



GROWING INTO NEW MARKETS

Going global with organic foods? With help from the Industry Growth Centres Initiative, New South Wales-based firm Ozganics has secured international buyers and become one of Australia's leading organic food exporters.

When Anni Brownjohn formed Ozganics in 1999, it was one of the first entirely organic food manufacturers in Australia. Anni planned to export from the very beginning, and developed a product line that became well established both in Australia and overseas.

Nevertheless, as a business in one of Australia's six growth sectors, Ozganics still found the expertise and counsel of the Food and Agribusiness Growth Centre, Food Innovation Australia Ltd (FIAL), vital to growing its business.

With the help of FIAL, Ozganics has been able to further increase its international profile through being listed in FIAL's Australian Food Catalogue and attending international trade shows, including Gulfood 2017 in Dubai.

While Ozganics has been exporting for a number of years and has contacts in a number of overseas markets, it has secured additional international buyer connections through the Australian Food Catalogue.

Ozganics now exports over 26 different products to over 20 countries around the world and employs 20 members of the local community.

Ozganics is just one of the many businesses across six sectors unlocking its success with Australia's Industry Growth Centres Initiative. If your business has unrealised potential, now could be your time.

LEARN MORE AT
Industry.gov.au/IndustryGrowthCentres

GROWTH CENTRE SECTOR



ADVANCED
MANUFACTURING



CYBER SECURITY



FOOD AND
AGRIBUSINESS



MEDICAL TECHNOLOGIES
AND PHARMACEUTICALS



MINING EQUIPMENT,
TECHNOLOGY AND
SERVICES



OIL, GAS AND
ENERGY RESOURCES

GROWTH CENTRE INVOLVED



FOOD INNOVATION
AUSTRALIA LIMITED
FIAL.ORG.AU

BUSINESS FOCUS



OZGANICS

“There's nothing like going to a trade show with other Australian food manufacturers ... having one brand representing clean Australian food is very important. FIAL represents Team Australia”.

— Anni Brownjohn, Founder and President, Ozganics