



BFA Media Release 12<sup>th</sup> November 2008

# Organic interest ignites in Armidale and Coffs Harbour

– Coffs Harbour Saturday 29<sup>th</sup> November 2008

Two organic roadshows in Armidale and Coffs Harbour this month show an escalating interest from northern NSW in growing and eating chemical free.

Organic in Coffs is being pushed by an appetite for sustainable food from consumers, and high diversity in locally available organic produce, says Kevin Doyle, owner of Kombu Wholefoods (organic retail outlet) in Bellingen.

“From the hinterlands, to the coast, to the Dorrigo Plateau - we are incredibly lucky to live in an area which can produce mangoes at one end and orchard fruit on the other - without relying on chemicals,” he says.

“We have access to a large variety of product from a relatively small region – and the local organic growers do a fantastic job of exploiting that!”

He says the popularity of local organic is growing rapidly.

“The local community is very passionate about working towards a more sustainable future for the region and have been quick to embrace locally produced organic food as a part of that.”

He says going organic in Coffs also has the double benefit of low ‘food miles’.

“The environmental and financial benefits of organic to the community here are very strong.

“As the cost of oil, petrochemicals and transport rises, so will the viability of farming and eating chemical free”.

He says less distance travelled also cuts the expense of organic for local buyers, compared to food that has been trucked from interstate.

But he says it is health concerns that bring most people to the door.

“There’s been a much wider range of people buying organic in the past four and a half years.

“That includes a steady stream of people unhappy with their health who want to reduce the amount of artificial ingredients and chemicals they consume.”

He says the pleasure of seeing “beautiful food” come into the store fresh from the fields is hard to beat.

“The consumer response to that kind of quality is incredible – produce walks off the shelf an hour or two after arriving.”

And he says eating organic has educated shoppers on the reality of food availability.

“There is a real excitement when new seasons and new foods arrive. Organic is about eating in accord with nature – not about having everything there for you, all the time”.

**Hear more on the market for organic at Coffs Harbour at the BFA Coffs Harbour Organic Road show!**



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**Dates:**

**When?** *Armidale:* Friday 28<sup>th</sup> November 8.30am – 3.30pm

*Coffs Harbour:* Saturday 29<sup>th</sup> November, 8.30am – 3.30pm

**Where?** *Armidale:* New England Regional Art Museum, Kentucky St, Armidale, NSW

*Coffs Harbour:* Coffs Harbour Racing Club, Howard St, Coffs Harbour

**RSVP:** Contact BFA on (07) 3350 5716 email [info@bfa.com.au](mailto:info@bfa.com.au) to register interest

Visit [http://www.bfa.com.au/index.asp?Sec\\_ID=150](http://www.bfa.com.au/index.asp?Sec_ID=150) for more information.

ENDS

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To obtain images or find out contact details for organic farmers in your area contact BFA media officer Jaime Newborn ph: (07) 3350 5716 ext. 222; email [marketing@bfa.com.au](mailto:marketing@bfa.com.au)

The BFA has a vision for organic industry growth and education in Australia. Ask about your copy of the Organic Industry Market Research Report to see how the organic industry in NSW is achieving its goals! More information is available at [http://www.bfa.com.au/index.asp?Sec\\_ID=260](http://www.bfa.com.au/index.asp?Sec_ID=260)



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