

Going Organic for Goodness Sake: An Australian corporate consumer story

Meadmore, S.¹

Abstract

The Pancake Parlour developed the decision to go organic for goodness sake as it became apparent that many areas of food were unmonitored and unknown to processors. During the course of writing to all suppliers for their product disclosure and GMO status, we discovered an industry-wide lack of awareness of the status of food integrity.

During the course of this research, we developed an awareness of the various organic paradigms, certifications issues, and wider implications of the organic movement.

We continued research into the holistic approach toward sustainability and climate solutions. Despite a preference for the biodynamic philosophy, we found availability of products inadequate, with not enough suitable service due to industry preference for supermarkets. This made it, for the most part, untenable.

This resulted in The Pancake Parlour having to source some organic suppliers interstate. The option of the smaller operators' products proved too limited in quantity.

We observed an opportunity for smaller operations, particularly local ones, to develop means for servicing corporate customers directly using the reliability of community and business standing to offset their risk.

We began an education campaign, The Elegant Solution, for our 25,000+ per week customer base on organics and its relationship to climate change.

¹ Jewel Director and family member since inauguration