

## **NATIONAL ORGANIC WEEK – A CELEBRATION OF THE BEST!**

**“Be Organic - Taste the Difference, Feel the Difference, Make a Difference”**

Launches around Australia will mark the beginning of a week of celebration – and the featured celebrities will be fresh, nutrition-packed food, body-friendly cosmetics and textiles and an industry that is taking giant strides nationally and globally.

Following the success of the inaugural 2008 National Organic Week (NOW), the Centre for Organic & Resource Enterprises (CORE) in collaboration with Biological Farmers of Australia (BFA) will present **NOW 2009** from **Friday 16 to Sunday 25 October**.

NOW 2009 is an extended week of organic showcases around the country, a moveable feast in which organic producers, processors, wholesalers, retailers, markets, restaurants, community groups, councils and schools will present locally-staged activities - including workshops, in-store retail promotions, wine tastings, seminars, kids' cooking classes, community and educational events - designed to increase awareness and understanding of the benefits of organic products and farming production systems.

A special feature will be the presentation of the inaugural Best Organic Retail Outlet Awards, an annual recognition of the year's best organic retail outlets in Australia.

“National Organic Week will provide a platform for promoting the food quality and social benefits of going organic,” says Eric Love, Chairman of CORE. “The increasing popularity of certified organic products also provides a future pathway for farmers in what is often described as diminishing viability in the non-organic agricultural production market.”

Recent surveys show that one in six Australian households buy organic at least occasionally, and that in spite of the global recession, many organic sectors are increasing their impact on the marketplace. There has been a growth in organic farm gate sales of 80% in the four years since 2004, despite widespread drought, and organic retail sales have topped the half billion mark, currently valued at 0.6 billion dollars per annum. Biological Farmers of Australia (BFA) represents approximately two thirds of the Australian organic industry through membership and clients of subsidiary certification companies Australian Certified Organic (ACO) and Organic Growers of Australia (OGA).

“BFA is showing market leadership through its partnership in the delivery of NOW,” says Doug Haas, Chairman of BFA. “Our members expect us to be at the forefront of industry promotion and standards. Our partnership in this event demonstrates BFA's commitment to industry unity and the future of the organic sector.”

No pesticides, synthetic additives or GMOs; a fair-trade ethic; regulations that protect the environment and native and farmed animals; a means of production that beneficially locks carbon into the soil – organic is all of those things. That's a good reason to celebrate!

**ENDS**



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Join us in the festivity – check the National Organic Week Calendar on the NOW website [www.organicweek.net.au](http://www.organicweek.net.au) for a participating organic centre near you.

For more details call BFA on 07 3350 5716 or drop a line to [info@bfa.com.au](mailto:info@bfa.com.au) or call Eric Love CORE, Chairman Ph: (02) 9922 1591 Mob: 0419 619 455

**A range of NOW events will be held around Australia in mid- October;  
Contact us for information about an event near to you!**

**Media Contacts:**

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**ORGANIC – in a nutshell**

Certified organic operators may not use GMOs or synthetic pesticides, fertilisers or additives and must observe stringent environmental and animal welfare regulations. A recently-released report by the French Agency for Food Safety (AFSSA) disclosed that organic foods are more nutritious than conventionally-produced foods and contain lower levels of pesticides and nitrates which have been linked to a range of health problems, including diabetes and Alzheimer's. Organic production is a system where everybody wins.



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**THE VOICE OF AUSTRALIAN ORGANICS!**