



REWARDING THE BEST AUSTRALIAN ORGANIC
PRODUCTS AND BUSINESSES SINCE 2009

2021 PROSPECTUS



WHAT IS THE ORGANIC CONSUMER CHOICE AWARDS?



Previously known as the National Organic Week Awards, the Organic Consumer Choice Awards (OCCA's) have been promoting and rewarding outstanding organic products and businesses across Australia since 2009.

The closing date for all nominations will be **Friday 3rd September 2021**. Judges for awards are consumers who will cast their votes online via the National Organic Week website www.organicweek.net.au.

"A total of 3,151 public votes were cast in the 2020 Organic Consumer Choice Awards"

**PUBLIC VOTING OPENS
FROM 20TH SEPTEMBER TO
19TH OCTOBER 2021**

WHY YOU SHOULD ENTER

Consumer choice is what drives organic sales and the OCCA's provide a great opportunity for organisations involved to reach out to existing and potential customers. By encouraging participation in voting, organisations can raise awareness of their products, services and brands, thus generating customer loyalty.

Benefits include:

- Exposure throughout the NOW campaign – raise awareness of your brand/products
- Free license to use the OCCA's logo for award winners and runners-up – promotional opportunity.
- Logo and/or product photo on online voting pages.
- Official certificates for all category winners and participants.

All Australian organic businesses falling into the following categories are encouraged to submit an entry.

AWARDS CATEGORIES, RULES & CRITERIA

General rules of entry:

- The OCCA's are only open to Australian based businesses.
- Organisers reserve the right to place entries in categories they feel are more appropriate.

Organic Product of the Year:

- Product must be sold in Australia.
- Product must be certified organic by a Department of Agriculture Accredited Certification Body such as NASAA Certified Organic (NCO), AUS-QUAL Pty Ltd (AUS-QUAL), Bio-Dynamic Research Institute (BDRI), ACO Certification Limited (ACO), Organic Food Chain (OFC) or Southern Cross Certified Australia Pty Ltd (SXC).
- Product must fall into one of the following sub-categories:
 - Organic Fresh Food Product
 - Organic Pantry Food Product
 - Organic Non-Alcoholic Drink
 - Organic Alcoholic Drink
 - Organic Health & Beauty Product
 - Organic Garden & Farming Product
- State awards do not apply to this category.



Organic Retail Outlet

- Must have a physical shop presence (including chains).
- Must be either:
 - Certified organic in Australia
 - or stock at least 70% of certified organic products (including certified in conversion products) and must be able to demonstrate it (supporting documents may be requested).
- Only one location per entry is accepted in order to give equal chances to individual stores compared to chains and to foster customer loyalty.
- State awards apply.

Organic Specialist:

- Open to all organic businesses specialised in a particular type of organic produce/product (e.g. organic meat, dairy, skincare, wine etc). Can have a physical shop presence (including chains) or be a web based business trading in Australia or both.
- Product range must include a minimum of 5 products.
- Must be either:
 - Certified organic in Australia
 - or stock at least 70% of certified organic products (including certified in conversion products) and must be able to demonstrate it (supporting documents may be requested).
- If a physical store, only one location per entry is accepted in order to give equal chances to individual stores compared to chains and to foster customer loyalty.
- State awards apply.

Organic Online Store:

- Open to all online stores selling a wide range of organic products (for food and non-food products).
- Must be either:
 - Certified organic in Australia
 - or stock at least 70% of certified organic products (including certified in conversion products) and must be able to demonstrate it (supporting documents may be requested).
- State awards do not apply to this category.

Organic Eating Out:

- Open to all restaurants, cafes providing organic options in their menu.
- Must able to demonstrate the sourcing of certified organic produce/ingredients, including certified in conversion (supporting documents may be requested).
- Only one location per entry is accepted in order to give equal chances to individual stores compared to chains and to foster customer loyalty.
- State awards apply.

Organic Wholesaler:

- Open to all certified organic wholesalers (supporting documents may be requested).
- State awards do not apply to this category.



Favourite Organic Brand:

- Products from the brand must be available to buy in Australia.
- Products from the brand must be certified organic in Australia (supporting documents may be requested).
- State awards do not apply to this category.

Sustainable Farmer of the Year:

- Open to all farmers/producers using sustainable methods/inputs.
- Open to any type of production (vegetables, fruits, meat, dairy, wine etc.)
- Supporting documents may be requested.
- Separate entry form to complete with specific questions.
- State awards apply.

'Rising Star' Farmer of the Year:

- Open to all farmers under 30.
- Open to all farmers/producers using organic/biodynamic methods/inputs.
- Open to any type of production (vegetables, fruits, meat, dairy, wine etc.)
- Has a strong local/regional presence in their area.
- Promotes ecological diversity, soil health and nutrient dense food.
- Employs local people.
- Inspiration to local people.
- Separate entry form to complete with specific questions.
- State awards apply.



Conventional Online Store with an Organic Offer:

- Be an Australian web based business trading in Australia offering a range of certified organic products (min. 30% including certified in conversion products).

Most Sustainable Organic Award:

- Open to all organisations in Australia
- Has an energy sufficiency policy
- Has hybrid cars as company vehicles
- Supports biodiversity, water efficiency and pollution reduction within the organisation



ENTRY REQUIREMENTS

- Participants must duly complete the online entry form and provide extra information if requested.
- All nominations are subject to final validations to ensure relevant award criteria are met.
- All payment forms for nomination must be received by **Friday 3rd September 2021**.
- On confirmation, participants must pay the correct nomination entry fee.



For more information, contact us on info@core.asn.au

Please note, CORE is a not-for-profit organisation with limited resources. Every effort is made to carry out these programs and activities but every eventuality may not be foreseen. The programs, events and OCCA's Prospectus are therefore subject to change without notice.

