

BFA Media Release

28th September

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

**NOMINATIONS ARE IN AND YOU GET TO VOTE
- LAUNCHING NATIONAL ORGANIC WEEK -**

There is a new way to celebrate National Organic Week (NOW). This year consumers will get to choose the winners for the National Organic Week Annual Awards by voting on NOW's Facebook page.

National Organic Week, hosted by industry associations Centre for Organic Resource Enterprises (CORE) and Biological Farmers of Australia (BFA), takes place from **Saturday 1 to Sunday 9 October** and it is all about making a difference by going organic.

"The customer's choice is what drives organic sales and this is why this year consumers will pick who are the best organic retailers in their region," said Eric Love, Chairman Centre for Organic & Resource Enterprises (CORE).

"We live in an era where people want choice in consumption and to feel empowered to make a difference to their own health, that of their families and to the broader community and environment. This year's theme focuses on the concept of experiencing the difference that choosing organic makes to our economy, society and environment."

Voting starts **Saturday 1 and ends Saturday 15 October**. Award categories include; Best Organic Retail Outlets, Best Organic Specialist Stores, Best Conventional Supermarkets for Organic Range Offer, Best Organic Food Websites and Best Organic Shopping Websites.

National Organic Week events being hosted by the BFA include the *Australian Certified Organic Market* as part of *Masterchef Live* in Sydney (7-9 Oct) featuring Organic Cook Off heats for primary school children. In addition BFA will host farming roadshow events across Australia, kicking off on 4th Oct, where renowned speakers on biological and organic farming, Gary Zimmer (Wisconsin USA) and Joel Williams (Brisbane Australia) will present an entertaining program.

BFA General Manager Holly Vyner says "National Organic Week is about tasting the difference and feeling the difference while making a difference. There are a huge number of reasons why more Australians are choosing organic each year. Most popular is health, followed by environmental, better taste and animal welfare reasons. We encourage consumers to take the challenge during

National Organic Week; Go organic for the week and provide us with your feedback via the NOW Facebook page!”

Consumers can access the NOW Facebook page and a full list of events and activities at www.organicweek.net.au. A list of organic retailers alongside reasons to buy organic is available at www.whyorganic.com.au.

ENDS

TALENT FOR INTERVIEW:

- **Eric Love** – Chairman, Centre for Organic & Resource Enterprises (CORE) - 0419 619 455
- **Joel Williams** – Key speaker, BFA Roadshow - 0468 321 022
- **Holly Vyner** – General Manager, Biological Farmers of Australia – 0431 623 809

For further information, footage or to arrange interviews prior, please contact Alison Beaty at BFA on 07 3350 5716 ext 222 or alison.beaty@bfa.com.au.