

11th December 2014

Costa Georgiadis awards Organic Industry Champions

Australia's best organic businesses have been recognised by the industry's most prestigious awards - the highly coveted 2014 Organic Consumer Choice Awards (OCCA's) - announced last Friday.

Conducted by the Centre for Organic Research and Education (CORE), the annual industry awards program is one of the highlights of a national line up of organic events and celebrations. The Awards were launched as part of National Organic Week (October 3 – 12). Consumers had one month to cast their votes for their favourite organic stores, brands, products, websites...

Leading Queensland organic businesses dominated the awards again this year by winning six of the nine categories. New South Wales received two major awards and Western Australia one.

The awards ceremony, held at Harvest Café in Newrybar near Byron Bay, was attended by prominent celebrities including Annie Brownjohn, Telstra's Business Woman of the Year 2013 Award winner and founder of leading organic food manufacturing company The Right Food Group, and National Organic Week ambassador Costa Georgiadis (Gardening Australia).

"Recognising the link between healthy food and our wellbeing is highlighted by these awards", said Costa.

"Every business that enters these awards wins whether they receive an award or not" says Eric Love Chairman of CORE, "winning involves reaching out to all their customers and encouraging them to vote for them". This enhances customer loyalty and results in a significant increase in purchases of organic products for all participants" adds Love.

Thousands of consumers around Australia voted for their favourite nominated organic businesses and products through the National Organic Week website. The 40 nominees attracted nearly 6,000 votes.

"I like the OCCA's public voting system, it is not biased, it is real. Everyone has a vote. A small independent producer like Red Dragon Organics can win. I feel real pride that discerning members of the public rather than judges, voted our "sugar free" Living Elixir® as the best organic product of 2014" comments Richard Patton, General Manager of Red Dragon Organics.

The Australian Organic Industry is growing 15% per year and is now worth \$1.72 billion. This indicates the general community's interest in eating healthy food and protecting our valuable farming resources.

In 2015, the voting for the NOW Organic Consumer Choice Awards will continue to target organic consumers through the internet and social media. National Organic Week 2015 will be held on 2-11th October.

Information is available at www.organicweek.net.au and on <http://www.facebook.com/nationalorganicweekaustralia>

List of all winners and runners-up:

Retailed Organic Product of the Year:

Winner: [Sugar Free 'Living Elixir' Turmeric Ginger Beer from Red Dragon Organics \(NSW\)](#)

Runner-up: Organic Merlot from Pure Vision (SA)

Organic Retail Outlet:

Winner: [Flannerys - Maroochydore \(QLD\)](#)

Runner-up: The Meat-ting Place – Everton Park (QLD)

Organic Specialty Store:

Winner: [Sherwood Road Organic Meats \(QLD\)](#)

Runner-up: Gold Coast Organic Meats – Mermaid Waters (QLD)

Organic Shopping Website:

Winner: [HomeFresh Organics \(QLD\)](#)

Runner-up: Farm Fresh Organics (QLD)

Organic Wholesaler:

Winner: [United Organics \(QLD\)](#)

Runner-up: Eco-Farms (QLD)

Favourite Organic Brand:

Winner: [Absolute Organic](#)

Runner-up: Macro

Sustainable Farmer of the Year:

Winner: [Alasdair Smithson \(NSW\)](#)

Runner-up: Joe & Karen Bugeja (NSW)

Conventional Supermarket with an Organic Offer:

Winner: [Charlie's Fruit Market \(QLD\)](#)

Runner-up: Woolworths

Organic Input Supplier:

Winner: [C-Wise \(WA\)](#)

Runner-up: Organic Crop Protectants (NSW)

TALENT FOR INTERVIEW:

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

Richard Patton – General Manager, Red Dragon Organics - 0422 444 600

Kate Lyons – Marketing Coordinator, Flannerys - 07 3807 9500

Amy Tiller – Marketing Manager, Sherwood Road Organic Meats - 0477 068 567

Johan Gelderblom - CEO, HomeFresh Organics – 0432 694 562

Martin Meek – Partner, United Organics - 0418 982 625

Steven White - QLD Operations Manager, Eco-Farms (Absolute Organic) - 0425 330 670

Alasdair Smithson - Founder, Munch Crunch Organics - 0431 741 061

Johnny Tabet – Partner, Charlie’s Fruit Market - 0433 199 290

Andrew Corrigan – Sales Manager, C-Wise - 0431 285 852

Images available: Contact Cecile Plantade, Marketing Executive, Centre for Organic Research & Education (CORE) – 02 9922 1591 or 0419 621 054

