

**NATIONAL
ORGANIC
WEEK**

NOW
AUSTRALIA

3-12 October 2014

MEDIA RELEASE

**CELEBRATE EVERYTHING ORGANIC AND VOTE FOR YOUR FAVOURITES THIS
NATIONAL ORGANIC WEEK, 3-12 October 2014**

Now in its seventh year, not-for-profit industry association the Centre for Organic Research and Education (CORE) is hosting and promoting National Organic Week and will ask Australians to get involved by organising or participating in the events held nationwide and by voting in the Organic Consumer Choice Awards.

The campaign will be held all around Australia from 3rd to 12th October and is designed to increase awareness of the benefits of organic products and sustainable agriculture and accelerate the uptake of these in the wider Australian community.

“The primary objective of National Organic Week is to increase purchases of organic products by promoting the many benefits of organic products and farming production systems. The week includes targeted media and promotional programs and is the highlight of CORE’s year long organics campaign designed to increase consumer participation year on year through support of retail promotions, locally-held events and consumer awareness programs,” said Eric Love, Chairman of CORE.

One of the highlights of the campaign is the Organic Consumer Choice Awards (OCCA’s) which have been promoting and rewarding the best organic stakeholders around Australia since 2009. There are 13 categories this year including three new ones: **Organic Wholesaler, Favourite Organic Brand and Sustainable Farmer of the Year**. Voting will open from 3rd to 31st October on the National Organic Week website www.organicweek.net.au. Voters will automatically go in the draw for some great organic prizes.

National Organic Week receives the support of numerous organisations and advocates such as its Ambassador **Costa Georgiadis** - ‘the Greek Garden Guru’ - organic food advocate and host of ABC TV show *Gardening Australia* who states “As consumers, you want food you can recognise and trust. Buying organic products supports food safety, health, good nutrition and the environment. Products that carry the logo of an accredited organic certification body are guaranteed to be genuinely organic. I support National Organic Week because I support a transparent food system where labelling informs the consumer exactly what is in their food and where it has come from.”

An initiative of



Centre for Organic
Research & Education

Centre for Organic Research & Education Inc.
Level 7
107 Walker Street
North Sydney NSW 2060
ABN: 22 166 587 364

www.core.asn.au

e: info@core.asn.au

t: 1300 88 55 66

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“The **Organic Federation of Australia** proudly supports National Organic Week because we recognise the importance of a united organics industry. It is imperative to have a program of events that offer the whole sector the opportunity to get involved and show their support” states Adam Willson, chairman of the Organic Federation of Australia.

Spiral Foods, Gold Sponsor of National Organic Week, supplies quality Traditional Foods with an emphasis on Organics.

To view or register an event visit www.organicweek.net.au.

“Taste the difference. Feel the difference. Make a difference”

END

TALENT FOR INTERVIEW:

Eric Love – Chairman, Centre for Organic Research & Education (CORE) – 0419 619 455

Adam Willson – Chairman, Organic Federation of Australia – 0423 679 110

Raphaëlle Wilson – Marketing Manager, Spiral Food – 02 8231 4404

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