

## Biological Farmers of Australia

6 October, 2010

<Raw video footage and audio available>

### **“Get out and try organic!” says National Organic Week Ambassador Tobie Puttock**

All Australians are urged to taste, feel and make the difference using organic foods during National Organic Week (NOW) by celebrity chef and official NOW Ambassador, Tobie Puttock.

Along with the growing popularity of celebrity cooking shows, is a growing awareness of using produce which is tasty, healthy and produced responsibly.

Mr Puttock represents many high profile chefs in his belief that organic is the best choice for everyone – from budding celebrity chefs to family cooks.

“The reason I choose organic myself is because I know it’s the best possible flavours we can get out of those vegetables.”

A huge range of events are currently underway in communities around the country, so there has never been a better time to experience the benefits of organic firsthand.

“I think it’s really important for people, during this week, to actually get out [and try organic],” said Mr Puttock.

“I would recommend just switching one product a week; if you’re eating bananas every week, start eating organic bananas, the next week eat organic avocados, the week after that lettuce and slowly work into it.”

“If you can taste the difference, feel the difference and make a difference, you are on the way to living a better lifestyle,” he said.

Australia’s largest organic industry body Biological Farmers of Australia (BFA), in collaboration with the Centre for Organic and Resource Enterprises (CORE) is coordinating the 10 day initiative.

General Manager of BFA, Holly Vyner, says: “Six in ten households now buy organic. There’s never been a better time to vote for your own wellbeing, while contributing to the health of our waterways, the environment, food security, animal welfare – there are countless benefits.

“We are encouraging everyone this week to experience some of these benefits for themselves by getting involved in events in their area,” she says.



National Organic Week runs until Sunday, 10 October and a full list of the state-based events is available at: [http://www.organicweek.net.au/events\\_List.php](http://www.organicweek.net.au/events_List.php)

**ENDS**

A highlights package of the Tobie Puttock interview is available on YouTube at: <http://www.youtube.com/watch?v=bMQswVoJn6o> or for raw footage or interviews please contact Desti Itote (BFA) on 07 3350 5716 ext 232

