

13-10-20

## In Conversion to Organic Popcorn

We are currently running short of fully certified Organic Popcorn and are now in a position of being only able to supply Certified Organic In-Conversion Popcorn until new crop, which is due in April/May 2021. This is a result of the ongoing poor summer crop seasons we have had over the last three years and not being able to fully replenish our supplies.

It is important to note that these products have been subject to the same rigorous third party audit process as conducted on **fully Certified Organic products**. In Conversion products have been grown on farming land which is undergoing the three year transition to **full organic status**. They have been tested to be free of chemical residues, and are certified by Australian Certified Organic to internationally compliant standards, the National Organic Standard, as well as the Australian Standard for Organic and Biodynamic Products (AS:6000-2009).

Unlike so called 'sustainable' or 'biological' products, In-Conversion to Organic products come from grain grown on farms which have had **an accredited third party audit** to ensure all involved in the supply chain meet these international standards. As noted previously it is simply a timing issue which prevents the product from being fully certified.

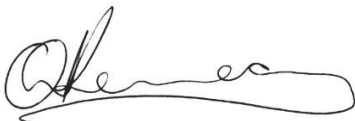


For a certified operator these products can be sold bearing the stippled ACO bud logo – which is recognised by over 70% of consumers in the industry.

It is important that **we support farmers** converting to organic by promoting and using these In-Conversion to Organic flours and grains. Kialla Pure Foods is actively doing this, as it not only assists in developing the supply chain, but it provides the consumer with a cheaper entry point being around 10-15% cheaper than fully certified products.

We urge you to consider using IC products in your business and support more farmers to convert to organic,

Regards,



Managing Director