trade displays to enable primary producers to be right up to the mark with input and services options for certified organic production.

The Forum will include a range of seminars and workshops designed for;

- All engaged in the organic productive sector.
- Special sessions for dairy.
- Special sessions for pastoral.
- Special sessions for horticulture/arable.
- Special sessions for input / service providers.

While the programme is still a work in progress, **the venue is booked and the commitment made.**

Andre Leu, Chair of The International Federation of Organic Agriculture Movements is confirmed as our keynote speaker.

IFOAM; <http://www.ifoam.org/en/what-we-do/our-strategy>

President IFOAM: Andre Leu, Australia

Andre Leu was (2003/13) Chair of the Organic Federation of Australia. Its role is to develop the Australian organic sector into a major component of Australian agriculture that delivers benefits to consumers, producers and the Australian environment. The major activity has been working with the Australian Government on a regulatory system for organic products. This system will allow the organic sector control over standards setting with the regulators enforcing it. Andre was the Chair of the Far North Queensland Lychee Growers Association. Andre is an organic farmer, growing tropical fruits in Daintree, Queensland. He has over 36 years of experience in all areas of Organic Agriculture from growing, pest control, weed management, marketing, post-harvest, transport, grower organizations, developing new crops and education in Australia and in many other countries.

Please feel free to suggest topics of interest or speakers.

We will be incorporating aspects of the **United Nations '2014-- Year of the Family Farm'** into aspects of the Forum.

http://www.un.org/apps/news/story.asp/h%3Cspan%20class=%27pullme%27%3EIn%20short,%20when%20you%20empower%20a%20woman,%20you%20change%20the%20world%3C/span%3Ehttp://www.unfpa.org/www.fao.org/www.unicef.org/story.asp?NewsID=46566&Cr=food+security&Cr1=#.UpVpK772_IU

<http://www.familyfarmingcampaign.net/>

The provisional programme is below.



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Monday 16 th June.	Agenda.	Presenters.	Agenda (parallel).	
10 am.	Registrations.		Morning Tea>>trade exhibits.	
11 am.	Opening message.	Andre Leu; (confirmed) Chair International Federation Organic Agriculture Movements.		
11.40	Overview of the NZ organic sector and relationship with the world.	T.B.A.		
12.15 pm.	Lunch.		Trade exhibits.	
1.15 pm.	The Right to Farm. In this session we explore a land owners right to produce food/fibre on their land. <i>Containment in farm border; liability issues, spray, smell, water, GE, Organic, hort. Vs. pastoral. Also the role of the family farm in society.</i>	Dr William Rolleston Federated Farmers Vice President. Andre Leu; IFOAM. Insurance spokesperson. Local Government. Farmer.		
2.45 pm.	Afternoon tea.		Trade exhibits.	
3.15 pm.	The Right to Farm. Cont.	Farmer/grower discussion.		
5 pm.	Session end.		Trade exhibits, golf, bar, sauna, etc.	
6.30 pm.	Pre-dinner drinks and nibbles.		Trade exhibits, etc.	
7.30 pm.	Dinner; organic buffet.			
Post dinner.	The bars, dance floors, conversation lounges are at your disposal.			
Tuesday 17th June;				
6.30 am.	Video viewing. <i>Symphony of the Soil.</i>	<i>This is entirely optional!</i>		
7 am.	Organic buffet breakfast opens.			
8.30 am.	Integrity in production & marketing. <i>The role of third party validation and the risks to this.</i>	Malcolm Rands Others to be confirmed.		
9.45 am.	Morning tea.		Trade exhibits.	
10.15 am.	Integrity in production & marketing <i>Concluding with discussion.</i>	Full panel Q&A.	Continued 10.30 to 11.45	





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12 noon.	Lunch.		Trade exhibits.	
1.15 pm.	Meeting the certification needs of a sector. A workshop on understanding & evaluating the market validation (certification) infrastructure.	Mark Levick. Heli Matilainen Others to be confirmed.		
2.45 pm.	Afternoon tea.		Trade exhibits.	
3.15 pm.	Meeting the certification needs of a sector. <i>Continued in 2 groups</i> Pastoral & Hort. <i>Open discussion driven from the floor; how well is third party validation working for you?</i>		3.30 to 4.45 p.m. The role Trades have in growing the certified organic supply.	Speakers to be confirmed.
5 pm.	Session end.		Trade exhibits, golf, bar, sauna, etc.	
6.30 pm.	Pre-dinner drinks.			
7.30 pm.	Organic Banquet			
Post dinner.	The bars, dance floors, conversation lounges are at your disposal.			
Wednesday 18th June				
6.30 am.	Video viewing. Genetic Roulette.	<i>This is entirely optional!</i>		
7 am.	Organic buffet breakfast opens.			
8.30 am.	workshops; Raw milk regulations. Organic insurance. Organic Hemp Land tenure. Other topics to be confirmed.	<u>Various.</u> <i>A range of speakers have been approached. Please feel free to put forward suggestions.</i>	Trades Certification; A workshop on certification infrastructure as it relates to input/service providers.	Chair; Andre Leu.
10.15 am.	Morning tea		Trade exhibits.	
11.45	Workshops continued.			
12.15pm.	Lunch.			
1.30 pm.	Organic Vs. Imitator's? <i>Sustainability using agrichemicals—facts and fallacies.</i>	Dr Mike Joy Other speakers to be confirmed.		
3.00 pm.	Afternoon tea		Trade exhibits.	
3.30 pm.	Organic Vs. imitator's? <i>Sustainability using</i>			

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	<i>agrichemicals—facts and fallacies.</i>			
4.30pm	Summary and final address.	Andre Leu.		
4.59pm.	Forum Concluded.			
Post Forum.	Linger and chat, golf, bars, etc. or head off home at your leisure. <i>Stay another night.</i>			
Additional options; Sunday or Thursday.	Arrive in Taupo Sunday lunch time and spend the afternoon catching trout for your dinner---cooked by the chef @ Wairakei.	A round of golf--- Could be Sunday or Thursday.	We are working on the possibility of one of the key note speakers running an 'in the gate' workshop on the Thursday.	An opportunity for AGM or executive meetings of various organisations.

The Wairakei Resort is an ideal venue for such a Forum as this.

The Forum will be all onsite, with first class facilities, both in accommodation and conference areas.

Check out the detail on line at:

<http://www.wairakei.co.nz>

The Resort also offers conference room rates for 2 nights either side of the Forum.

See below for the pricing schedule.

For relaxation enjoy onsite facilities.

- On-site Body, Beauty and Therapy Treatment Clinic
- 9 Hole Golf Course
- Two heated outdoor swimming pools
- Six Spa pools
- Two Astroturf floodlight tennis courts
- Fully equipped gymnasium
- Squash court
- Sauna
- Children's Playground
- Two Restaurants and Bars
- Outdoor function Bar and Barbeque deck
- In-house Nightclub available on request





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Pricing Schedule. (Inclusive of GST.)

<p>Organic Sector Forum. 11 am. Monday 16th June to 5 pm. Wednesday 18th June 2014.</p> <p>Including accommodation, meals and Forum.</p> <p>(Accommodation 16th & 17th June.)</p> <p style="text-align: right;">Double Twin/share Single</p>	<p>\$950 couple. \$490 person. \$610 person.</p>
<p>Extra nights (up to 2 either side of the Forum) can be added for a room rate of; Note: no meals included for these nights.</p>	<p>\$140 per room.</p>
<p>Organic Sector Forum. 11 am. Monday 16th June to 5 pm. Wednesday 18th June.</p> <p>Meals and Forum only; (no accommodation.)</p>	<p>\$360 per person.</p>
<p>Trade exhibits; for those attending the Forum (paying a registration fee).</p> <ul style="list-style-type: none"> • Consider naming rights to rooms, seminars, breaks, etc. 	<p>\$150 Various.</p>

The importance of being there:

- Mix with other organic farmers/growers.
- Mix with input / service providers.
- Get informed on the various visions entities have for the organic sector.
- Have your say on the future of the organic sector.
- Be informed and involved in the future of organics in New Zealand.

To register simply email info@organicag.co.nz and state your preference from the pricing schedule above. You will then be invoiced. You may book and nominate a month for your payment or a schedule of payments. All accounts must be paid by 20th May 2014. Late booking may incur additional charges.

Regards,
 Bill Quinn,
 Organic Promotions.
 R.D.4 Paeroa. 3674.

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Organics'---integrity through transparency!



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Speaker profiles;

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Dr William Rolleston:

Dr Rolleston is a founding shareholder and director of South Pacific Sera, which produces animal blood products for the biotechnology sector and undertakes contract manufacturing of vaccines and biologics. He is a director of several other enterprises and is the vice president of Federated Farmers. Prior to the establishment of the Science Board he was a member of the Board of the Foundation for Research, Science and Technology.

Dr William Rolleston is a South Canterbury farmer and founding shareholder and director of South Pacific Sera. A former South Canterbury provincial president, Dr Rolleston is on the Ministry of Business, Innovation and Employment's Science Committee.

<http://www.southpacificsera.co.nz/index.html>

Malcolm Rands,

whose personal and business stories are told in Ecoman, is the founder and CEO of ecostore, New Zealand's leading manufacturer and retailer of plant-based household cleaning, body care and baby care products that are healthier for people and the environment with no nasty chemicals.

<http://ecoman.co.nz/>

Dr Mike Joy.

Senior Lecturer

Institute of Agriculture and Environment

Mike teaches environmental sustainability to ecology and environmental management undergraduate students in the Institute of Agriculture and Environment. He teaches community ecology, global environmental issues, freshwater ecology, microbial ecology and runs a field based paper looking first hand at environmental issues in New Zealand. Topics of his postgraduate masters and PhD research supervision range from assessing farmer's attitude to the environment to freshwater fish micro-scale habitat use. Mike teaches environmental sustainability to ecology and environmental management undergraduate students in the Institute of Agriculture and Environment. He teaches community ecology, global environmental issues, freshwater ecology, microbial ecology and runs a field based paper looking first hand at environmental issues in New Zealand. Topics of his postgraduate masters and PhD research supervision range from assessing farmer's attitude to the environment to freshwater fish micro-scale habitat use.

<http://www.massey.ac.nz/massey/initiatives/sustainability/people/mike-joy.cfm>

Dr Heli Matilainen, PhD

PhD in Biotechnology, MSc in Molecular Biology, Cert. in Organic Horticulture

Heli is the Director of the company. She has 10 years scientific experience in the areas of cancer research and GMOs. Her recent role as a Technical Manager of BioGro New Zealand Ltd, New Zealand's leading organic certifier, gives her state-of-the-art expertise in the area of organics.

<http://www.helixorganics.co.nz/index.html>



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Phyllis Tichinin;

Milk Quality overview For Organic Dairy Conference June 2014
Phyllis Tichinin, True Health Ltd.

Dairy farmers get a paid for the volume of milk produced and usually there is a payment emphasis on milk protein content over butter fat content. Somatic Cell Count and antibiotic residues are tracked but other quality indicators like MUN, CLA, vitamin and mineral content aren't often measured or made available to farmers. In an international market place where the high end, savvy consumer increasingly wants quality (nutrient dense and natural milk), how could NZ organic dairies be aligning itself to create verifiable quality and what's good in milk that we might be measuring? Do milk qualities link back to environmental performance on farm? This presentation will explore organic dairying's advantages over conventional and what might be done to boost milk quality and consumer awareness.

Ministry for Primary Industries;

to provide an update from;
a Policy perspective, including where we are at with further consultation.
to discuss more technical issues.
from our Science and Risk group come and speak on the public health side.

Mark Houston.

Village Milk Ltd.
Developers of the first raw milk program approved by MPI.
<http://www.villagemilk.co.nz/>

The Land Trust;

Food security and rural ecology are essential to national security. The Land Trust (CC 37781) will allow consumers, whose lives depend on the soil, to develop an active kaitiaki or guardianship role in support of those who carry the day-to-day responsibility for the farms
<http://thelandtrust.wordpress.com/>

More speaker profiles to be added soon.

Topic profiles;

'The Right To Farm',

In this topic we wish to explore the rights, risks and obligations of all on the land to produce what and how they wish, while not impacting on those around them.

As a part of this are the issues of one farm practise affecting the Right to Farm of another farm business, this may be; an organic or biological farmer using a smelly soil input or not managing weeds (not a part of organics—a part of bad farming) chemical trespass onto a neighbouring farm whether organic or conventional. the issues around GE (if it were introduced) and the Right to Farm for those choosing this technology and those next door. the implications of rural subdivision and so on. There are a wide range of potential issues, it is about the general discussion of The Right to Farm we wish to explore, not the rights and wrongs of any given farm practise.

Integrity in Production and Marketing.

With the awareness of food production, packaging, and all aspects of the supply chain has come the increase in 'production standards' available by way of third party audit, I believe the choice of validation is an issue all producers need to be aware of. Is there a difference between reality and perception?

Is organic ahead of the pack?

Is organic just a story or does it stack up?

Is it acceptable to have certified organic production marketed in non-compostable packaging?

Is the integrity of the production system compromised by the delivery of the end product?

Is there a marketing edge, or more how big is that marketing edge?



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I would like to have presented to Forum attendees the challenge of 'organic & beyond' product marketing to the complete 'cradle to cradle' concept, encapsulating the full 'return to earth' concept.

The choice between organic, free range, SPCA, CarbonZero and so on is only going to grow, how important is the integrity and more-so understanding the changing market expectations.

Meeting the Certification Needs of a Sector;

The session will provide understanding on what is the relationship between all of the certification systems currently operating in the NZ field of production. Explore how well these are meeting the sectors needs and what changes are already planned, both domestically and internationally.

The session will then go to explore how we ensure that the system will cope with growth, or contraction as the case maybe.

From the press release;

The farmers, growers and input manufacturers will explore aspects of the application of the international market access regulations here in NZ, are they meeting the production needs of this high value sector or do they need tweaking.

So often we are that busy working with what we have we do not have the time to stand back and truly evaluate, Quinn says, it may be working just fine, let's celebrate that but if a tweak is needed let's get that right. He goes on to say, for a much needed expansion to meet market demand we need the machinery to be running at its best, well-oiled and shiny!

Organic vs. Imitator;

Sustainability using agrichemicals

Organic agriculture is under a mass attack from those that adopt some organic/biological practise and proceed to tell the world how 'clean and green' they are---and maybe some are.

Can we be 'clean and green' with what level of Round-up, PKE, superphosphate, does a carbon balancing (trading) scheme do the same thing as incorporating carbon into the soil management program.

The intent is to question whether we (agriculture) can continue to use agrichemicals and claim sustainability?

Workshops;

Organic Insurance;

Explore how well our standard insurance policies cover aspects of our organic business.

How does the term 'common district practise' affect our risk management?

Is our 'organic-ness' insurable?

Like many people who have 'flood insurance' have found out that the water that entered the dwelling was in fact inundation not flooding---hey what's in a word?

Raw Milk;

The Raw Milk farm gate sales issue has really grown and matured over the past couple of years. The formalisation of the regulations around this practise are still under development and with many farmers meeting the market demand it is important to have industry discussion and involvement.

Why at the Organic Forum 2014---it was a topic at the Organic Dairy Sector 2012 and the relationship building with MPI was strong. The Raw Milk Assn. was also formed from this event. With many organic dairy farmers involved in raw milk sales it is critical to have sector wide engagement. We have both organic and non-organic supplies attending.

Organic Hemp;

This growth and development of the Industrial Hemp sector has had it up's and downs over millennia. In NZ and around the world there is considerable growth in the field. Most are wanting certified organic hemp, be it for oil or other aspects of the crop. In the 2013 /14 season 2 certified organic crops (over 20 ha.) were grown and a further 11 ha using organic practises, with the success of these crops we will see further land come into certification and considerably more Industrial Hemp grown in the 2014/15 season.

There is an opportunity here for many in the organic sector to grow Industrial Hemp, be involved in processing or other aspects of the sector.

Land Tenure;

Over the past year we have seen over 1000 ha of certified land in the Waikato/Bay of Plenty (there is more around the country) sell to conventional agriculture. Over the next few years we have many more farms that have been organic for a generation to come on the market.

Some of the farms that have entered organic management over the last decade will also come onto the market as growers /farmers reach retirement age, it is essential that we explore and understand how many,where, and what sectors. What are the various influences at play in them staying organic or moving back to non-organic management.

It is a heart break for many organic land owners to see their life's work undone, to have the environment they have created given no regard, to have a high value production unit returned to a input based commodity, lowest common denominator property.

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We have various presenter for this workshop to explore these issues.

Detail on other workshops will be available soon.



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