

BFA Media Release, 17 August 2009

WHAT IT TAKES TO WIN IN ORGANIC – AUSTRALIAN TRIATHLETE IS BUILDING BUSINESS

Nici Andronicus is guest speaker at BFA's Organic Networking Night

Nici Andronicus is an impressive Australian on many levels. From a position as one of the world's leading triathletes she has gone on to raise a family of five children and set up a business in the rapidly expanding organic food industry. The energy and focus that she brought to her sport has ensured her the same level of success in business.

She will be sharing her story – the highlights, the challenges, the hard slog and the successes – at a special networking dinner held by the Biological Farmers of Australia (BFA) on 27th August at Newtown's Peasants Feast, a fully certified organic restaurant with Australian Certified Organic.

Nici represented Australia in Modern Pentathlon and Triathlon for a decade, racing internationally to become the world #2 in 1997. During this time she graduated from the University of Canberra with a Bachelor of Arts in Sports Administration, majoring in marketing and public relations, worked in marketing for Girlfriend Magazine and was a PR consultant. Retiring from professional sport, Nici became the Director of Media and Marketing for the International Triathlon Union with Sportsworld Media Group in London.

Her achievements since then are just as inspiring; as the mother of five gorgeous children ("every mother is allowed to say that about her babies") she is now the Founder and Executive Director of **Organicus**, which produces a range of certified organic soups, breakfast cereals, compotes, jams, trail mix and banana bread.

Organicus, with its commitment to cooking with conscience, working with the seasons and making organics easy for food service, now supplies produce to more than 20 Accor hotels around Australia and over 70 Sumo Salad stores.

The Organicus soup isn't the only warming ingredient in the Sumo story; a percentage of all Organicus soup sales is being donated to the Victorian Bushfire Appeal.

It's not surprising that Nici is so passionate about organic food; she comes from a family tradition in food and as an athlete learned a lot about optimal nutrition. Having a family and then dealing with her husband's cancer of the tear gland reinforced her commitment to providing fresh food and a varied, balanced diet as the most effective way to build resistance.

"I'm very excited to be meeting so many industry representatives at this dinner", Nici says.

"I imagine that there'll be lots of inspiring stories and that many new opportunities will present themselves. Making new connections is always good for business!"

The Sydney Networking Dinner is one event being held as part of the BFA's Australian Organic Roadshow providing 1-day organic food & farming workshops this month in Lismore (26/8), Dubbo (28/8) and Albury(29/8).



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Networking and sharing information is what BFA's networking events and Roadshows are all about, for organic producers, traders and interested members of the public; The full-day workshops offer the latest, brightest and most innovative information on organic farming, from its beneficial impact on the environment to the skills needed for niche marketing that is rapidly becoming mainstream.

Holly Vyner, BFA's General Manager, says that at a time of economic downturn organic produce is holding its own and even increasing its market share. An independent survey from March this year has found that there is growing consumer awareness about organics with over half of Australians now choosing organic at least on one occasion.

"Our research shows that consumers are recognising the benefits of purchasing organic foods – in particular the health advantages, including no synthetic chemicals, no harmful food additives and antioxidant benefits – but also environmental, animal welfare, sustainable farming, biodiversity, and others."

For further information and bookings for both the Sydney Networking Dinner and 1-day workshops, visit www.bfa.com.au or contact the BFA office on ph 07 3350 5716 ext 221; email info@bfa.com.au.

Organic Networking Dinner, Sydney, NSW

Date: 27th August 09' Time: 6:30pm

Where: Peasants Feast Restaurant, 121A King St, Newtown, Sydney

Special Guest Speaker: Nici McClean (Andronicus) former tri-athlete, mother of five and owner of Organicus

Cost: \$55 pp for a three course organic meal and red/ white organic wine

ENDS

Media images and interviews will be available for all events – to arrange a specific interview in advance contact Jan Nary ph: (07) 3350 5716 ext. 275; email jan.nary@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 Report to see how the industry is achieving its goals! More information is available at http://www.bfa.com.au/index.asp?Sec_ID=260

Organic Roadshow program from August - November:

NSW

26 Aug. 09 Roadshow Lismore, NSW

27 Aug. 09 Organic Networking Dinner, Newtown, Sydney, NSW

28 Aug. 09 Roadshow Dubbo, NSW

29 Aug. 09 Roadshow Albury, NSW

Qld

17 Sept. 09 Roadshow Toowoomba, Qld

17 Sept. 09 Organic Networking dinner Brisbane

19 Sept. 09 Roadshow Cairns Qld

WA

14 Nov 09 Roadshow Perth, WA (*dates/ locations are subject to change)



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