



Biological Farmers of Australia Media Release, 12 October 2009

National Organic Week – Victorian events

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

Launch at Passion Foods, South Melbourne

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, celebrating fresh, nutrient-dense food and body-friendly organic cosmetics and textiles.

Despite widespread drought and the global recession, there has been a growth in organic farm gate sales of 80% in the four years since 2004 and organic retail sales have topped the half billion mark.

NOW 2009 is a national showcase in which organic producers, processors, wholesalers, retailers, markets, restaurants, community groups, councils and schools will present the organic message in a number of ways; launches, workshops, in-store 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.

The launch of NOW in Victoria will take place at South Melbourne’s Passion Foods. Ben Hardman MP, Parliamentary Secretary to the Victorian Minister for Agriculture, will officially launch NOW 2009 at the store on Friday 16 October at 10.30am, beginning a week full of action.

Steve Skopilianos, owner, Ladybird Organics and winner of the 2009 Innovative Marketing Award at the Ausveg Vegetable Industry Conference, will assist in the launch with a short presentation on why his company made the move from being a large conventional producer of salad leaves to organic.

Media and the general public are all welcome to attend the launch and join in the activities.

Passion Foods will run in-store promotions and tasting demonstrations of wine, cheese, cereals, fruit and veg, meat and other items from the 16th onwards, from about midday to 5 pm. Product suppliers will be on-hand to answer all your questions and explain the difference between organic and non-organic food production. There will be give-away organic showbags for customers.

A feature highlight of the launch will be the presentation of the inaugural Best Victorian Organic Retail Outlet Awards sponsored by Melbourne wholesaler Melba Fresh.

This is just one event taking place for National Organic Week.

Join in the festivity and check the National Organic Week Calendar on the NOW website www.organicweek.net.au for a list of organic activities near you.



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For more details contact BFA on 07 3350 5716, or Eric Love CORE, Chairman Ph: (02) 9922 1591; Mob: 0419 619 455 or write to info@bfa.com.au.

Media Contacts:

Jan Nary, BFA, ph. 07 3350 5716 ext 275

Eric Love, Centre for Organic & Resource Enterprises, ph. 02 9922 1591

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.

NOW Events in Victoria (for full details and the latest updates visit www.organicweek.net.au.)

Passion Foods NOW Launch

Date and Time: Friday 16 October, 10am

Venue: 219 Ferrars St, SOUTH MELBOURNE

Contact: Steven, Passion Foods ph (03) 9690 9339; Madeline, BFA 07 3350 5716 ext 225

Description: Ben Hardman MP, Parliamentary Secretary to the Victorian Minister for Agriculture, will officially launch NOW 2009 at the store on Friday 16 October at 10.30am, beginning a week full of action.

Passion Foods NOW Events

Date and Time: Starts Friday 16 October – ongoing through NOW

Venue: 219 Ferrars St, SOUTH MELBOURNE

Description: The store will be full of action with in-store promotions, a number of demonstrators with various products from about midday to 5pm - tasting demonstrations taking place of wine, cheese, cereals, fruit and veg, meat and other items, giving away organic showbags. Suppliers of these products will be available in-store to ask all your questions regarding the product and how it is produced differently from non-organic foods – there may even be farm animals at the store!

Contact: 03 9690 9339 Steve

Wine Tasting with Winelarder and Macquariedale Organic Wines

Date and Time: Friday 16 October, 11am -8pm

Venue: Winelarder, 1/153 Martin Street, BRIGHTON

Description: Wine tasting

Contact: Chris Turnbull, 0412 410 875

Queen Victoria Markets NOW Launch

Date and Time: Tuesday 20 October, 9.00am

Cooking Demonstrations: 11am-12noon, Tuesday 20th, Thursday 22nd & Friday 23rd October

Venue: Corner of Queen & Therry Streets, Organic Section

Description: Queen Victoria Market would like to invite you to the launch of the organic week at the market during national organic week. Activities include cooking demonstrations and tasting's by Chef Walter Trupp. Come along and hear about the current and future projects in the Victorian Organic Project and meet members of the Victorian Organic Industry Committee (VOICE)

Contact: For more information please call Mistin Dullard, Marketing Manager,



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(03) 9320 5829

Stringybark Festival

Date and Time: Saturday 17 to Sunday 18 October from 10am

Venue: Rowville Community Centre Reserve, Fulham Road, Rowville

Description: Attracting more than 20,000 visitors, the festival is one of the most significant community environmental festivals on the national calendar. Knox City Council's Stringybark Festival is spread across five acres of the Rowville Community Centre reserve. You'll find plenty of free activities at the festival, including an extensive market of fair trade and locally produced, handmade crafts, entertainment and music, a low impact children's fairground, roving performers, native animal displays, skate course, seasonal produce and food demonstrations, performances by the likes of Andy Griffiths and the Big Red Bus.

Contact: Robyn Sommers (03) 9298 8269

Certified Organic Produce at Prahran Market

Date and Time: Launched during NOW week (Tues, Wed –Sunday) - ongoing

Venue: Prahran Market, 163 Commercial Road, South Yarra

Description: Come and check out Australian Certified Organic produce from Orangutan Organic Ginseng - on display at the Prahran Market as part of "Taste Provincial Victoria". Open Tuesday and Thursday to Sunday.

Sandi's Garden Patch - Vegetable Gardening Classes

Date and Time: start Wednesday 21 October – ongoing

Venue: Garden of Eden Nursery, 365 Ferrars Street, Albert Park

Description: A six-week series of classes on Organic Vegetable growing will be launched in National Organic Week. Students will learn how to grow vegetables without using nasty chemicals and improving the soil with manure, compost etc to grow healthy vegies.

Contact: Sandi Pullman (03) 9696 0551

Slow Food Melbourne Farmers Market

Date and Time: Saturday 24 October, 8am-1pm

Venue: Abbotsford Convent, 1 St Heliers St, Abbotsford

Description: Monthly Farmers Market promoting the Slow Food message that food should be "good, clean & fair" Come and buy the best of Victorian produce direct from the grower.

Contact: Alison Peake – 9310 0367

Collingwood Children's Farmers' Market

Date and Time: Saturday 10 October and Wednesday 21 October, 8am-1pm

Venue: Collingwood Children's Farm, St Heliers Street, Abbotsford

Description: More than 60 farmers and makers selling their own produce direct. Fruit and veg, dairy, meat, olive oil & condiments. Lots of certified organic produce. We are members of the Victorian Farmers' Market Association and actively support accreditation of farmers' markets.

www.mfm.com.au

Contact: Miranda Sharp, 0429 146 627

Gasworks Farmers' Market

Date and Time: Saturday 17 October, 8am – 1pm

Venue: Gasworks Arts Park, Graham St, Albert Park

Description: More than 60 farmers and makers selling their own produce direct. Fruit and veg, dairy, meat, olive oil & condiments. Lots of certified organic produce. We are members of the Victorian Farmers' Market Association and actively support accreditation of farmers' markets. www.mfm.com.au



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Contact: Miranda 0429 146 627

Boroondara Farmers Market

Date and Time: Saturday 17 October, 8am-1pm

Venue: Patterson Reserve, Auburn Road, Hawthorn

Description: Farm Fresh and Fabulous. On the third Saturday of the month, every month of the year. Indulge all your senses at the best farmers market in Melbourne.

Price: \$2.00 per adult

Contact: Elisa Grassa, 03 9278 4814

Launch of Endeavour Hills Farmers Market

Date and Time: Saturday 17 October, 8am-1pm

Venue: Gleneagles Drive Drive, Narre Warren

Description: Launching their first farmers market. Over 40 stalls selling fresh local and regional fresh produce. This is the opening market for this Farmers Market.

Contact: Peter Arnold on 03 5664 0096

Veg Out Farmers' Market

Date and Time: Saturday 7 November, 8am-1pm

Venue: Behind Veg Out Community Gardens, Chaucer St, St Kilda

Description: More than 60 farmers and makers selling their own produce direct. Fruit and veg, dairy, meat, olive oil & condiments. Lots of certified organic produce. We are members of the Victorian Farmers' Market Association and actively support accreditation of farmers' markets. www.mfm.com.au

Contact: 0429 146 627 (Miranda Sharp)

Williamstown Farmers Market

Date and Time: Sunday 18 October, 9am – 1pm

Venue: Commonwealth Reserve, Williamstown

Description: Over 45 stalls selling the best in fresh produce direct from the maker/grower.

Contact: Peter Arnold - 03 5664 0096 or 0439 364760

CERES Organic Market

Date and Time: Saturday 17 and 24 October, 9am – 1pm

Venue: Cnr Roberts and Stewarts St, East Brunswick

Description: CERES Organic Market plays a vital role in the local food network. The market sells freshly harvested produce from our own market gardens and the social food enterprises we support, and we share food mile info about all of our produce. Each week, in all weather, we sell the best local produce from small sustainable growers and backyard producers around Melbourne. A vibrant atmosphere with live music and craft stalls, the market is the centre of our food network.

Contact: 0405023781

ENDS



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