

Organic – the truth is out

The truth about organic is too good to keep under wraps so we're taking the word out to consumers – and we want to include you as a partner. BFA has developed an organic awareness campaign package that includes a new consumer-friendly website, 'Why Organic?', an education pack for schools, an in-depth



media campaign and educational brochures and posters.

Retailers who sell organic produce will receive brochures, posters and an order catalogue of organic products, including special campaign-design organic cotton shopping bags. Only Australian Certified Organic businesses will receive, in addition, a retailer's display sign, highlighting their certification to customers.

The awareness campaign has received support from high-profile organisations and individuals, including Margaret Fulton, Rosemary Stanton, the Food Intolerance Network and Kylie Kwong. Here are just a few authoritative quotes that will appear in the campaign brochure;

'Find your local organic supplier and get to know them. Ask about their farming practices and learn about what's in season when. Buying organic and locally supports your local community and reduces your



carbon foot print and buying in season means you get the freshest possible produce at a great price.' Go local, go organic!

Tobie Puttock

Dial 1300 tastychips **Order On-line now www.tastychips.com.au**

TastyChips
Fresh Cut Vegetables

Want to cut your costs and have extra time in the kitchen?
Supplying Fresh Cut and Processed Vegetables.

PROCESSOR 10796P
AUSTRALIAN CERTIFIED ORGANIC

Tasty Chips is a family owned and operated business, which has been serving the food industry for fifty years with fresh cut and prepared fruit and vegetables.

The company recently acquired Organic Certification from the Australian Certified Organic (Processor 10796P) for preparation of cut and diced organic vegetables. The company currently supplies prime quality minimally processed (fresh cut and prepared) organic vegetables to various food manufacturers.

We are able to supply any organisations seeking freshly cut and prepared organic fruit and vegetables.

Tasty Chips is a SQF 2000 HACCP quality certified supplier. In addition we are also Halal certified to supply cut raw vegetables to meet the Islamic requirements.

410 Somerville Rd West Footscray VIC 3012
Fax: 9314 9400 Email: sales@tastychips.com.au

"If you want to minimise your family's exposure to pesticides, organic is the way to go." CHOICE Magazine

Organic regenerative farming management can achieve the emissions-cutting equivalent of taking one car off the road for every two acres farmed, based on U.S. EPA vehicle emission figures. The Rodale Institute USA

How to be involved?

If you would like to add your support – and gain an enviable market advantage – a limited number of sponsorships are still available, all with value-added benefits.



Major sponsors; 4 places

Overview: Section on 'Why Organic?' brochure – over 1 million distribution; involvement in extensive coordinated media activities; a feature display on the BFA stand at 3 mainstream consumer events this year; your company featured throughout the new BFA 'Why Organic' consumer website for 12 months in the context of your nominated category; editorial in BFA print resources.



School education sponsors; 8 places

Overview: Case study of your business used in organic education materials for secondary and primary schools; naming rights to school activities and competitions; related media activity.

Activities/ competitions will be associated with projects in gardening, recycling, cooking, design and more. (Sponsorship can

be adapted for non-production type businesses). Distribution 6,000.



Shopping bag sponsors; 4 places

Overview: Company logo printed on organic cotton shopping bags for distribution and sale at retail and events. Production run 17,000.



Advertising only:

Options include product advertising in the CD product directory for retailers; on the *Why Organic?* website; and in the free organic consumer "Why Organic?" e-newsletter.

For more information on sponsoring or advertising visit our website at www.bfa.com.au/index.asp?Sec_ID=282.

What comes next?

The first thrust of the campaign will focus on organic food. Subsequent campaign modules will focus on allowed inputs for commercial agriculture and domestic gardening, cosmetics and wine.

If you are a retailer or belong to a farmers market that is not already on our 'Where to Buy Organic' website page (www.bfa.com.au > Consumer Resources > Where to buy organics), please contact us so that we can add you to both this popular consumer page and to our list of retailers who will receive the organic retailer pack.

This campaign is a first for Australian organics – take the opportunity to be part of the organic action!

For further information visit www.bfa.com.au, see the Consumer Campaign page under Consumer Resources. <<◆

Always looking for
new organic produce
from growers, wholesalers
OR certified organic,
bio-dynamic produce
processors

BACK TO EDEN
ORGANIC FOOD WHOLESALERS

Wholesalers of certified organic, bio-dynamic produce & groceries

SINCE 1990 the team at BTE have developed a large, diverse customer base all over Australia

- **FLEXIBILITY:** We work to meet the specific needs of our market using a sound professional approach. We are constantly nurturing new markets and developing achievable plans with our suppliers to help them grow their businesses and maximise their returns.
- **HELPFUL:** If you are looking for a professional team of committed people to assist the growth of your organic business talk to the team at Back to Eden.
- **SUPPORTING** the independent retailers of organic produce throughout NSW
- **SYDNEYS NUMBER 1** wholesaler of organic produce.

Call Graeme on
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or email:
backtoeden@bigpond.com
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Fax: 02 9746 0040