

6

REASONS TO GO ORGANIC

- 1 Human Health
- 2 Animal Welfare
- 3 Sustainable Farming
- 4 Environment
- 5 Taste
- 6 Integrity

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INGLEWOOD FARMS

Certified organic, free range chicken

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Inglewood Farms' industrial scale composting operation recycles litter from the growing sheds and waste from the processing plant. Compost facilitates the sustainability of cropping practices by acting as a biological stimulant for improved soil structure, moisture retention, and plant growth. These outcomes are achieved by encouraging both micro and macro organisms and improved humus levels.

Bringing the key functions in-house (grain growing, feed milling, chicken rearing, primary and secondary processing, sales and marketing) provides several key advantages:

- Retailers want a supply chain that can provide safe food, reliable logistics, and consistent quality (features which are difficult to achieve in immature organic markets).
- Consumers want to be satisfied about the integrity of the organic products they buy and the Inglewood Farms' "closed loop" production system provides safeguards (beyond the independent audits and certification) to alleviate this concern.
- Co-location avoids the need for overlapping transport links involved in shipping live birds, raw grain and milled chicken feed across the country. This cost advantage also reduces the "food miles".
- Vertical integration also facilitates superior quality and reliability. In-house cropping; feed milling; and chicken processing also provides integrity safeguards (no risk of substitution).
- Enhances and contributes to a low carbon footprint.

GROUNDWELL OF INTEREST IN ORGANIC CHICKEN

Choosing to support farms that caretake the environment and the animals they raise in an ethical manner, is a very positive way to spend your food dollar, considering:

- 1. Human Health** - Unlike regular free range chicken, our birds eat organic feed grown on the farm, without the use of chemical fertilisers, herbicides and pesticides.
- 2. Animal Welfare** - Organic chickens are free range, they see the light of day, feel the earth beneath their feet, and walk freely in the fresh air and sunshine.
- 3. Sustainable Farming** - Organics is not just chemical free or free range, it is about the way our food is grown and handled throughout the whole farming system.

Organic standards insist on recycling, biodiversity and reparation of any soil and water degradation.

4. Environment - Being a certified organic farm, we do not use conventional pesticides, synthetic fertilizers, bioengineering, or ionizing radiation – reducing both your and our carbon foot print.

5. Taste - Organic chicken today tastes like chicken used to in the good old days before intensive farming became the norm. They live longer than conventional chickens and have better muscle tone which means the flesh is firmer. In addition the meat is not irradiated or bleached during processing so you really can taste the difference.

6. Integrity - All integrity safeguards are government controlled and independently audited. We are certified by the ACO (Australian Certified Organic), who is the certifying arm of the BFA (Biological Farmers of Australia - Australia's largest and most reputable certifier. We are also certified Free Range by FREPA (Free Range Egg & Poultry Australia).

WHY THE COST DIFFERENCE BETWEEN CONVENTIONAL & ORGANIC CHICKEN?

- 1.** The organic standards prohibit the use of grain and other feed ingredients grown with the use of chemical fertilisers, pesticides, herbicides or genetic modifications. Organic grain costs twice as much as conventional grain.
- 2.** While meatmeal is allowed as a source of protein, organically certified meatmeal is unavailable in Australia so we must use much more expensive organic soy.
- 3.** Organic standards restrict artificial lighting to extend daylight hours, thereby reducing growth rates.
- 4.** Organic chicken must be grown to maturity over longer periods whereas conventional chicken is typically turned off in "under 40 days". Our chickens live almost twice as long as conventional birds, so they eat almost twice as much
- 5.** More infrastructure per bird as the organic standards specify an indoor stocking density of 25kgs/m² (approximately 10 birds). Conventional meat chickens may be stocked at 40kgs/m² (approximately 16 birds). Organic chicken must have access to well pastured, open air forage areas with 2500 birds/hectare stocking density.
- 6.** The price premium for organic chicken in Sydney is remarkably consistent with the premiums for organic chicken in London, Paris and New York.



Product Comparison

Many people hear the word ‘**organic**’ and wonder what it really means. The below table illustrates what organic chicken is, and why it’s so important.

	Chemical Free	Free Range	Certified Organic
HORMONE FREE (Oestrogen banned in 1960's)	Yes	Yes	Yes
GROWTH PROMOTANTS BANNED	No	No	Yes
ANTIBIOTICS BANNED			
- Medicinal purpose	No	Yes	Yes
- Feed Supplements	No	Yes	Yes
OTHER DRUGS BANNED			
- Coccidiostats	No	No	Yes
WHOLESOME CHICKEN FEED			
- Organically Certified	No	No	Yes
- Chemical Fertilisers banned	No	No	Yes
- Chemical Pesticides banned	No	No	Yes
- Chemical Herbicides banned	No	No	Yes
- Genetic modifications banned	No	No	Yes
CHLORINE FREE PROCESSING	Yes	No	Yes
LIFESPAN	35-40 days	35-40 days	65-80 days
OUTDOOR FORAGE AREAS			
- Fresh air and sunshine	No	Yes	Yes
- Green pastures stipulated	No	No	Yes
- Access Period	N/A	After 21 days	All ages
- Time outside (% of life span)	None	Approx 50%	Approx 85%
ANIMAL WELFARE			
- Artificial light banned	No	No	Restricted
- Stocking Density	Crowded	Uncrowded	Uncrowded
INTEGRITY SAFEGUARDS	No independent supervision	Monitored by industry associations. No government supervision	Government controlled & independently audited.