

## Added value: BD Dairy secures Premier's award

**B.-D. FARM** Paris Creek has taken away the Rabobank Value Adding SA Premier's Food Award in recognition of their sustainable and efficient operating practices; and the provision of an all-natural dairy range which caters not just to dairy lovers; but to the expansion of the Biodynamic (BD) market.

Creators of a premium organic dairy range (including cheese, yoghurt, quark and butter), Paris Creek has a unique system which supports local dairies in becoming BD, assisting the SA organic/ BD sector reach a point where it can comfortably supply certified organic/ BD dairy to major retailers.

Ulli Spranz (owner, B.-d. Farm Paris Creek) says "Our goal was always to grow the organic and BD industry and we have grown to the point of dealing with major retailers. We still work with independent stores and health food shops – and we love the passion of all these stores. By also supplying to supermarkets we reach customers who may never otherwise find organic and BD."

"We can support and assist farmers locally through the first few years of their production, which is a learning curve for them – and we can also make sure farmers who make the effort to convert have a market through us," says Ulli. "We'll always find a use for their product."

Paris Creek's sustainable operations were also given a nod from the judges.

"We convert all our waste water through a recycling plant; so we are able to re-use it as irrigation water on the farm – all waste is recycled one way or the other. This adds to the overall value of the operation," says Ulli.



Ulli Spranz (B.-d. Farm Paris Creek, SA) accepts the South Australian Premier's Food Award for value adding from Paul Sabine, National Manager, Business Banking, RABO Bank.

The success of B.-d. Farm Paris Creek has brought the organic/ BD industry into some high profile arenas with Ulli also recently recognised as a finalist in the Telstra Women of the Year Award, from a pool of over 4000 applicants.

"It is important to me to communicate to all people that organic and biodynamic products can be successful in these mainstream, high profile competitions. Many people, judges and politicians do not have a lot of knowledge of organics – it is a chance to have the industry more widely known," she says.

[www.bdfarmpariscreek.com.au](http://www.bdfarmpariscreek.com.au)

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## OBE takes a shining lead in logistics

OBE Beef's export market supply chain has seen the company, owned by 32 Channel Country farming families, receive a Highly Commended award at the prestigious 2009 Mercury Logistics Awards last month.

Initiated and run by Reed Business Information, publisher of Logistics Magazine, the Mercury Awards recognise significant achievements in supply chain management. OBE Beef Regional Manager for Asia, Dalene Wray, has pioneered tours that enable the company's Australian organic beef farmers to meet their Asian buyers. The Asian tours are extremely valuable for farmers to learn about their specific markets and provide Asian buyers the opportunity to learn about organic beef production.

While the majority of OBE product is exported, the company is also expanding its domestic offering with the most recent development being OBE organic beef burgers and meatballs now distributed throughout South Australia through Holco Fine Meats. [www.obebeef.com.au](http://www.obebeef.com.au)



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