



MEDIA RELEASE: Launching National Organic Week

Date: 3 October 2014

**HAPPY NATIONAL ORGANIC WEEK!
CELEBRATE! JOIN THE EVENTS AND CAST YOUR VOTE IN THE
ORGANIC CONSUMER CHOICE AWARDS!**

Now in its seventh year, National Organic Week (NOW) encourages Australians to choose organic produce/products, and get involved in the campaign, by organising or participating in events nationwide and by voting in the Organic Consumer Choice Awards.

NOW will be held this year, all around Australia, from October 3RD - 12th. The Centre for Organic Research and Education (CORE), a not-for-profit industry association, is hosting and promoting the campaign and launching the Awards.

National Organic Week's Ambassador, **Costa Georgiadis**, 'the Greek Garden Guru', organic food advocate and host of ABC TV show *Gardening Australia*, comments "National Organic Week is all about recognition and trust in our food system from food safety and health to good nutrition and the environment. Ask questions about your food this week!"

NOW aims to increase awareness of the benefits of organic products. 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. People can vote between 3rd to 31st October on the NOW website www.organicweek.net.au and will automatically go in the draw for some great organic prizes including hampers from AusBuy and the Organic Food Chain, gift packs from People for Plants and vouchers!

This year's nominees and categories are:

Retailed Organic Product of the Year:

- Coconut Yoghurt with Maple Syrup from Absolute Organic

An initiative of



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**NATIONAL
ORGANIC
WEEK**

NOW
AUSTRALIA

3-12 October 2014

- Chicken Style Stock from Australia's Own Organic
- Carrot & Flax Seed Organic Corn Chips from Thomas Chipman
- Organic Merlot from Pure Vision
- Sugar Free - Living Elixir- Turmeric Ginger Beer from Red Dragon Organics
- Macadamia Milk from Australia's Own Organic
- Raw Cakes from Aboutlife

Organic Retail Outlet:

- City Organics (TAS)
- Aboutlife - Double Bay (NSW)
- The Meat-ting Place - Everton Park (QLD)
- The Food Garden (Vic)
- Organic Feast (NSW)
- Flannerys - Wynnum (QLD)
- Flannerys - Paradise Point (QLD)
- Flannerys - Maroochydore (QLD)
- Flannerys - Loganholme (QLD)
- Flannerys - Chermside (QLD)
- Flannerys - Benowa (QLD)

Organic Specialty Store

- Sherwood Road Organic Meats (QLD)
- Gold Coast Organic Meats - Mermaid Waters (QLD)
- The Meat-ting Place - Paddington (QLD)

Organic Shopping Website

- Farm Fresh Organics
- Munch Crunch Organics
- HomeFresh Organics
- Organic Feast

Organic Wholesaler

- OBE Organic
- Eco-Farms
- United Organics

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Favourite Organic Brand

- People for Plants
- Absolute Organic
- Australia's Own Organic
- Macro Organic

Sustainable Farmer of the year

- Lynette Keanelly from Top Forty Orchard (NSW)
- Joe & Karen Bugeja from J&K Bugeja Farms (NSW)
- Alasdair Smithson from Munch Crunch Organics (NSW)

Organic Input Supplier

- Organic Crop Protectants
- Tree Preservation Australia
- C-Wise

Conventional Supermarket with an Organic Offer

- Charlie's Fruit Market
- Woolworths

National Organic Week is the highlight of CORE's year-long organics educational campaign which provides information through social media and websites and promotes locally-held organics events across Australia.

Eric Love, Chairman of CORE explains, "The primary objective of National Organic Week and the annual Organic Consumer Choice Awards is to encourage people to choose and support organic products by promoting the many benefits of organic products and sustainable farming production systems".

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NOW's online community is blossoming, with the support of individuals and a range of organisations – all equally enthusiastic about organics and supporting sustainable agriculture. These include:

- The **Organic Federation of Australia**, which is working on co-operation with all sectors of industry and government to develop the Australian Organic Industry from a niche industry into a major component of Australian agriculture. “National Organic Week provides the opportunity for the organic industry to highlight the benefits of supporting organic, which has a proven health benefits for the community, improved environmental outcomes through better soil and land management and, through the certification process, better animal welfare standards than conventionally farmed animals” states Adam Willson, chairman of the Organic Federation of Australia.
- Gold Sponsor, **Spiral Foods**, which 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”

ENDS

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INTERVIEWS

Please contact the following representatives who aim to be available for interview, to promote NOW:

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

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

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

Lynne Wilkinson – CEO, AusBuy - 02 9437 5455

MAJOR SPONSORS / SUPPORTERS



**Queensland
Government**



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