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MEDIA RELEASE

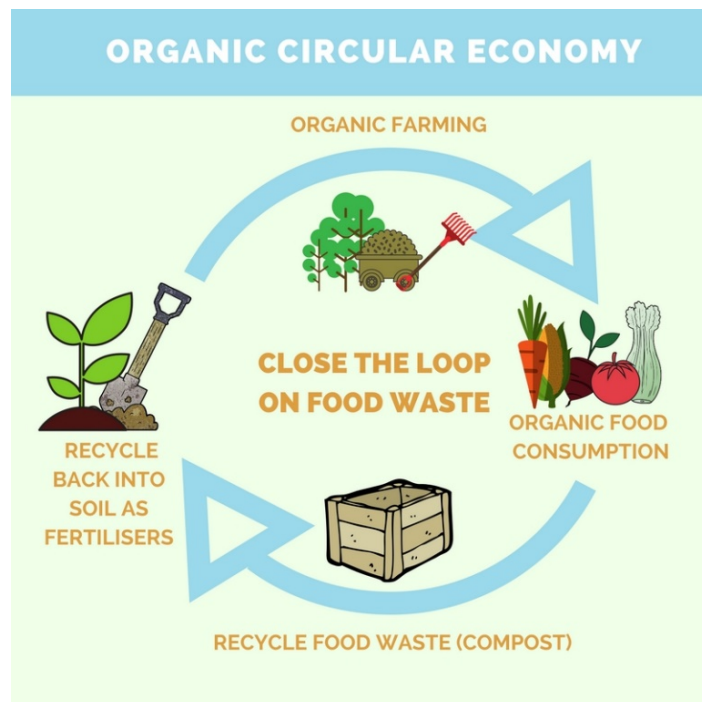
Going “organic” can solve our food waste problem

We all know some of the major benefits of consuming organically grown food are; the reduction in exposure to pesticides and GMOs, the increased intake of nutritionally antioxidants and the fact that it tastes better than conventionally grown food. But do you also know by supporting the growth of organic foods – practicing organic farming and its use of recycled organic materials (such as composting), we are enabling food waste to be reused and recycled back into the soil as fertiliser, thus diverting waste away from landfills.

Australian households currently generate around 50 million tonnes of waste each year, averaging over 2 tonnes per person, but only 58% of waste gets recycled and the rest lands up at the landfill¹. By consuming organic produce, you are essentially supporting an “Organic Circular Economy” - a sustainable food system that encourages the re-purpose of organic waste through recycling and ultimately closing the loop on food waste and stop it rotting away in landfills.

Mr Eric Love, Chairman of the Centre for Organic Research & Education (CORE), says “Our key message for this year’s National Organic Week is that cutting down on wasting food is vital to the survival of the whole human race. If we wish to protect our future food security, it is essential that we reduce waste and recapture the energy in discarded food currently being wasted through widespread landfill disposal”.

Love continues, “Better food management and recycling by businesses and the community throughout the entire food chain will preserve and reduce the waste of nutrients and carbon that is in all foods, so it can be returned to the soil to keep it



¹ Ritchie, Mike. “State of Waste 2016”, 20 April 2016

fertile and at the same time reduce greenhouse gas emissions caused by the breaking down of wasted food discarded in landfills.”

National Organic Week (NOW) will be held from 16th September to 24th September in Australia this year. This is the week during which Australians nationally will be celebrating everything organic and 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 exclusively in Australia for the past 12 years is urging everyone to get involved by organising or participating in organic events held by your local community.

Events can be registered and promoted on the official NOW event calendar -
<http://www.organicweek.net.au/core/events/register-an-event/>

Another way you can promote and support organic products is to vote in the annual Organic Consumer Choice Awards (OCCA's). These awards promote and reward the best organic stakeholders around the country. The OCCA's is the only industry organic awards program decided solely by consumers. Online voting will open to the public from 16th September to 15th October on the National Organic Week website www.organicweek.net.au. Voters will also be eligible to be in a draw to win some great organic prizes!

National Organic Week will run from 16th to 24th September

Public voting in the Organic Consumer Choice Awards is open from 16th September to 15th October

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