

AUSTRALIAN MADE  CERTIFIED ORGANIC

**BELLAMY'S  
ORGANIC**



# Innovation of Organic and The Bellamy's Organic Institution

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### **Breastfeeding is best 母乳是最好的**

World Health Organisation recommends that breastfeeding is best for your baby such that breastfeeding will provide the best start to life nutritionally and will also bring other benefits to a mother and her baby.

Having a balanced diet when breastfeeding is also important. Infant Formulas should only be used after you've sought advice from a doctor or health practitioner. A decision not to breastfeed can be difficult to reverse and introducing partial bottle feeding may reduce the supply of breast milk. It is also wise to consider the cost of infant formula.

If you use infant formula, all preparation and feeding instructions must be followed as per the manufacturer's instructions. This is important for your baby's health.

# Agenda for Today

## 今日议程

- Introduction to Bellamy's Organic
- Key Benefits of Organic
- Organic Product Innovation
- Introduction to Bellamy's Organic Institute

贝拉米有机介绍

有机食品的主要益处

有机产品创新

贝拉米有机研究院发布





# The Bellamy's Organic Story

## 贝拉米有机的故事



Founded in Australia in 2004, by a mother who wanted the best for her children

Made in Australia

Over 30 products in the range

Nutritious and dual certified organic

贝拉米建立于2004年，源自澳大利亚塔斯马尼亚，目前，旗下产品超过30余种，均为纯净、富含营养、获得有机认证的食品



# THE BELLAMY'S ORGANIC PROMISE





# Organic Cows 有机奶牛



Our milking cows aren't treated with antibiotics

牧场的奶牛均不使用抗生素



Our cows aren't injected with growth hormones

牧场的奶牛均不使用合成激素



Our cows aren't fed with genetically modified grain, corn or soy (GMOs)

牧场奶牛的食物里均不使用转基因谷物，玉米或大豆

# Organic Farms 有机农场



OUR FARMS ARE...



**NOT SPRAYED**  
WITH SYNTHETIC  
PESTICIDES

牧场和果园不能  
喷洒化学合成农药

OUR SOIL IS...



**NOT TREATED**  
WITH SYNTHETIC  
FERTILISERS OR  
SEWAGE SLUDGE

我们的土壤没有施用过  
合成肥料或用污水污泥处理过

OUR SEEDS HAVE...



**NOT BEEN**  
GENETICALLY  
MODIFIED (GMO)

我们的种子未经  
转基因改造

OUR PRODUCTS ARE...



**NOT TREATED**  
WITH IONISING  
RADIATION

我们的产品没有受到  
电离辐射的影响



# Organic Manufacturing 有机制造



**CERTIFIED ORGANIC  
MANUFACTURING  
PROCESSES**

有机认证  
制造生产流程

**NO ARTIFICIAL  
ADDITIVES OR  
PRESERVATIVES**

没有人工添加剂  
或人工防腐剂

**OVER 180  
QUALITY CHECKS**

超过180道质量检测



# Organic Certification 有机认证



# Organic Tracking 有机溯源

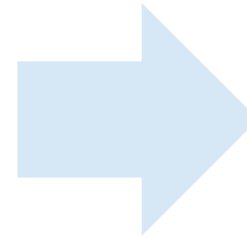
Blue Dot  
Tracking to  
Verify  
Authenticity

罐底新增二维码，  
即刻辨别产品真伪



Scan the blue dot  
QR Code with your phone

用手机扫描罐底二维码



Verifies product is Australian  
made and certified organic

验证产品真伪，  
以确认是否是澳洲制造及有机认证



# Health Outcomes and Organic

## 有机食品与人体健康

### Childhood allergy

- An organic diet has been associated with a lower risk of childhood allergy, with the greatest influence in the first year of life. (The KOALA Birth Cohort Study (n=2764))  
(Kummeling L et al. 2008)

### Cognitive decline, behavioural changes and birth defects

- Early-life exposure to organophosphates and organochlorine pesticides (primarily DDT) with adverse effects on neurodevelopment and behaviour (Roberts J et al. 2012)
  - Parental pesticide use and adverse birth outcomes: birth defects, low birth weight and foetal death (Roberts J et al. 2012)
- Chronic exposure to organophosphate pesticides → impact cognitive performance in agricultural workers (n=102) (Corral SA et al. 2017)

- 儿童过敏
- 有机饮食可降低儿童过敏的危险，而且在生命的第一年影响最大。[KOALA出生队列研究（包括2764名新生儿）]  
(Kummeling L et al. 2008)

### 认知能力下降、行为变化和先天缺陷

- 生命早期接触有机磷和有机氯农药（DDT等农药）会对神经发育和行为产生不良影响 (Roberts J et al. 2012)
  - 父母接触农药导致的不良出生结果：先天缺陷、出生体重低和胎儿死亡 (Roberts J et al. 2012)
- 长期接触有机磷农药→影响农业工作者的认知能力（102名研究对象） (Corral SA et al. 2017)



# Health Outcomes and Organic

## 有机食品与人体健康

### Cancer

- A higher frequency of organic food consumption associated with a reduced risk of cancer in adults (*Baudry J et al. 2018*)

### Antioxidant

- Higher antioxidant in organically grown crops (meta-analysis) (*Barański et al. 2014*)
- Lower antioxidants possible link to mineral nitrogen fertilisers (*Barański et al. 2014*)

### Heavy Metals

- Cadmium concentrations higher in conventional crops - mineral phosphorus fertilisers and pesticides in conventional crops (*Barański et al. 2014*)
- Prenatal and childhood exposures to cadmium associated with lower IQ/cognitive function in boys and altered behaviour in girls of school age (*Gustin K et al. 2018*)

### 癌症

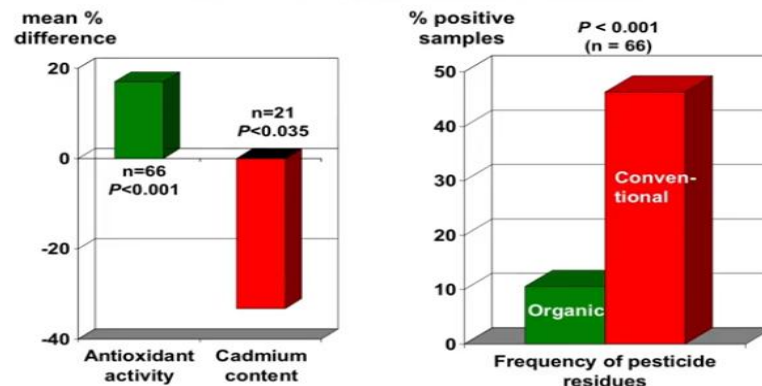
- 成年人食用有机食品的频率越高，患癌症的风险就越低 (*Baudry J et al. 2018*)

### 抗氧化剂

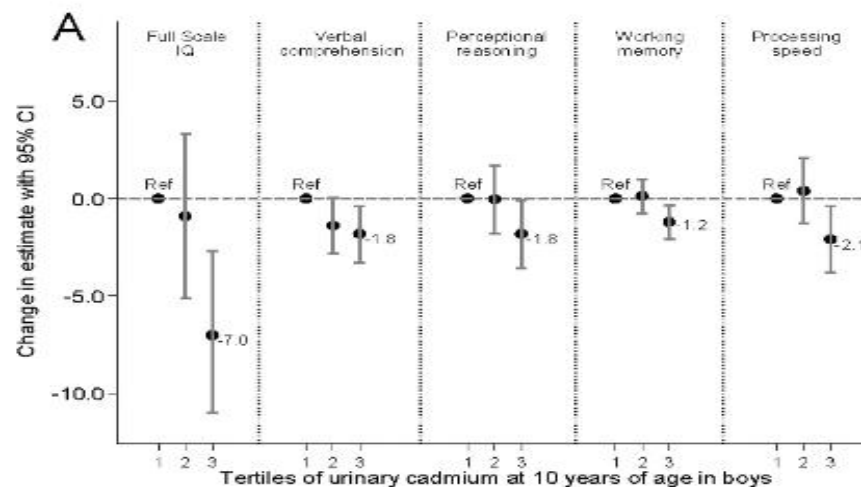
- 有机农作物含有更高的抗氧化剂 (meta-analysis) (*Barański et al. 2014*)
- 使用矿物氮肥可能导致抗氧化剂含量降低 (*Barański et al. 2014*)

### 重金属

- 使用矿物磷肥和农药会导致镉浓度高于传统农作物 (*Barański et al. 2014*)
- 出生前和儿童期接触镉会导致男孩的智商/认知能力下降及学龄女孩的行为变化 (*Gustin K et al. 2018*)



*Barański et al. 2014*



*Gustin K et al. 2018,*

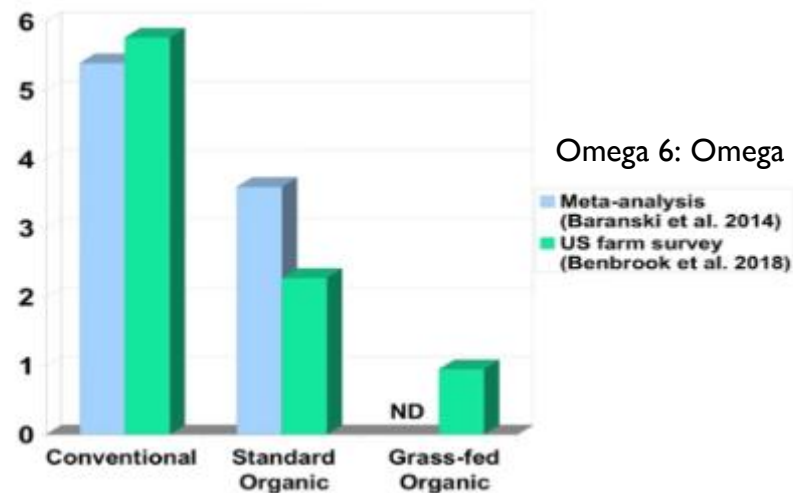


# Health Outcomes and Organic

## 有机食品与人体健康

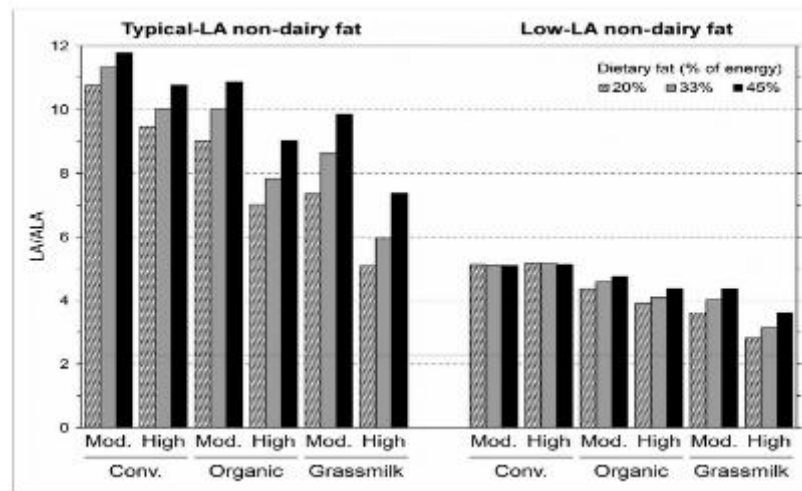
### Organic Dairy

- Certified organic milk accounts for approx. 0.9% of global dairy milk production (*KPMG Global organic milk production market report, 2018*)
  - 0.6% of milk production in Australia is organic
- Organic milk and meat shown to have higher Omega 3 (n-3) ALA, CLA and Vitamin E (*Średnicka-Tober, D et al. 2016, Benbrook et al. 2018*)
  - The well-known effects of grain feeding on milk FAs are caused by alterations in the normal functions of cow rumen and its microbes (*McDonald et al., 2006*)
  - Diet grass fed > grain/grass fed
  - During the lactation period
  - Lower LA:ALA and n-6:n-3



### 有机奶

- 经认证的有机奶约占全球奶产量的0.9%（毕马威全球有机奶产量市场报告，2018年）
  - 产自澳大利亚的的牛奶仅有0.6%属于有机奶。
- 有机奶和有机肉制品含有更高的欧米伽3脂肪酸（n-3不饱和脂肪酸、ALA、CLA和维生素E）(*Średnicka-Tober, D et al. 2016; Benbrook et al. 2018*)
  - 谷物喂养可以改变奶牛瘤胃及其微生物的正常功能，对牛奶所含的各种脂肪酸产生显著影响（*McDonald et al., 2006*）
  - 牧草喂养 > 谷物/草料喂养
  - 哺乳期间
  - 降低亚麻酸与α-亚麻酸的比例及n-6与n-3多不饱和脂肪酸的比例



Benbrook, C.M et al. *Food Science and Nutrition* 6, 681-700: 2018

# Bellamy's Organic – Experts in Childhood Nutrition

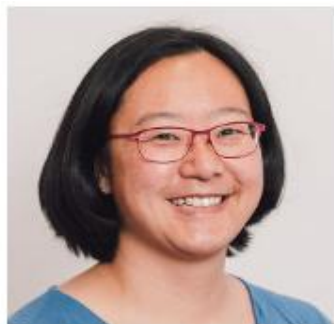
## 贝拉米有机——儿童营养专家



**Wayne Wilton**

Formula R&D Technical Advisor

Wayne has over 20 years' experience developing infant formulations and has over 40 years experience in Dairy Product R&D



**Melanie Russell**

Food R&D Technologist

Mel is a food technologist with over 16 years' experience in product development and quality assurance with a speciality in infant food products



**Sue Shelton**

Organic Certification Facilitator

Sue has over 10 years' experience working in Organic Certification and is especially interested in environmentally sustainable food systems.



**Marisa Nastasi**

Paediatric Dietitian and Customer Experience Manager

Marisa has worked as an Accredited Practising Dietitian for over 9 years and has experience and passion for working in early childhood nutrition



**Ken Sanders**

GM Manufacturing Operations

Ken has over 25 years' experience in supply chain management in the dairy industry, holding qualifications in both Chemical Engineering and Dairy Technology

We've assembled a team of true experts that are dedicated and passionate about creating high quality, nutritionally balanced and delicious organic baby food and formula.

With us, you can be confident you are giving your little one a pure start to life.



我们汇集了一批真正的专家，他们致力于创造高质量、营养均衡、美味的有机婴儿食品和配方奶粉。

选择贝拉米，您可以相信自己正在给孩子一个纯洁的开始。



# Bellamy's Organic – Product Range

## 贝拉米有机：辅食产品系列

### CEREAL



### RTS FRUIT, VEGETABLE AND BROWN RICE



### PRC CEREAL



### SNACKS



### RTS CUSTARDS AND YOGHURT



### PASTA



### RTS EXOTIC FRUIT



### RUSKS



# Latest Organic Product Innovation – Kids Yoghurt with DHA

## 有机产品创新-DHA酸奶果泥

NEW



- A good source of Omega 3
  - Omega 3 DHA derived from Algal Oil – the original source of DHA
- A source of calcium; 1 pouch is the equivalent to 1/3 cup of organic cow's milk
- Ambient – no refrigeration required
- No added sugar – natural sweetness from fruit
- Dual certified organic (NASAA and ACO)
- No artificial preservatives or additives



- 富含Omega 3 DHA – 提取自藻油
- 每袋含 1/3 杯有机牛奶，能帮助宝宝补充钙
- 常温酸奶：无需冰箱冷藏
- 无添加糖：所有甜味来自水果的味道
- 双重认证有机（NASAA和ACO）
- 无人工防腐剂或添加剂





# Latest Organic Product Innovation – PRC Cereal Range

## 有机产品创新-中文版有机米粉

NEW



- Made in Australia
- Triple certified organic (NASAA, ACO, COFCC)
- Combines the benefits of two organic grains; quinoa and rice which provide energy to support the growth and development
  - Made with organic Australian grown rice
- Uses organic milk powder from New Zealand
- Mild natural flavour suitable as a first food for babies
- No added sugar, salt, colours, flavours, preservatives
- All ingredients grown without artificial pesticides and fertilisers
- Gluten free

- 澳大利亚原产原装
- 澳大利亚中国三重有机认证
- 拥有2种有机谷物 – 藜麦和大米，帮助生长发育
  - 选用澳洲当地有机大米
- 选用新西兰有机奶源
- 温和自然米香适合作为宝宝的第一口辅食
- 不添加糖、盐、色素、香精及防腐剂
- 所有原材料生长过程中都不使用人工农药和化肥
- 无麸质食物

# Introducing Bellamy's Organic Institute

贝拉米有机研究院



Improve organic industry awareness and penetration



Support research on early-life organic nutrition



Develop organic standard and accelerate product innovation





# 开启有机新生

全链有机 全线有机





THANK YOU 谢谢!