



17-25 September 2016 

MEDIA RELEASE

MILLENNIALS AREN'T JUST TECH SAVVY, THEY ALSO EMBRACE A SUSTAINABLE LIFESTYLE

Going organic these days isn't just about food and hipsters. It's an entire way of life – from food, wine, skincare and clothing to gardening products. Its popularity has surged in recent years, with most organic products becoming mainstream in the marketplace and widely accessible at major supermarkets.

Organic products have become an entire industry that experienced double digit growth for the past few years (estimated worth at \$1.72 billion in 2014 and forecasted worth at \$2.14 billion in 2016¹). It has become a hugely popular lifestyle choice among many millennials who want to live life the most sustainable way, with minimal impact on the environment and limited exposure to potentially harmful chemicals. They are environmentally and socially conscious than older generations and demand sustainability from companies they purchase goods and services from.

National Organic Week 2016 which will run from 17th to 25th September, is a community platform that raises awareness in the benefits of organic products and systems and their positive impact on environmental, social and economic sustainability. The Centre for Organic Research & Education (CORE), who has been championing this cause for the past 11 years is urging all Australians to get involved by organising or participating in events held by your local community nationwide. You can also vote in the annual Organic Consumer Choice Awards (OCCA's) which promotes and rewards the best organic stakeholders around the country.

The OCCA's is the only industry organic awards program decided solely by consumers. Voting will open to the public from 17th September to 16th October on the National Organic Week website www.organicweek.net.au. Voters will be eligible to be placed in a draw for some great organic prizes!

Mr Love says "After 8 years of running these awards the program consistently achieves significant increases in sales of organic products by building customer loyalty to organic brands involved in the awards. The OCCA's also recognises those brands that have a customer focus resulting in increased capacity in the industry".

¹ Australian Organic Market Report 2014

An initiative of



Centre for Organic Research & Education Inc.

Level 7

107 Walker Street

North Sydney NSW 2060

ABN: 22 166 587 364

www.core.asn.au

e: info@core.asn.au

t: 1300 88 55 66

**NATIONAL
ORGANIC
WEEK** **NOW**
AUSTRALIA

17-25 September 2016

This year there is a total of 11 award categories including a new award called “**Most Sustainable Organic**”. This award opens to all organisations in Australia that have demonstrated their support within the organization for the principles of sustainability.

National Organic Week will run from 17th to 25th September
Public voting in the Organic Consumer Choice Awards is open from 17th September to 16th October

END

CONTACT US FOR MEDIA INTERVIEWS:

Eric Love – Chairman, Centre for Organic Research & Education (CORE) – 0419 619 455
Anni Brownjohn – Founder & owner, The Right Food Group – (02) 6672 5882

An initiative of



Centre for Organic Research & Education Inc.
Level 7
107 Walker Street
North Sydney NSW 2060
ABN: 22 166 587 364

www.core.asn.au

e: info@core.asn.au

t: 1300 88 55 66