

BFA/Greenfest Media Release 30th April 2009

Australian “Chef of the Year” serves up “sustainable” at Greenfest ‘09

Biological Farmers of Australia (BFA) will welcome one of Australia’s most acclaimed chefs at Greenfest 2009. Justin North is the *2009 Sydney Morning Herald Chef of the Year* and the chef and proprietor of two award winning Sydney restaurants *Bécasse* and *Etch*.

Greenfest, presented by Brisbane City Council, is Queensland’s largest “sustainable living” festival and will be held with BFA, as principle partner for Nutrition, Food and Beverages, in the Brisbane Botanic Gardens from Friday 5th until Sunday 7th June.

Festival organisers are encouraging Brisbane residents to bring their healthy appetites for all things ethical.

Justin North - a passionate advocate of quality food with sustainable production methods - will create his own lightly spiced burgers using 100% organic Wagyu beef for hungry festival goers.

The Australian Certified Organic Gundooee Wagyu Beef from the fertile pastures of Dunedoo NSW is grass-fed on native perennials, free of any hormonal growth promotants, and is tender and rich in flavour. The burgers will be a star item on the Greenfest menu.

Justin North – who has sourced everything from organic meat, to free range eggs and native-pasture fed lamb for *Bécasse* and *Etch*, says “*choosing what you eat should be a way of life*”.

As part of the BFA supported ‘foodie fun’ Justin will serve up a series of cooking demonstrations on stage, reflecting on sustainability, the art of thoughtful food, and why we should get back to the vegie-patch.

“I believe, that as a chef I have the responsibility to choose ingredients carefully - it’s about working with farmers directly; and consciously thinking about where a product came from along with the methods, practises, and ethical values of the supplier.”

“Not only will Greenfest introduce local growers, farmers, fishermen and producers, it will also highlight the increasing importance of sustainable and ethical farming and eating. Chefs and restaurateurs have an important role in bringing awareness to these issues by embracing the notion of good eating and smart shopping – not only for the environment, but ultimately for the superior quality of seasonal, locally grown produce.”

Holly Vyner, General Manager of BFA, says “*Justin’s interest in eco-aware production and organic ingredients is further proof that people are getting serious about food origins - for the sake of their health – and the health of the planet.*”

Colman Ridge, Greenfest Director, says Brisbane residents will benefit from the words of such an experienced chef.



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New South Wales

BIOLOGICAL FARMERS OF AUSTRALIA CO-OP LTD
ABN 75 699 664 781

HEAD OFFICE - BRISBANE
PO Box 530 L1 766 Gympie Rd
CHERMSIDE QLD 4032
Ph: +61 (0)7 3350 5716
Fax: +61 (0)7 3350 5996
info@bfa.com.au

SOUTHERN DIVISION OFFICE
PO Box 503 1 Gawler St
NURIOOTPA SA 5355
Ph: +61 (0)8 8562 2769
Fax: +61 (0)8 8562 3034
info@bfa.com.au

“The generosity of Justin to share his skills and knowledge with the community at Greenfest is inspiring and delivers far more than award winning food. Brisbane is truly becoming a focus of practical green leadership with popular grassroots solutions.”

Ms. Vyner says the festival is also a chance to sample a range of unique and sustainable treats.

“From certified organic waffles, to organic Wagyu burgers – Greenfest aims to support and identify organic and local producers.”

Be inspired at Greenfest World Environment Day 5th – 7th June

Further key note appearances spreading the word on sustainability at Greenfest include:

- [Summer Rayne Oakes](#) (International eco-fashion model, author and activist)
- [Tony Fry](#) (Esteemed Australian designer)
- [Ash Grunwald](#) (Internationally renowned Australian Blues and Roots performer)

Visit: www.greenfest.com.au for more

ENDS

For images, or to arrange an interview with Justin North contact:

John Noble, Drysdale Communications Ph: (02) 9555 8891 E:

john@drysdalecommunications.com.au

For more information on Greenfest contact:

Tiffanie Ng Ph: 0413 388 485 E: tiff@greenfest.com.au

For more information on organic stall holders at Greenfest contact:

Jaime Newborn, BFA Media Department E: marketing@bfa.com.au Ph: (07) 3350 5716 ext. 222

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

The BFA is working to improve organic industry growth and education in Australia. Ask about your copy of the Australian Organic Market Report to see how the organic industry is achieving its goals! More information is available at http://www.bfa.com.au/index.asp?Sec_ID=260



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