

Biological Farmers of Australia, Media Release, 22 October 2009

First-time National Organic Retailer Award...Queensland Retail Chain Sweeps the Field

Wray Organic, a leading Queensland organic produce retailer, was yesterday awarded both the Queensland Award and the National Award for Organic Retailer of the Year 2009.

The presentation was made by the Hon. Tim Mulherin, Queensland Minister for Primary Industries and Fisheries, at the Queensland launch of National Organic Week (NOW) organised by the Biological Farmers of Australia (BFA) and the Centre for Organic & Resource Enterprises (CORE).

A highlight of National Organic Week 2009, the retailer 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 BFA and 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".

Deborah Wray, owner of Wray Organic stores, will proudly display the certificate and impressive engraved silver plate in rotation at each of their four stores.

"We're excited and honoured to receive the Awards," she says. "These Awards are great for industry – and great for consumers; it gives us something to aspire to and keeps lifting the bar."

Holly Vyner, General Manager of Biological Farmers of Australia, 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 industry," she says.

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

Eric Love, Director of CORE, is in full agreement.

"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!"

NOW 2009 (Friday 16 to Sunday 25 October) is a national 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 promotions, food and wine tastings, seminars, cooking classes,



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community and educational events and special discount offers - all designed to increase awareness and understanding of the personal and environmental benefits of organics.

For a participating organic centre near you check the National Organic Week Calendar on the NOW website: www.organicweek.net.au.

WINNERS OF STATE AWARDS ARE:

- NSW Award; About Life (Rozelle)
- QLD Award; Wray Organic (New Market, Indooroopilly, Palm Beach, Broadbeach)
- VIC Award; Passion Foods (South Melbourne)
- SA Award; The Organic Market & Cafe (Stirling, Adelaide)

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