

FRIDAY 16 TO SUNDAY 25 OCTOBER 2009

NATIONAL ORGANIC WEEK

NOW

Be Organic

“Taste the Difference,
Feel the Difference,
Make a Difference”

www.organicweek.net.au

Centre for
Organic &
Resource
Enterprises

**BIOLOGICAL
FARMERS OF
AUSTRALIA**



NATIONAL ORGANIC WEEK (NOW) FRIDAY 16TH TO SUNDAY 25TH OCTOBER 2009

Now in its second year, the Centre for Organic & Resource Enterprises (CORE) in collaboration with Biological Farmers of Australia (BFA) are hosting and promoting National Organic Week (NOW).

NOW is 10 days of targeted media and locally-staged activities designed to increase awareness of the benefits of organic products and farming production systems and accelerate the uptake of these in the wider Australian community and environment.

OBJECTIVES

The main objectives of National Organic Week are to:

- Increase consumer demand for, confidence in, and appreciation for organically-grown produce and goods in all extant and potential markets, with a dual focus of mainstream retail (large and independent) on the one hand and farm direct marketing and farmers' markets outlets on the other.
- Raise the general public's awareness of the vital connection between organic farming methods and genuine global environmental sustainability: especially between climate change abatement, organic farming practices, food waste avoidance and composting.
- Increase knowledge among members of the general public, food sellers, purveyors, restaurateurs, retailers, café owners and farmers Australia-wide about the stringent and world recognised standards for Organic and Biodynamic Products and about identifying certified organic products by independent certification logo marks.
- Engage and build capacity for non-organic and non-biological farmers to convert to organic and/or biological farming methods where appropriate, based on assessment of market demand and future industry growth needs, as well as for its environmental benefits and more resilient agricultural outcomes.
- Raise political awareness at relevant federal, state and local government levels of how sustainable organic and biological farming methods and products directly meet the agricultural and environmental challenges of the 21st Century; especially vis-à-vis climate change, resilient and diversified agriculture, food waste avoidance and water efficiency.
- Give media profile to NOW's week of activities including seminars, tastings, launches, while supporting industry stakeholders and sponsors to promote their organic products and organisations to the general public.

ACTIVITIES

- There will be a nationally co-ordinated Events Calendar of seminars, promotions, field days...oriented towards showcasing the organic industry in its diverse splendor to the public. Biodynamic and Organic Growers Associations nationwide will notify their members of NOW's dates and encourage them to conduct: workshops, tours, forums, promotions, etc.
- Organic growers, purveyors, producers, retailers and wholesalers will be organising events and running specials to profile their business and/or produce in a way that suits their individual business needs. They will register and upload the details of their Event(s) to the Events Calendar page at www.organicweek.net.au.
- The organisers will notify and liaise with all relevant guilds, associations and unions that communicate with the broader hospitality industry in order that they communicate NOW to their respective members.
- The organisers develop and co-ordinate the publicity and promotion of all of the above-stated objectives to the public, hospitality industry and to government through multiple media channels: all electronic media as editorial content and internet website.
- The organisers will drive the media promotion of the events registered on www.organicweek.net.au.
- The organisers will target media for those growers who've converted from non-organic to organic farming, focusing on their conversion methods, grower and business models and business and environmental outcomes. There will also be showcasing of long term, sustainable business success stories within the organic sector.
- The organisers will cause media coverage of organic producers, sellers and retailers with a particular focus on sponsors of NOW and those hosting events and promotions.
- The organisers will co-ordinate and deliver ministerial launches around Australia.

MAIN CHANNELS OF COMMUNICATION FOR NATIONAL ORGANIC WEEK

The NOW website and all electronic and print media provide the main channels of communication with growers, vendors, government, media and general public.

The organisers:

- Notify the key Growers' and Industry and Regional Associations and their members of the week, invite them to participate, promote information about and interest in organic farming methods and solicit suggestions from their members.
- Manage the National Organic Week website: to be used as the central communication point or hub for those organising and staging NOW events, those promoting and co-ordinating them and those reporting them in the media. In particular, this website hosts a Calendar page to which potential and actual Event organisers, coordinators and the media can refer, readily interact with and use to publicise NOW activities. Additionally, the NOW website provides information and data about organic to the general public and media.
- Utilise all available electronic and print media and internet channels for the above-stated objectives.
- Stage strategic communication between stakeholders, the media and, where desirable, government to promote the week and awareness of its objectives.
- Liaise with the media to gain 'feature' articles/profiles/stories on traditional farmers/ growers who've converted to organic/biological farming methods, how this was achieved and the business and other outcomes resulting from this conversion in all relevant media; especially rural and regional.

“Educating and informing the public about the organic message is not simply about a one line gimmick but is about a longer term relationship - assisting the public in understanding the links between healthy ecology, healthy soils and healthy humans, as well as animal welfare, no food additives and many of the other “goods” that organics represents.”

(Shane Heaton, BFA nutritionist, 2009)