

Biological Farmers of Australia Media Release, 16 October 2009

NATIONAL ORGANIC WEEK – QUEENSLAND EVENTS

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

Following the success of the inaugural 2008 National Organic Week (NOW), the Centre for Organic & Resource Enterprises (CORE) in collaboration with Biological Farmers of Australia (BFA) are presenting **NOW 2009** from **Friday 16 to Sunday 25 October**, celebrating fresh, nutrient-dense food and body-friendly organic cosmetics and textiles.

Despite widespread drought and the global recession, there has been a growth in organic farm gate sales of 80% in the four years since 2004 and organic retail sales have topped the half billion mark.

NOW 2009 is a national showcase in which organic producers, processors, wholesalers, retailers, markets, restaurants, community groups, councils and schools will present the organic message in a number of ways; launches, workshops, in-store promotions, food and wine tastings, seminars, cooking classes, community and educational events and special discount offers - all designed to increase awareness and understanding of the personal and environmental benefits of organics.

The Hon. Tim Mulherin, Minister for Primary Industries and Fisheries will launch NOW in Queensland at a delectable organic morning tea at Wray Organic, Newmarket on Wednesday 21st October, where special guests are invited for freshly baked organic bites and organic coffees. The Minister will present the NOW Best Queensland Organic Retail Outlet Award 2009 to the winning retailer, to be announced on the day.

Guest speaker Kym Machin, Executive Chef and part-owner of Brisbane’s celebrated Urbane restaurant, has worked in some of Australia’s best respected kitchens. Winner of Australian Apprentice of the Year and the Courier-Mail’s Young Chef of The Year awards, Kym will share some information about the exciting new range of locally-sourced organic foods that will soon be appearing on the Urbane menu.

“Society is looking for healthy food but one of the main reasons I chose to go organic is because of the better flavour,” Kym says. “Organic produce has been around forever but it’s just been forgotten about and pushed aside. By combining modern techniques with traditionally produced food we can showcase the best of both worlds.”

Wray’s will mark the close of their NOW 2009 celebrations on Saturday 24th October at each of their four shops with in-store demonstrations and talks by organic producers and growers. Consumers will have the opportunity to meet and ask questions of organic producers who supply the Wray stores with dairy produce, bacon, vegetable, fruit, seeds and eggs. Wray prides itself on the fact that their fruit and vegetable range is 100 per cent organic.

In a separate celebration, Flannerys Natural Grocers, a pioneer in the organics industry, will run an organic recipe competition, running from 16th to 31st October. Five entrants will win \$250 Flannerys shopping vouchers. As well, people joining Flannerys Discount Club Competition during NOW will receive a free \$10 gift voucher.



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BIOLOGICAL FARMERS OF AUSTRALIA CO-OP LTD
ABN 75 699 664 781

HEAD OFFICE - BRISBANE

PO Box 530 766 Gympie Rd
CHERMSIDE QLD 4032
Ph: +61 (0)7 3350 5716
Fax: +61 (0)7 3350 5996

info@bfa.com.au

SOUTHERN DIVISION OFFICE

PO Box 503
NURIOTPA SA 5355
Ph: + 61 (0)8 8562 2769
Fax: + 61 (0)8 8562 3034

info@bfa.com.au

www.bfa.com.au



"There has been a strong increase in the demand for fresh certified organic produce in recent years," says Flannery's Jan Murphy. "Even though the country has been in an economic downturn sales of our fresh organic produce has increased by over 50% this year."

Kym O'Connell, from the Organic Revolution Café in Tallebudgera, feels that the advantages of organic deserve more than a week's celebration, and has organised six weeks of events. Free movie nights of must-see documentaries that explore the truths of the food industry will run for the duration of the six weeks, including popular titles "Inconvenient Truth", "Food Matters" and "Future of Food". A series of Community Wellness Workshops will explore such themes as edible organic backyards, a gluten-free life and healthy eating for children.

And in New Farm, Sun and Earth Organics will be holding an organic tea party and tastings on the 17th October. Qualified naturopaths will be on hand to answer health related questions. "We will have rows of teapots set up for sampling, and will have a showcase session on organic dried herbs and how to mix healthy teas," says owner, Nereda Wills.

One of Brisbane's oldest health food stores, Sun and Earth took the extra step to become a certified organic store six years ago.

These are just some of the events taking place for National Organic Week.

Join us in the festivity – check the National Organic Week Calendar on the NOW website www.organicweek.net.au for a participating organic centre near you.

For more details contact BFA on 07 3350 5716, or Eric Love CORE, Chairman Ph: (02) 9922 1591; Mob: 0419 619 455 or write to info@bfa.com.au.

Full details of the Qld National Organic Week launch:

Official launch by Hon. Tim Mulherin MP

Organic morning tea

Date/ Time: Wednesday 21 October 2009, 10.00am

Location: Wray Organic, 110 Enoggera Rd, Newmarket, Brisbane

RSVP: Madeline Cooper, madeline.cooper@bfa.com.au; ph 07 3350 5716 ext 225

Ends

Media Contacts:

Jan Nary, BFA, ph. 07 3350 5716 ext 275

Eric Love, Centre for Organic & Resource Enterprises, ph. 02 9922 1591

ORGANIC – in a nutshell

Certified organic operators may not use GMOs or synthetic pesticides, fertilisers or additives and must observe stringent environmental and animal welfare regulations. A recently-released report by the French Agency for Food Safety (AFSSA) disclosed that organic foods are more nutritious than conventionally-produced foods and contain lower levels of pesticides and nitrates which have been linked to a range of health problems, including diabetes and Alzheimer's. Organic production is a system where everybody wins.



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NOW Events in QLD - for full details visit www.organicweek.net.au.

*Complimentary copies of the highly- respected magazine, **ABC Organic Gardener**, will be available at various NOW events alongside industry's most popular trade resource **Australian Certified Organic Magazine***

NEW FARM

Organic Tea Party!

Date and Time: Saturday 17 October 9am – 5pm

Venue: Sun & Earth Organics, 845 Brunswick St, NEW FARM

Description: A lovely opportuni-TEA to come and sip upon some refreshing, uplifting, fragrant and delicious teas! We will be serving a wide range of teas for you to try, free of charge! Come and enjoy the tranquili-TEA of our store!

Contact: Nereda 07 3358 2299 or sunandearth@optusnet.com.au

MORNINGSIDE

Open Day – Beelarong Community Farm

Date and Time: Sunday 18 October, 9.30am-2.30pm

Venue: Beelarong Community Farm, Cnr York and Beverley St, Morningside

Description: Beelarong Community Farm is run by volunteers committed to promoting healthy organic food production and sustainability in an urban environment. Come and check out our garden allotments, community market garden, composting toilet, worm farm and solar power set up.

Contact: David Fraser - info@beelarong.org.au

INDOOROOPILLY, NEWMARKET, BROADBEACH, PALM BEACH

Wray Organic

Date and Time: Saturday 24 October

Venue: Indooroopilly (14 Lambert Road,); **Newmarket** (110 Enoggera Road,); **Broadbeach** (Ground Floor, Oasis Shopping Centre,) and **Palm Beach** (19th Avenue Shopping Village)

Description: Meet our local growers & producers, taste their produce & ask the questions. Also running throughout the week will be an organic colouring competition for children 10 years & under at all Wray Organic stores. All entries should be returned to the store by 16th Oct. to be specially displayed in the store. A selection of organic treats goes to the winner, to be announced on 25th October. There will be in-store tastings and promotions.

Contact: <http://www.wrayorganic.com.au>

PADDINGTON

Biome Eco Store

Date and Time: Tuesday 20 October 12noon – 3pm

Venue: Biome Eco Store, 2 Latrobe Tce, Paddington

Description: Drop in for a free personal consultation during this time with Biome's skin care expert. Find out which skin care best suits your skin from Pure & Green Organics range and other ranges in store. RVSP to info@biome.com.au

Contact: Hayley 07 3368 3009

BRISBANE CITY

Biome Eco Store

Date: Friday 23 October 12.30 – 1.30pm

Venue: Biome Eco Store, 215 Adelaide St, Brisbane City



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Description: An inspiring, informative talk from personal perspectives and our research, on companies who behave badly, and those that shine in the field of organics and eco friendly alternatives (featuring our new range Pure and Green Organics).RVSP to info@biome.com.au
Contact: Hayley 07 3368 3009

Biome Eco Store

Date and Time: Starts Friday 16 October – Ongoing through NOW
Venue: Biome Eco Store, 215 Adelaide St, Brisbane City and 2 Latrobe Tce, Paddington
Description: We have 20 Pure and Green Organics air fresheners to give away if you purchase two or more products from our new Pure and Green Organics range during National Organic Week. Only while stocks last.
Contact: 07 3221 9842

ELANORA

"Seed Sowers Organic" Workshop

Date and Time: Thursday 15 October, 7pm
Venue: The Meeting Place, Cnr Guineas and Coolgardie St, Elanora
Description: Come and join the GOLD COAST ORGANIC GROWERS GROUP for a workshop on what to grow, when to grow and how to grow it!
Contact: Kym O'Connell, 0413 672 940

SUNSHINE COAST

Organic School Gardens Demonstration and Talks

Date and Time: Tuesday 20/10/2009 9am-11.30am
Venue: Chevallum State School, 460 Chevallum Rd, Chevallum.
Description: Demonstration of organic gardening in a school situation. In conjunction with the launch of our Stephanie Alexander project. Various organic producers and suppliers are participating through displays and talks. (FREE)
Contact: Robyn Cook 07 5445 9923

TALLEBUDGERA

Community Wellness Workshops

Venue: Organic Revolution Café, 33 Tallebudgera Crk Rd, Tallebudgera
Description: ORGANIC OCTOBER! - In Celebration of National Organic Week and to promote an 'Organic Life', the Organic Revolution Cafe is hosting 6 weeks of free movie screenings and wellness workshops.

'Mother and Baby Health Workshop'

Date and Time: Saturday 17 October, 2-4pm
Cost \$10 (Includes Organic Afternoon Tea).
Bookings essential: Contact 0422 901 596 / 55809 177 Rebecca @ www.livecertifiedorganic.com

'Edible Organic Backyards'

What, Where and When can I grow my own food??
Date and Time: Monday 19 October, 6-8pm
Cost \$20 (Includes Organic Dinner).
Bookings Essential: 0413 672 940

'Abundant Garden Living Superfood Workshop'

Find out how you can eat the most nutritious food on the planet!
Date and Time: Wednesday 21 October, 6-8pm



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Cost \$20 (Includes Organic Dinner)

Bookings Essential 0413 672 940

'Holistic Beauty Pamper Workshop'

Mothers and Daughters don't miss it...

Date and Time: Monday 26 October, 6-8pm

Cost \$20 (Includes Organic Dinner)

Bookings Essential : Contact Megan 0404 051 220

'Kids Healthy Eating Workshop'

Help your kids find out what's good and what's not...Mums & Dad WELCOME!

Date and Time: Wednesday 28 October, 3.30-5pm

Cost \$10 (Includes Organic Kids Fresh Food)

Bookings Essential: Contact Louise 0403 493 076

'A Gluten Free Life'

How to Nourish, Nurture & Know, your body Inside & Out...

Date and Time: Tuesday 3 November, 6-8pm

Cost: \$10 (Includes Organic Dinner)

Naturopath/Nutrition Instore

Bookings essential: Kym O'Connell - 0413 672 940 or kymkayla@bigpond.com.au

'Four Steps to Vitality and Optimum Health'

Date and Time: Wednesday 4 November, 6pm

Alkalisng, Cellular Hydration, Detox, Juicing, Breathing, Fitness proudly brought to you by Brett Hayes @ www.vitalityplusaustralia.com 1800 704 311

'Anti Cancer and Anti oxidant Superfood Workshop'

Date and Time: Monday 8 November, 6pm

Find out how you can safeguard yourself against illness...Certified Biodynamic Farmer- Lise Racine specialising in Medicinal Herbs..0413 672 940

FREE COMMUNITY MUST SEE...DOCUMENTARY FILMS

Venue: Organic Revolution Café, 33 Tallebudgera Crk Rd, Tallebudgera

Description: ORGANIC OCTOBER! - In Celebration of National Organic Week and to promote an 'Organic Life', the Organic Revolution Cafe is hosting 6 weeks of free movie screenings and wellness workshops.

Time: Movie screenings start at 6pm with an optional organic dinner and popcorn for only \$10.

Limited seating, bookings essential 0413 672 940

Organic Pizza + Decadent GLUTEN FREE FOOD...Will NOURISH your body whilst you NOURISH your mind....

OCTOBER 2009

Friday 16th: 'Food Matters'

Thursday 22nd: 'Power of Community'

Friday 30th: 'Home'

NOVEMBER 2009

Thursday 5th: 'FUTURE OF FOOD'

Friday 13th: 'Organic Comedy Surprise Film with Hot and Happy Yoga'



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NOOSA

Pure Earth Noosa Discount

Date and Time: Ongoing through NOW

Venue: www.pureearthnoosa.com

Description: In celebration of National Organic Week, Pure Earth Noosa (Eco Award winners 2009) are running a special month long promotion on a large selection of their range including body, baby and cleaning products. In particular all of their BPA Free Bottles will be reduced by \$2 for all NOW week customers. Also everyone that joins up for the monthly newsletter will receive an email with an exclusive Gift Voucher set up just for them.

Yeppoon

Grow Organic, Eat Organic NOW

Date and Time : Sunday 25 October, 10am-6pm

Venue: Farnborough State School, Hinz Avenue, Yeppoon

Description: Demonstration of organic gardening techniques, followed by the sale of locally grown organic produce. The day will culminate in a cooking demonstration and optional sharing of an organic meal.

Price: \$10

Contact: Pam Purton (07) 4913 7300

CAIRNS

Farmgate

Date and Time: Ongoing through NOW, 7.30am-2pm

Venue: The Pier, 1 Pierpoint Rd, Cairns

Description: The Farmgate Market at the Pier at the Marina provides locally produced fresh food, meats, dried product, cakes, conserves, breads, deli goods, wine, seafood and other local products. Local seasonality is the theme. The market is professionally managed and promoted. The primary objectives of the Market are to provide the Cairns community with regular access to a wide variety of locally grown and manufactured food and agricultural products and to provide the local growers and producers of value-added agricultural products of FNQ with a professionally managed venue to retail and showcase their produce.

REDLANDS

Wholesome Organics

Date and Time: Friday 16 October - Ongoing

Description: Wholesome Organics - Refrigerated home delivery service - supplying only the best Australian Certified Organic Produce, groceries & products. Mention this website during national organic week & receive 10% off your order!

Contact: (07)3820 6961 or 0403 584 281

worganic@bigpond.net.au

WARWICK

Oh So Natural

Date and Time: Ongoing through NOW

Venue: Oh So Natural, 74A Fitzroy St, Warwick

Description: Tastings in store every day.

Contact: 07 4667 0674 (Sharon)

COOROY

Cheese Making and All Things Dairy

Date and Time: Sat 31 October, 9.30am-3.30pm



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Venue: Anglican Church Hall, 1 Miva St

Description: A Cheddar cheese from cows milk and a brie from goat milk will be made on the day. Butter and ghee will be made from fermented cream and youghurt and kefir making are also included. Plenty of sampling of goodies and kefir culture to take home.

Price: \$75

Contact: 07 54426089, Elisabeth Fekonia

ENDS



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