

MEDIA RELEASE

1 July 2008

Japanese company backs Australian Landcare Management Group

In an Australian first, a major Japanese apparel company, Onward Kashiyama, has shown its backing for wool growers who can demonstrate their environmental management credentials.

Onward Kashiyama has agreed to support the environmental certification activities of the Australian Landcare Management (ALM) Group.

With Elders-Landcare support, the ALM Group has formed a partnership with Australian Wool Innovation (AWI) to pilot their environmental management system with wool growers in South Australia and New South Wales.

The ALM system neatly matches Onward's environmental policy goal of creating environmental management systems based on the ISO 14001 standard, to continuously improve its environmental preservation activities and stop degradation of the environment.

"The support from AWI, Elders, Landcare Australia and Onward vindicates the ALM Group approach of adopting an environmental standard that is recognised worldwide," said ALM Group CEO, Tony Gleeson.

"Our focus now is to work with regional natural resource management and industry organisations to provide landholders with the opportunity to participate in this important development.

"Given the mixed industry nature of Australian farms and our dependency on export markets it is critical that we develop our green credentials on the basis of internationally recognised and nationally applicable whole-of-farm catchment linked systems," Mr Gleeson added.

Yass ultra-fine woolgrowers John and Robyn Ive believe the ALM system is most relevant and practical. The Ives say they have no hesitation in recommending it to other landholders.

"What we need now is support from natural resource management and industry organisations so that the ALM system is more widely implemented," explained Mr Ive, who is an Australian Superfine Wool Growers' Association national councillor.

"We also need arrangements to track product from participating landholders so that they might benefit from preferential access to emerging markets offering price premiums."



Australian Landcare Management
System

Further information

Tony Gleeson, CEO, ALM Group

P: +61 (0)7 4666 4112

M: 0402 099884

E: syncons@bigpond.com

Anne Currey, Communications, ALM Group

P: +61 (0)2 6686 5052

M: 0414878175

E: anne@naturallyresourceful.com.au

Web addresses: www.alm.org.au; <http://www.landcareonline.com/>;
<http://www.elders.com.au/>; <http://www.wool.com.au/>; <http://www.aswga.com/>;
<http://www.onward.co.jp/>

About the ALM Group

The Australian Land Management Group, the ALM Group, is a not-for-profit organisation comprised of a governing board, landholder members and support people. Its aim is to improve environmental outcomes in rural Australia in ways that enable recognition of the achievements of land managers and of their support organisations.

The ALM System is an audited, continuous improvement process where landholders implement plans customised for each property. This avoids the top down, 'one size fits all' approach taken by many natural resource management support programs, including those based on best management practices or externally developed environmental targets. ALM focuses on the causes of environmental impacts, both positive and negative, rather than on environmental symptoms. ALM works on a whole-of-farm basis rather than on an industry-by-industry basis as most farms operate more than two industries. ALM also works on a catchment-linked basis as all farms are affected by off-farm issues and all cause off-farm effects.



Australian Landcare Management
System