

Organic options for a sustainable future

The pandemic is ramping up interest in foods that are produced sustainably and also help the Earth.

When it comes to promoting the health of both humanity and the planet, few initiatives are as important as increasing access to sustainable, organic food.

Australian company Murray River Organics is at the forefront of this critical mission, pioneering large-scale organic, sustainable processes and creating great tasting products using locally and internationally sourced ingredients.

"We believe everyone deserves access to clean, sustainable, ethical and organic food, and we are on a mission to transform categories in Australian grocery retailing," says Murray River Organics CEO and managing director Valentina Tripp.

"Eating chemical-free is so much better for you. It's better for the environment. It's better for climate change. It's got so many benefits. Part of our mission is to really make these type of products accessible to most people."

Operating right across the value chain, Murray River Organics sources and manufactures products such as organic milk chocolate-coated fruit and nuts, organic trail mixes and a wide range of organic raw ingredients including coconut, grains, dried fruit, nuts, seeds and legumes.

With its new range of muesli, the company has also thrown its hat into the highly competitive breakfast cereal arena – a category in which organic alternatives enjoy little-to-no representation.



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Valentina Tripp

Murray River Organics has added muesli and chocolate-coated fruit and nuts to its product range.

"We run our own farms in Mildura where we grow organic dried vine fruit, organic hemp and organic oats next season," says Tripp. "We also work with growers all over the world to access ingredients like nuts and seeds, which enables us to create our beautiful muesli range and milk chocolate-coated sultanas, which are absolutely to-die-for."

Free from pesticides and artificial additives, Tripp says patronage of their organic products supports sustainable farming practices that preserve natural resources and promote soil fertility.

"I know that if consumers understand this, they'll really want it," she says. "It just really makes sense: if we take care of the planet, it'll take care of us."

With Murray River Organics products available nationally in Coles, Woolworths, Costco and select independent grocery stores, Tripp says the popularity of organic food is growing rapidly.

"We've seen double-digit growth rates every year," she says. "We've seen strong growth in organic fresh food, dairy and meat products, as well as in shelf-stable pantry items. We've also seen the growth of vegan and plant-based movements, which align with the needs of organic consumers. Most of our products are vegan as well."

Unsurprisingly, 2020 has also acted as a catalyst for change. The devastating advent of COVID-19 has increased consumer awareness of natural, sustainably grown

products while also encouraging them to educate themselves on sustainable food production practices.

"We've definitely seen an increase in the level of interest in organics as a result of COVID," says Tripp. "More than ever, health is occupying the centre of people's interest in terms of where their food is coming from and how that impacts their health."

"This presents us with a great opportunity to share stories about what our growers do and what we do on our farms. I think growth in demand for organic food and all the benefits it offers is something that will be part of our new normal. The future is organic; I truly believe that."

M Murray River Organics™

The Future is Organic

At Murray River Organics we believe in a future where sustainable, organic farming is standard. A future where families can trust that the products they buy really are all natural.

Our mission is to make tasty, nutritious and clean food accessible to everybody.

Our range of pantry essentials includes organic chocolate, fruit and nuts, oils, snacks and more.

Follow our journey at

murrayriverorganics.com.au

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