



## Innovation and growth on show at Sydney's Organic Expo

This year's Organic Expo, held in Sydney from the 25<sup>th</sup> – 27<sup>th</sup> July was a certified success, with a record number of trade and public visitors alike.

1,805 trade visitors mingled on the Friday trade day. Business meetings and greetings were rewarded with networking drinks and a raising of glasses to the BFA's national launch of the Australian Organic Market Report 2008, the first Australian data published since 2004.

Media interest was high, with Channel 9 cameras making their way to the Australian Certified Organic stand and many other major media channels expressing interest in putting their audiences in touch with organic. ABC National News, Channel Seven's

Sunrise, leading metropolitan newspapers and radio stations Australia-wide have reported the growth of the organic sector in recent weeks.

The Organic Expo turn-out from the general public leaves little doubt as to why. A record 8,600 visitors made their way through the expo doors to explore organic alternatives. While health is still the number one reason, a consumer survey conducted over the weekend by Organic Guide found people choosing organic over conventional counterparts are now placing more emphasis on environment and climate change when selecting their purchases.

The Organic Expo weekend was also a celebration of the overall innovation of the organic sector. Winners of the Organic

Expo official awards included ACO certified companies Kailis for their Kailis Extra Virgin Olive Oil (Premium Blend), and African Pacific who were awarded 'Most Innovative' for their Nui Organic Coconut Flour.

Craig Sams, entrepreneurial organic icon, Chair of the UK's Soil Association, and founder of Green & Blacks organic chocolate, commended Australian exhibitors, stating he was impressed by a "high level of sophistication among organic manufacturers and processors".

**Mark your diary for next year's Expo! The Organic Expo will return to Melbourne next year on 24 – 26 July 2009. For details visit [www.organicexpo.com.au](http://www.organicexpo.com.au).**

## Enjoy the taste of Green Bake. Get into Greenfest!

The organic industry has an exciting opportunity opening its doors in Brisbane this year. 50,000 Brisbane residents and others from around the country are expected to come together at Southbank from 10<sup>th</sup> to 12<sup>th</sup> October for a chance to see a huge range of organic and greener products and services at Greenfest. The festival is made up of several different areas:

**Green Street Mall** : Change a habit for the planet

**Green Motor Show** : Drive the future

**Green Career Show** : Inspire the change you want

**Green Bake** : The good energy recipe

Green Bake will consist of food vendors, every one of which is certified organic! Australian Certified Organic is partnering with Greenfest for assisting with managing the Green Bake section of the event. Certified organic food companies are invited to join us for providing the Brisbane general public with a taste of only the best in food and beverages for flavour, health and planet!

For details visit [www.greenfest.com.au](http://www.greenfest.com.au)

*"Greenfest is free, outdoors, participation-based, and experimentally presents tomorrow's leaders to share the stage today. It's a formula for resonance between different elements of the community and by just turning up you will have taken action for a greener world."*



## BFA calendar update

### Organic Events 2008

- 5 September – BFA Organic Roadshow Bathurst, NSW
- 6 September – BFA Organic Roadshow Narrandera, NSW
- 19 September – BFA Organic Roadshow Cairns, Qld
- 24-26 September – BioFach Japan (international trade fair)
- 10-12 October – Greenfest, Brisbane ([www.greenfest.com.au](http://www.greenfest.com.au))
- 25th October – BFA Annual General Meeting, Brisbane
- 28 November – Organic Roadshow Armidale, NSW
- 29 November – Organic Roadshow Coffs Harbour, NSW

See [www.bfa.com.au](http://www.bfa.com.au) for further details or contact ph 07 3350 5716 ext 222; email [events@bfa.com.au](mailto:events@bfa.com.au)