



Media Release

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6 IN 10 AUSTRALIANS NOW BUY ORGANIC - LAUNCHING NATIONAL ORGANIC WEEK -

The program for this year's National Organic Week (NOW) launches today; themed '*Be Organic: Taste the Difference, Feel the Difference, Make a Difference.*' The week promises to be a celebration of our growing organic industry, which is tipped by independent research house IBIS World as one of the fastest growth industries in Australia in 2010.

Now in its third year, industry associations the Centre for Organic & Resource Enterprises (CORE) and Biological Farmers of Australia (BFA) are hosting and promoting National Organic Week. The campaign will be held nationwide this year from 1st to 10th October.

"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," says Eric Love, Chairman, CORE. "This year's theme focuses on the concept of experiencing the difference that choosing organic makes to our economy, society and environment."

Organic is well and truly becoming main-stream and we are embracing the industry like never before. NOW is designed to increase awareness of the benefits of organic products and farming production systems in Australia and encourage the uptake of these in the wider community.

"Recent independent research shows that six in ten Australians now buy organic on occasion¹. We want to educate all Australians about the difference that individuals can make to the health of the environment, farmed animals, themselves and their families," says Dr Andrew Monk, BFA Director and co-author of the 2010 Australian Organic Market Report.

"As people understand the benefits of organic and that it has become more accessible in terms of availability and price, we expect to see Australia catch up with developments in the EU and the US markets over the coming years. This would see at least a tripling of value to reach that point," said Dr Monk.

"The successes of Australian organic alcoholic drinks are testament to the diversification into 'lifestyle' organic products on offer, showing increasing popularity with consumers," said Dr Monk.

In Australia, organic products extend well beyond food with the industry encompassing: cosmetics, skin care, health care, baby products, textiles and fashion, beer, wine and champagne, furniture and building materials. There's also a growth in associated industries, such as organic recycling and composting.

For a full list of NOW events and activities visit: www.organicweek.net.au.

References: 1. 2010 Australian Organic Market Report

For more information, footage or to arrange interviews, please contact:

- Desta Itote at BFA on (07) 3350 5716 or desta.itote@bfa.com.au
- Eric Love, Chairman, Centre for Organic & Resource Enterprises (CORE) on eric@corebusinessnet.com



Background Information

National Organic Week - NOW

NOW is an extended week of organic showcases around the country, NOW 2010 is a moveable feast in which organic producers, processors, wholesalers, retailers, markets, restaurants, community groups, councils and schools will present locally-staged activities.

Activities will include workshops, in-store retail promotions, wine tastings, seminars, children's cooking classes, community and educational events as well as special NOW Victoria Gala and Awards – to be held on 7th October in Melbourne.

For a full list of NOW events and activities visit: www.organicweek.net.au.

NOW Media Launch – Monday 13 September

The special NOW media launch, to be held at award-winning Mt Erica Function Centre in Prahran, Melbourne (AHA Bistro of the Year Award in 2009), will feature a free organic breakfast and a number of special guests including Victorian Minister for Regional and Rural Development, the Hon. Jacinta Allan.

Victorian organic industry as Minister Jacinta Allan will use the launch of NOW as an occasion to make important announcements which will have an impact on future state developments.

NOW Ambassador Tobie Puttock said that, "Buying organic and locally supports your local community and reduces your carbon foot print and buying in season means you get the freshest possible produce at a great price. Go local, Go organic!" said Mr Puttock.

Other topics to be discussed include: the BFA Organic School Gardens 'Adopt a Farmer' campaign and the key activities of NOW.

NOW Victoria Gala - Thursday 7 October 2010

The NOW Victoria Gala will be a highly visible and newsworthy occasion and will feature speeches from the government stakeholders, industry members and the organisers. Key features of this night will include the presentation of the annual National Organic Week Awards, the launch of the Victorian and Australian Organic Market Report and an organic dinner menu. Award categories include: The Best Organic Retail Outlet Award, The Best Organic Specialist Store Award and The Best Organic Food Website Award - plus many more.

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