

BFA Media Release

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***** MEDIA RELEASE *****

National Organic Week 'Go Organic' challenge

Organic has become a lot more accessible these days, both in terms of availability and price with 6 in 10 Australian shoppers now buying organic, at least on occasion.

If you're thinking about going organic there is no better time than NOW - National Organic Week - taking place from Saturday the 1st to Sunday 9th Oct. During the week you can learn about why, where and how to go organic and accept the NOW challenge - to go organic for a week with prizes available to winning participants.

Organiser and General Manager of BFA Holly Vyner, says "With the greater frequency of minor to more serious health issues, many consumers are looking at what they eat and want to get back to basics.

"Our message during National Organic week is for people to taste the difference and feel the difference while making a difference. Choosing organic is the single greatest thing you can do every day for your own health but also that of the planet."

But if you're thinking of going organic, where to start?

NOW Organiser and Director of the Centre for Organic Resource Enterprises (CORE) Eric Love says that during National Organic Week, facts and forums are available via web, Facebook and Twitter providing a toolbox of information you need to go organic.

"You can share tips and ideas with other consumers as well as ask questions of nutritionists on how to achieve a healthy and organic lifestyle by using our social media pages. Shoppers are also encouraged to vote for the best organic retailer via the Facebook page."

Consumers who accept the challenge to go organic for the week can submit their stories and experiences to the BFA with prizes to be won.

"We're interested in consumers' feedback on their experiences during the organic challenge – what they liked, what they didn't, what they found hard, and tips they would give to others," says Holly.

"This feedback will assist our research into how to make going organic even easier."

Information is available at www.organicweek.net.au.

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TALENT FOR INTERVIEW:

- **Holly Vyner** – General Manager, Biological Farmers of Australia – 0431 623 809
- **Eric Love** – Chairman, Centre for Organic & Resource Enterprises (CORE) - 0419 619 455

For further information, footage or to arrange interviews prior, please contact Cheryl Vaughan at BFA on 07 3350 5716.