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CORE news

www.corebusinessnet.com

Summer 2008/2009

• Collaboration • Research & Development • Advocacy • Marketing



A quarterly newsletter for members, collaborators in the resource recovery industry.

CORE Celebrates 10 years!

The Centre for Organic & Resource Enterprises (CORE) is celebrating 10 years of research and marketing for the resource recovery industry.

During this time CORE has been instrumental in the development and implementation of a wide range of research and marketing programs across Australia, including the:

- Healthy Gardens Program
- Healthy Parks Program
- Carbon Based Agriculture Series
- Rehabilitation Action Agenda
- Healthy Sustainable Gardens Program
- International Composting Awareness Week
- National Organic Week

CORE wishes to take this opportunity to thank the many partners, organisations and collaborators who have enabled these initiatives, including the NSW, Victorian and Western Australian Governments, Victoria's Metropolitan Waste Management Group, local governments and their respective associations around Australia and many, many members and collaborators!

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Work is well underway for ICAW 2009, with CORE initiating a dedicated program for local government that will provide councils wishing to be involved with promotional resources and materials to run a successful event. Please note that the ICAW website has been upgraded with the events page ready to accept entries and that a day's delay between uploading your event's details and them appearing will be experienced due to website administration.

For more information contact Danielle Farrow at danielle@compostweek.com.au or ph (02) 9999 2834 or 0433 395 255 and see the Events page at www.compostweek.com/events_list.php

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North America Agritour, June 2009

Investigate innovations in the entire North American supply chain of Sustainable and Organic Farming, from input supplier innovations to the latest trends in retail marketing. Talk to policy makers and industry experts about how Canadian agricultural producers are adapting to climate change and using farm residuals to power communities. Explore organic farms and retail outlets in San Francisco and Vancouver, visit the Plant Research Institute and the biotechnology cluster network and AG-West Bio Inc. in Saskatoon, all before travelling to Regina, Saskatchewan for one of north America's largest broad-acre farm expos, "Farm Progress 2009": June 17-19 inclusive. Take in the awesome sights of the Rockies by train and enjoy high-level meetings with Canadian Agricultural officials and government experts.

Places are limited to 20 people and interest should be registered ASAP with the Agritour Co-ordinator on (02) 9999 2834 or email danielle.farrow@corebusinessnet.com

Healthy Sustainable Gardens (Autumn 2009 Program)

Now in its 4th year, the Healthy Sustainable Gardens Program is launching the Autumn 2009 campaign across Melbourne involving approximately 35 retail outlets, 5 suppliers, over 20 councils, the Metropolitan Waste Management Group, Sustainability Victoria and CORE. The mulch and compost promotion has been instrumental in increasing demand and given gardeners greater access to products.

Americana 2009

CORE is participating in the Americana 2009 Trade Mission to Canada with a mission to increase its knowledge of products, technologies and services that can assist in developing markets for recovered resources. CORE is also involved in a number of high level meetings on research and marketing initiatives while on the mission.

Rural Industries Research & Development Council (RIRDC) Research Project

"Improving soil fertility, increasing productivity and maximising the carbon sequestration potential of wheat crops using tailored carbon-based products."

The project is designed to identify the potential for using tailored, carbon-based inputs to increase productivity and carbon sequestration in conventional and organic wheat cropping within a range of applicable soil types, climatic conditions (temperature and rainfall) and land use and management practices, including quantity and quality of inputs. The project will characterise carbon pools in carbon-based input products and investigate their carbon contribution and turnover time when directly applied to soils (direct sequestration). The project is also designed to analyse the performance of these products over time to establish the value to growers of using tailored carbon based products. Its aim is to assist in increasing and sustaining wheat crop productivity in the context of managing risks associated with climate change adaptation and introduces the concept of "engineering" carbon based products as a strategy to improve soil fertility, resilience and maximise carbon sequestration.

Tender Program

CORE's Tender Distribution Program circulated over 30 tenders to members for the supply of products and services around Australia. The number of relevant tenders was significantly increased from this time last year.

ICAW 2008

International Composting Awareness Week (ICAW) 2008 was held in conjunction with Compost Australia for the 3rd consecutive year, from Sunday 4th to Saturday 10th May. Over 75 events were held nationally in 5 states and territories across the land and a 13 minute, in-depth segment on the benefits of RO (recycled organics) inputs for agriculture - a key market for development as identified by Compost Australia - was aired on ABC TV's Landline program, broadcast 3 times throughout the year to an estimated audience of 220,000 people each time. Additional to this television coverage, over 80 other media articles in print and on radio created a total of 7,961,843 'media impressions' or 'opportunities to see or hear' about ICAW's objectives and/or activities. A further 57 websites carried information about ICAW-related composting events and/or RO industry activities too. See www.compostweek.com.au for more details.

National Organic Week 2008

Like ICAW, another media marketing campaign initiated by CORE, National Organic Week (NOW) made its inaugural appearance last year, presented in conjunction with the peak industry body for the organics industry, the Organic Federation of Australia (OFA). Held from Saturday 11th to Sunday 19th October (we cheated: it was 8 days inclusive), the Events page at www.organicweek.net.au listed over 100 events as part of NOW, from organic wine and other product tastings and discounts to official government bashes. Indeed the following 5 Ministers for Primary Industry launched the week with invited media in their respective states: the Hon. Ian MacDonald (NSW), the Hon. Terry Redman (WA), The Hon. David Llewellyn (Tas), the Hon John Stanhope (Chief Minister, ACT) and the Hon Rory McEwen (SA). The OFA's Chair & Deputy Chair Andre Leu and Eric Love (respectively) met with the Federal Minister for Agriculture Tony Burke's Organics Advisor, Martin Breen to further the organic industry's national agenda.

Disclaimer: This Email is only for general information and is not to be taken as a substitute for specific advice. Views expressed are those of the writers and do not necessarily represent the views of the Centre for Organic & Resource Enterprises Suites 701-702, 107 Walker Street, NORTH SYDNEY, NSW 2060 Tel: +61 2 9922 1591 Fax: +61 2 9929 2252 . If you do not wish to receive further emails from CORE please email info@corebusinessnet.com.