

**Biological Farmers of Australia Media Release Tuesday 21st July 2009**

# **Hungry for organic info? Head to Organic Expo**

The Biological Farmers of Australia will be prominent exhibitors at the national Organic Expo starting this Friday from 24 — 26 July at Royal Exhibition Building, Carlton, Melbourne, Victoria.

The Expo, an annual focus for the organically-minded - the committed, the curious and the questioning – is a three-day celebration of food produced the way nature intended; without synthetic pesticides, additives or GMOs and rich in antioxidants and nutrients. Other organic products on display and being demonstrated at the Organic Expo include cosmetics, gardening inputs and fashion.

Holly Vyner, BFA General Manager says that from farm gate to plate, the BFA's 'Australian Certified Organic' stand has a world of information on organics including all the latest market data.

"We look forward to greeting current industry members and potential newcomers to the industry and assisting with information. The BFA's aim is to facilitate development of the organic industry and the Organic Expo is an excellent platform for doing exactly that. We look forward to being part of the event for the fifth consecutive year."

The staff at the BFA/ ACO stand will greet Expo visitors close to the hall entrance with one feature of the stand being sample bags containing certified organic treats and information in a sustainable fun shopping bag for just \$3.

Visitors to the stand will be invited to sample a variety of Australian Certified Organic goods including olives, jam, and biscuits, with an even broader range of items on display.

Supported by Organic Crop Protectants, BFA will also provide a fun learning spot for kids to get down and dirty with gloves and spade, learning the magic of planting vegetable seeds in a pot and nurturing them into nutritious, sustaining food.

Shane Heaton, BFA nutritionist and featured speaker, will talk about the commonsense reasons for going organic.

"That the Expo is now in its fifth year shows that consumers are hungry for good information and products. The Organic Expo is an ideal place to check out new organic products and find out everything you ever wanted to know about the food you eat and feed to your family, and to discover why people are staying loyal to organics, even in times of financial crisis" he says.

"Organic food is not a luxury; it's the way food is supposed to be."

Other BFA expert speakers available for one-on-one questioning on the BFA stand include Dr Andrew Monk, BFA Standards Convenor and Board Director (organic standards); Akiko Nicholls, Managing Director, Australian Certified Organic (organic certification; organic export requirements) and Holly Vyner, BFA General Manager and BFA PR Manager (organic networks and advice).



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Mary Hackett, Director of Smeaton Hackett events, says that many new exhibitors have come on board this year and that there is a marked increase in skin and body care products and products for mothers and babies.

“People are more exposed to organic products, even in supermarkets; you no longer have to explain what organic is about,” she says. “The Organic Expo is a lifestyle show, demonstrating how easily accessible these products are.”

**ENDS**

*Footnote; The winners of this year’s Organic Expo awards include:*

- *Best Organic Food Product: Kailis Organic Extra Virgin Olive Oil & Blue Hills Tasmanian Leatherwood Honey*
- *Most Innovative Organic Product: Inika Purely Bronzed (Tinted Bronzing Mousse)*
- *Best Organic Non-Food Product: House of Herbs Avocado Certified Organic Face Cream*
- *Best Organic Product Range: “Lloyd’s Organic Harvest” 100% Pure Grape Juice*
- *Best New Organic Product: Pure Food Essentials Turmeric Paste*
- *Overall Judges Choice Award: Pure Food Essentials Turmeric Paste*

**ORGANIC EXPO 24 to 26 July 2009 (Friday 24 is a trade only day)**

**Royal Exhibition Building, Carlton Gardens, Victoria**

**Further information: [www.organicexpo.com.au](http://www.organicexpo.com.au)**

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**STOP PRESS!**

**The BFA Organic Roadshow** - a line-up of fascinating speakers on many aspects of organic production and marketing –will be coming to centres across NSW, Qld and WA between August and November this year.

For more information on Organic Expo or Organic Roadshows;

(07) 3350 5716 [/events@bfa.com.au](mailto:/events@bfa.com.au) / [www.bfa.com.au](http://www.bfa.com.au)



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