



**NATIONAL
ORGANIC
WEEK**

NOW
AUSTRALIA

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NATIONAL ORGANIC WEEK 2012 HAS BEEN LAUNCHED! GET READY!

“Taste the difference. Feel the difference. Make a difference.” This is the message platform for National Organic Week (NOW) and is designed to be an anthem to the positive impact organic products and farming production systems can have on our lifestyles, health and the future sustainability of our society.

The Centre for Organic & Resource Enterprises (CORE) is working in collaboration with Biological Farmers of Australia (BFA) to host and promote this year’s National Organic Week held 5th-14th October. These 10 days of targeted media and local activities across Australia are intended to raise awareness and increase the demand for organic products and farming in the wider community and environment.

We are very proud and excited to announce Costa as the ambassador for NOW 2012, a passionate television personality for ABC Gardening Australia!

There are many ways to get involved from sponsoring the week, registering your own event in the NOW calendar, or nominating your organic business in the Organic Consumer Choice Awards (OCCAs).

This year we have three new national awards: Best Organic Restaurant, Best Organic Cafe and Best Retailed Organic Product. Nominations close on the 14th September. Consumers can vote for their favourite organic business through Facebook between the 5 and 31st October. The general public can also get involved by purchasing organic products from NOW producers and retailers or attending events during the week.

Further information is available at www.organicweek.net.au or www.facebook.com/nationalorganicweekaustralia

TALENT FOR INTERVIEW:

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