

Media Release – 11 December 2012

Winners announced for 2012 NOW Organic Consumer Choice Awards

Australia's best organic businesses have been recognised by the annual **Organic Consumer Choice Awards** (OCCA's) which were among the highlights of a national line up of organic events and celebrations as part of **National Organic Week** (October 5-14).

The winners of **2012 National Organic Week Consumer Choice Awards** were announced by the **Centre for Organic & Resource Enterprises** (CORE). Consumers voted for their favourite organic champion on the **NOW Facebook page** (October 5-31). Winners were selected according to the number of votes collected from consumers.

**CORE registered a total of 10,542 votes
3,734 people participated**

"NOW Organic Consumer Choice Awards are about stimulating demand for organic food and giving farmers confidence that the market is a sustainable one" Mr Love says. "When CORE initiated National Organic Week in Australia five 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."

"**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 10,542 votes cast this year."

NOW organiser and director of the Centre for Organic Resource Enterprises (CORE) Eric Love says 35 businesses participated to the Organic Consumer Choice Awards 2012. Winners per category are:

Organic Product of the Year - 5 Nominees & total of 2,342 votes

Australian Quinoa, Kindred Organics - Best

Australia's Own Organic Almond Milk, Freedom Foods - Highly Commended

Other Nominees:

Labna with fennel and sea salt, Barambah Organics

Organic Pork Leg ham Nitrite and Nasties Free, Rendinas Butchery

Fruit & Vegie Booster, Dickers Garden

Organic Retail Outlet - 23 Nominees & total of 3,499 votes

Flannerys Loganholme (QLD) - Best

City Organics The Eco Grocer (TAS) - Highly Commended

Other Nominees

Flannerys Chermside (QLD)	Flannerys Benowa (QLD)
Flannerys Robina (QLD)	Flannerys Maroochydore (QLD)
Flannerys Taringa (QLD)	Flannerys Paradise Point (QLD)
Flannerys Woolloongabba (QLD)	Eumarrah Hobart Store (TAS)
Flannerys Miami (QLD)	Flannerys Wynnum (QLD)
Wray Organic Toowoomba (QLD)	Endota Rosebud (VIC)
Botaniko Health & Healing in Oakleigh (VIC)	Wray Organic Indooroopilly (QLD)
Wray Organic Cannon Hill (QLD)	Wray Organic Newmarket (QLD)
Wray Organic Ipswich (QLD)	Wray Organic Cleveland (QLD)
The Meat-ting Place McDowall (QLD)	Wray Organic Palm Beach (QLD)
Tamburlaine Organic Wines Pokolbin (NSW)	

Organic Specialist Store - 3 Nominees & total of 1,912 votes

The Meat-ting Place Paddington (QLD) - Best

City Organics Natural Beauty Store (TAS) - Highly Commended

Other Nominee: Cherry Tree Organics Beaconsfield (VIC)

Organic Shopping Website - 3 Nominees & total of 1,816 votes

Farm Fresh Organics - Best

Daintree Organics - Highly Commended

Other Nominee: Organic Angels

Organic Market - 1 Nominee & total of 1,033 votes

Queen Victoria Market (VIC) - Best

In 2013, the voting for the NOW Organic Consumer Choice Awards will continue to target organic consumers through Facebook. National Organic Week 2013 will be held on 4-13th October.

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

TALENT FOR INTERVIEW:

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