

Media Release Biological Farmers of Australia, 20 October 2010

Organic Industry Champions Announced

Australia's best organic retail and online businesses have been recognised by the industry's most prestigious titles - the highly coveted 2010 National Organic Week Retail Awards - announced last week.

Presented by Australia's leading organic industry body, the Biological Farmers of Australia (BFA) and the Centre for Organic & Resource Enterprises (CORE), the annual industry awards were one of the highlights of a national line up of organic events and celebrations as part of National Organic Week from October 1 – 10.

Flannerys Natural Grocers, a Queensland-based organic retailer, has been awarded both the Queensland and National award for the highly celebrated title of Best Organic Retail Outlet.

Director, Tino Van Nieuwburg says the retail chain is honoured to receive such high profile recognition of their business, which has been a leader in the organic and health food retail industry for over 27 years.

"This title is a fantastic endorsement of our passion for the organic industry as well our commitment to never compromise on quality or substitute for anything but the best certified organic products," Mr Van Nieuwburg said.

"I believe our success comes down to the hard work of our retailers and their staff who are at the forefront of increasing awareness of the benefits of organic products to the everyday consumers."

Individual state winners of the award include Aboutlife (NSW), Glo Health (VIC), The Organic Market & Café (SA), City Organics (TAS).

BFA General Manager, Holly Vyner says the awards recognise industry leaders and innovators in the organic retail industry.

"With six in ten households now buying organic and the organic industry set to hit \$1 Billion retail in 2010 it is important to recognise those at the coalface of the industry – organic retailers. Retailers play a key role in developing the industry through making organic products and produce accessible and educating consumers about the benefits of organic food," Ms Vyner said.

"The BFA works with all retailers selling organic products including the provision of free point-of-sales materials and posters for use in educating the benefits of buying organic. However, we also emphasise the importance of organic certification for retailers, particularly for maintaining the organic integrity of loose produce and bulk buy items. It is great to see that a number of winners are certified businesses and we hope to see this trend increase in the future."



The National and Queensland Awards for Best Organic Specialist Store went to **The Meat-ting Place**, a certified organic butcher in Paddington, Brisbane.

Jenelle and Stephen Povey established the family-run business 13 years ago.

“We are chuffed and excited that all of our hard work has paid off. We believe in what we’re doing and think that everybody should be going organic,” Mrs Povey said.

“Our success comes down to just a few simple things, our people, our top quality product, our belief in organics and our dedicated farmers.”

State winners of the category include Nature’s Child (NSW) and Rendinas Butchery Bio-Dynamic & Organic Meats (VIC).

For the first time this year the award categories also included Best Conventional Supermarket for Organic Range Offer, Best Organic Food Website and Best Organic Shopping Website.

Award titles went to **Woolworths** for National Best Conventional Supermarket for Organic Range Offer, **Wray Organic** for National Best Organic Food Website and **Organic Feast** for National Best Organic Shopping Website.

Eric Love, Director of CORE, says that the awards will assist to increase the profile of the organic industry.

“Awards are an excellent way of improving organic industry professionalism and increasing awareness for producers, retailers and consumers,” he says. “The categories will be expanded for NOW 2011 so we’re looking forward to an even more exciting field next year!”

Nominated businesses were judged on their company vision, marketing communication and sales strategies, interface with local suppliers, environmental initiatives and the appearance of the business. The expert judging panel included a large-scale organic producer, a prominent organic food manufacturer and wholesaler, a consumer representative and representatives from one of the organisers, CORE.

National Organic Week: “Be Organic - Taste the Difference, Feel the Difference, Make a Difference”

www.organicweek.net.au



List of all National and State Winners and Runner-up:

1. The Best Organic Retail Outlet Awards

NSW

Winner: Aboutlife (www.aboutlife.com.au)

Runner-up: Organic Feast (www.organicfeast.com.au)

VIC

Winner: Glo Health (www.glohealth.com.au)

Runner-up: Passion Foods (www.passionfoods.com.au)

QLD

Winner: Flannerys Natural Grocers (www.flannerys.com.au)

Runner-up: The Natural Foodstore (www.thenaturalfoodstore.com.au)

SA

Winner: The Organic Market & Café (www.organicmarket.com.au)

TAS

Winner: City Organics (www.cityorganics.com.au)

National Winner: Flannerys Natural Grocers

2. The Best Organic Specialist Store Award

NSW: Nature's Child (www.natureschild.com.au)

VIC: Rendinas Butchery Bio-Dynamic & Organic Meats

QLD: The Meat-ting Place (www.themeat-tingplace.com.au)

National Winner: The Meat-ting Place

3. The Best Conventional Supermarket For Organic Range Offer Award

NSW

Winner: Woolworths- Neutral Bay Store (www.woolworths.com.au)
Runner-up: Woolworths- Caringbah Store (www.woolworths.com.au)

VIC

Winner: Leo's Fine Food & Wine (www.lemaxgroup.com.au)
Runner-up: Woolworths-Camberwell Store (www.woolworths.com.au)

QLD

Winner: Woolworths-Indooroopilly Store (www.woolworths.com.au)

National Winner: Woolworths

4. The Best Organic Food Website Award

National Winner: Wray Organic (www.wrayorganic.com.au)
Runner-up: Aboutlife (www.aboutlife.com.au)

5. The Best Organic Shopping Website Award

National Winner: Organic Feast (www.organicfeast.com.au)
Runner-up: Honest to Goodness (www.goodness.com.au)

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