

Biological Farmers of Australia, Media Release, 27 October 2009

NSW Organic Award...It's All About Life

About Life, a leading natural marketplace and café in Rozelle, Sydney, has won the Eco-Farms NSW Organic Retailer of the Year 2009 Award.

The award was a highlight of National Organic Week (NOW) which ran from 16 – 25 October showcasing approximately 130 organic awareness-raising events and activities around Australia.

The awards were judged by an expert panel including a large-scale organic producer, a prominent organic food manufacturer and wholesaler, a consumer representative and representatives from the organisers Biological Farmers of Australia (BFA) and Centre for Organic & Resource Enterprises (CORE). Nominated businesses were judged on motivation, promotion, interface with local suppliers, environmental initiatives and customer loyalty and promotion strategies.

Nominees were required to be Australia-based and to source more than 70% of their fresh horticultural product as "certified organic" or "certified organic in-conversion".

The award was sponsored by Eco-Farms, Australia's largest wholesaler of organic products with outlets in NSW, Vic, SA and Qld.

Jodie Stewart (About Life co-owner with Tammie Phillips) says; "It is wonderful to win the award. In a growing market where an increasing number of consumers are realising the value of organics, to be recognised as the best organic retailer is fantastic.

"The NOW organisers are doing an amazing job in increasing the profile and communicating the benefits of organic. They are a knowledgeable and credible group of people in the industry so to have their recognition of us as the best retailer is great. Demand for organics is strong as more and more people experience the difference in taste and quality. It's the way forward - grown the way food should be."

Holly Vyner, General Manager of BFA, sees the Awards as a natural part of the steady growth and integration of the organic industry.

"Retailers are important in driving industry growth through making organic produce accessible, educating consumers about the benefits of organic food and being a face for our Industry," she says.

"This award is important for recognizing retailers' key role and efforts in developing the organic industry."

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 2010 so we're looking forward to an even more exciting field next year!"

National Organic Week is an Australia-wide showcase in which organic producers, processors, wholesalers, retailers, markets, restaurants, community groups, councils and schools present the organic message in a number of ways; launches, workshops, in-store



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promotions, food and wine tastings, seminars, cooking classes, community and educational events and special discount offers - all designed to increase awareness and understanding of the personal and environmental benefits of organics.

WINNERS OF THE 2009 ORGANIC RETAILER AWARDS ARE:

- **NSW Award; About Life (Rozelle and Bondi Junction (Sydney))**
- QLD & National Award; Wray Organic (Newmarket, Indooroopilly, Palm Beach, Broadbeach)
- VIC Award; Passion Foods (South Melbourne)
- SA Award; The Organic Market & Cafe (Stirling, Adelaide)

For more details contact Madeline Cooper, BFA on (07) 3350 5716 ext 225, or Fanny Renoux, CORE on (02) 9922 1591 or visit the NOW website: www.organicweek.net.au.

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