



Media Release

15th December 2012

Winners announced for 2011 NOW Organic Consumer Choice Awards

Australia's best organic retail and online businesses have been recognised by the industry's annual retail industry awards, the 2011 National Organic Week Consumer Choice Awards (the OCCA's), which were among the highlights of a national line up of organic events and celebrations as part of National Organic Week. (October 1-9).

The winners of the 2011 National Organic Week Consumer Choice Awards were announced by the Centre for Organic & Resource Enterprises (CORE) following state ceremonies in Brisbane on November 16 and Hobart on December 2. For the first time, consumers voted for their favourite organic store on the NOW Facebook page during the first two weeks of October, with national and state winners selected according to the number of votes collected from consumers.

NOW organiser and director of the Centre for Organic Resource Enterprises (CORE) Eric Love says 28 businesses received national and state NOW Organic Consumer Choice Awards for 2011. National winners were:

City Organics, (Hobart) - Best National Organic Retail Outlet

Endota Spa (all stores) - Best National Organic Specialist store

Honest to Goodness (Sydney) - Best National Organic Shopping Website

Queen Victoria Market (Melbourne) - Best National Organic Market

Woolworths Caringbah Store (Sydney) - Best National Conventional Supermarket with an Organic offer.

"NOW Organic Consumer Choice Awards are about stimulating demand for organic food and to give farmers confidence the market is a sustainable one," Mr Love says. "When CORE initiated National Organic Week in Australia four years ago, we developed the vision to build an event platform for the organic sector where the diverse range of organic stakeholders come together and cooperate to stimulate market growth of organic products and systems in the community by promoting the benefits of being organic - by creating media attention, promoting targeted retail and community activities and awarding high achievers.

"Taste the difference. Feel the difference. Make a difference. This is the message platform for National Organic Week. It is designed to be an anthem to the impact organic products and systems can have on our lifestyles, health and the future sustainability of our society Our objectives are to increase industry capacity by recognising and rewarding high achievers. There was a great response with many nominations received in all categories." 2011 National Organic Week Consumer Choice State Award winners were:

New South Wales

Nature's Child - Best Organic Retail Outlet

Three Apples Organics - Highly Commended Organic Retail Outlet

Honest to Goodness - Best Organic Shopping Website

Nature's Child - Highly Commended Organic Shopping Website

Woolworths Caringbah Store - Best Conventional Supermarket with an Organic offer

South Australia

The Organic Market & Café - Best Organic Retail Outlet and Best Organic Shopping Website

Tasmania

City Organics - Best Organic Retail Outlet

Eumarrah Wholefoods - Highly Commended Organic Retail Outlet

Source Community Wholefoods Co-op - Encouragement Award for the Organic Retail Outlet

Harvest Feast - Encouragement Award for the Organic Retail Outlet

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Queensland

Flannerys Natural & Organic Supermarket - Best Organic Retail Outlet
Wray Organic Market & Café - Highly Commended Organic Retail Outlet
The Natural Foodstore - Highly Commended Organic Retail Outlet
The Maple Street Co-operative - Encouragement Award for the Organic Retail Outlet
Planet Matterz - Encouragement Award for the Organic Retail Outlet
The Meat-ting Place Pty Ltd-McDowall - Best Organic Specialist store
The Meat-ting Place Pty Ltd-Paddington - Encouragement Award for the Organic Specialist store
Kindred Gifts - Encouragement Award for the Organic Specialist store
Woolworths Ashgrove - Best Conventional Supermarket with an Organic offer

Victoria

The Food Garden - Best Organic Retail Outlet
Passionfoods - Encouragement Award for the Organic Retail Outlet
The Organic Empire - Best Organic Shopping Website
Endota Spa - Best Organic Specialist store
Raw wine and beer - Encouragement Award for the Organic Specialist store
Rendinas Butchery Bio-Dynamic & Organic Meats - Encouragement Award for the Organic Specialist store
Queen Victoria Market - Best Organic Market
Woolworths South Yarra - Encouragement Award for the Conventional Supermarket with an Organic offer.

In 2012, the new approach to voting for the NOW Consumer Choice Awards will continue to target end-user, organic consumers through Facebook. National Organic Week 2012 will be held on 5-14th October and include three new national awards: The Best Organic Restaurant Award, The Best Organic Cafe Award and The Best Organic Market Award.

Information is available at www.organicweek.net.au.

TALENT FOR INTERVIEW:

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