

For immediate release

Queensland OCCA's Clean Up at the Organic Awards

Leading Queensland organic businesses dominated the award winners at the 4th Annual Organic Consumer Choice Awards (the OCCA's) which saw the cream of the Australian organic industry come together in Brisbane this week. Queensland businesses won four of the seven major categories with New South Wales receiving two major awards and Victoria one.

The awards ceremony held at Flowers of the World in Brisbane were attended by prominent celebrities and National Organic Week ambassadors including Costa Geordiadis (Gardening Australia), Therese Kerr (Yes Miranda's mother!) and Telstra's Business Woman of the Year Award winner, Annie Brownjohn.

"Recognising the link between healthy food and our wellbeing is highlighted by these awards", said Costa.

The awards are conducted by the Centre for Organic Research and Education (CORE) following voting during National Organic Week 2013 in October.

"Every business that enters these awards wins whether they receive an award or not" says Eric Love Chairman of CORE, "winning involves reaching out to all their customers and encouraging them to vote for them". This establishes customer loyalty and results in a significant increase in purchases of organic products for all participants" adds Love.

"Winning an OCCA boosted our turnover by around 25%! But more importantly, the awards are a wonderful way to share 'best practice' with the whole industry, and lift everyone's game" said Shane Heaton, Founder of Farm Fresh Organics and two-time winner of OCCA 'Best Online Shopping Website'

Thousands of consumers around Australia voted for their favourite nominated organic businesses and products through social media channels. The 54 nominees attracted a total of 5,593 votes. The winners included:

Retailed Organic Product of the Year:

Organic Almond and Coconut Milk, Australia's Own – National Winner
'Living Elixir' Turmeric Ginger Beer, Red Dragon Organics - Highly Commended

Organic Retail Outlet:

Kunara Organic Marketplace (QLD) – National Winner
The Food Garden (VIC) - Highly Commended

Organic Specialist Store:

Gold Coast Organic Meats (QLD) – National Winner
The Meat-ting Place Paddington (QLD) - Highly Commended

Organic Shopping Website:

Farm Fresh Organics (QLD) – National Winner & QLD Winner (Most voted for in QLD all categories combined)

Munch Crunch Organics (NSW) - NSW Winner (most voted for in NSW all categories combined)

Organic Cafe:

Kunara Organic Cafe (QLD) – National Winner
Wray Organic Cafe Palm Beach (QLD) - Highly Commended

Conventional Shopping Website with an Organic Offer:

Aussie Farmers Direct (VIC) – National Winner & VIC Winner (Most voted for in VIC all categories combined)

First Froots (SA) - SA Winner (Most voted for in SA all categories combined)

Organic Input Supplier:

Organic Crop Protectants (NSW) – National Winner
Holy Cow (NSW) - Highly Commended

Organic food and products is the fastest growing agricultural sector with 50% increases in recent years which indicates the general community's interest in eating healthy food and protecting our valuable farming resources.

In 2014, the voting for the NOW Organic Consumer Choice Awards will continue to target organic consumers through Facebook. National Organic Week 2014 will be held on 3-12th October.

Information is available at www.organicweek.net.au and on <http://www.facebook.com/nationalorganicweekaustralia>

TALENT FOR INTERVIEW:

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