



Biological Farmers of Australia Media Release, 5 October 2009

NATIONAL ORGANIC WEEK –NSW EVENTS

Be Organic “Taste the Difference, Feel the Difference, Make a Difference”

Launch featuring: Annalise Braakensiek, Australian model, actress and TV presenter

Following the success of the inaugural 2008 National Organic Week (NOW), the Centre for Organic & Resource Enterprises (CORE) in collaboration with Biological Farmers of Australia (BFA) will present **NOW 2009** from Friday 16 to Sunday 25 October, celebrating fresh, nutrient-dense food and body-friendly organic cosmetics and textiles.

Despite widespread drought and the global recession, there has been a growth in organic farm gate sales of 80% in the four years since 2004 and organic retail sales have topped the half billion mark.

NOW 2009 is a national showcase in which organic producers, processors, wholesalers, retailers, markets, restaurants, community groups, councils and schools will present the organic message in a number of ways; launches, workshops, in-store promotions, food and wine tastings, seminars, cooking classes, community and educational events and special discount offers - all designed to increase awareness and understanding of the personal and environmental benefits of organics.

The launch of NOW in NSW will take place at an organic wine and cocktail event hosted by the BFA Vignerons Group at the Hughendon Hotel on 20 October. Assisting in the celebrations will be Annalise Braakensiek, Australian model, actress and TV presenter who grew up on a biodynamic farm and among many talents is an accomplished organic vegetarian cook, advocating “you are what you eat”. She is a firm believer not only in organic for health, but for animal cruelty free farming. Recently, Annalise has launched an organic cotton and bamboo lingerie line which is turning heads.

The NOW event marks several reasons for celebration. A feature highlight will be the presentation of the inaugural Best Organic Retail Outlet Awards for both the NSW and national overall winner.

The Vignerons Group, which includes some of the most prestigious organic wine producers in Australia, will also launch their new ‘Why Organic Wine?’ website.

“Organic wine is a way of avoiding the cocktail of chemicals that you *don’t* want in your drink!” says Alan Clare, of the Vignerons Group. “Many people don’t realise the advantages of organic wine; we’re hoping that this new initiative will open the minds of more consumers about the benefits of choosing a bottle of organic wine.”

Agape Organic Restaurant and Bar, in the historic suburb of Botany, is Sydney's largest organic restaurant. Executive Chef Simon Lawson, who has over 15 years experience in the industry, has built the restaurant’s popularity on seeking out local, seasonal, biodynamic and certified organic produce. Agape will celebrate NOW with a special Organic Wine Dinner featuring produce of Tamburlaine and Rosnay wineries, both certified with Australian Certified Organic, on Thursday 21 October. On 22 October the Restaurant will have its official launch.



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Wholefoods House has shops in Waterloo & Woollahra. Spokesperson Amanda Meggison says that she has seen increasing interest in and commitment to organic food, strongly influenced by such projects as Stephanie Alexander's school gardens. She says that prices of organic foods are competitive with conventional equivalents, especially in view of the benefits.

"We offer fresh, seasonal and local produce, as close to nature as possible," she says. "People are really keen for food that has no synthetic pesticides, no artificial chemicals and no numbers on the list of ingredients." Wholefoods House will offer free in-store tastings throughout **NOW**.

These are just some of the events taking place for National Organic Week.

Join us in the festivity – check the National Organic Week Calendar on the NOW website www.organicweek.net.au for a participating organic centre near you.

For more details contact BFA on 07 3350 5716, or Eric Love CORE, Chairman Ph: (02) 9922 1591; Mob: 0419 619 455 or write to info@bfa.com.au.

Media Contacts:

Jan Nary, BFA, ph. 07 3350 5716 ext 275

Eric Love, Centre for Organic & Resource Enterprises, ph. 02 9922 1591

ORGANIC – in a nutshell

Certified organic operators may not use GMOs or synthetic pesticides, fertilisers or additives and must observe stringent environmental and animal welfare regulations. A recently-released report by the French Agency for Food Safety (AFSSA) disclosed that organic foods are more nutritious than conventionally-produced foods and contain lower levels of pesticides and nitrates which have been linked to a range of health problems, including diabetes and Alzheimer's. Organic production is a system where everybody wins.

NOW Events in NSW (for full details and the latest updates check individual company websites or www.organicweek.net.au.)

*Complimentary copies of the highly-respected magazine, **ABC Organic Gardener**, will be available at various NOW events alongside industry's most popular trade resource **Australian Certified Organic Magazine***

Organic Wine and Cocktail Evening

Date and Time: Tuesday 20th October 6pm

Venue: Atrium Room, Hughendon Hotel, Woollahra

Contact: BFA Vignerons Group Alan Clare (0412 000 041)

Spring Long Lunch with Biodynamics

Date and Time: Sat 24 October 12noon – 2.30pm

Venue: Lark Hill Vineyard Restaurant, 521 Bungendore Rd, BUNGENDORE

Description: \$100pp Long lunch using local organic biodynamic produce, 4 courses matched with Lark Hill Gold Medal certified Biodynamic wines

Contact: Chris Carpenter (02) 62381393or larkhill@larkhillwine.com.au



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**Agape Organic Restaurant and Bar****Date and Time:** 21 & 22 October**Venue:** 1385-1387 Botany Road BOTANY**Description:** 21 Oct Organic Wine Dinner with Tamburlaine and Rosnay wines Thursday 22 October - official launch of the Restaurant**Contact:** (02) 8668 5777 or Email: agapeorganic@gmail.com.au**Wholefoods House****Date and Time:** Starts Fri 16 October - *ongoing through NOW***Venue:** 3/9 Danks Street Waterloo and 109 Queen St, Woollahra**Description:** In-store tastings between 16 – 25 October**Contact:** Amanda Meggison: ph 02 9319 4459**Peasants Feast** (an Australian Certified Organic restaurant)**Date and Time:** Starts Fri 16 October - *ongoing through NOW***Venue:** 121A King Street Newtown**Description:** The restaurant will offer 10% off all menu items between 16 – 25 October 2009.**Contact:** (02) 9516 5998**Marrickville Organic Food & Farmers Market****Date and Time:** Sun 18 October 9am - 3pm**Venue:** Addison Road Community Centre 142 Addison Road MARRICKVILLEwww.organicfoodmarkets.com.au**Always Organic****Date and Time:** Starts Fri 16 October - *ongoing through NOW***Venue:** Granny Smith Natural Food Market, 6 Princes Street, Turramurra**Description:** Granny Smith Natural Food Market celebrates organic, local and seasonal everyday.

As a certified organic retailer, you can trust us to bring you the best in quality organic foods.

During National Organic Week come in for free tastings and special information on organic farming and food production. Winner of the 2009 Foodies Guide Best Organic Retailer!

Contact: (02) 9988 3787**Lettuce Deliver Organics****Date and Time:** Starts Mon 19 October - *ongoing through NOW***Description:** Lettuce Deliver (Certified NASAA Retailer 9291R) specialise in the Home Delivery of Fresh Australian Certified Organic Fruit & Veg + 1000's of Groceries for your convenience. During the week starting 19th October we will send an Organic Gift to anyone mentioning this website.**Contact:** (02) 9763 7337 Email: sales@lettucedeliver.com.au**Hornsby Organic Food & Farmers Market****Date and Time:** Thu 15 October and Wed 30 November 9.00am - 3.00pm**Venue:** Hornsby Mall (by the Fountain)**Description:** Selling a variety of certified organic dried fruits and nuts, oils, rice, flour, dried goods and pastas**Contact:** 0411 787 920 or check out www.organicfoodmarkets.com.au**Specials @ Santos on local Biodynamic and Organic products****Date and Time:** Fri 16 October 9am - 5pm**Venue:** Santos Warehouse 3/7 Brigantine Street, Byron Bay**Description:** Daily specials on local/Australian organic and biodynamic products.**Contact:** (02) 6685 5685Quality
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Organic Masterclass

Date and Time: Sun 18 October 11am – 2pm

Venue: Gowings Food and Health, Byron Bay

Description: Celebrate organics with a cooking class with Samantha Gowing.

www.samanthagowing.com www.foodandhealth.com.au

Price: \$165 inc. gst

Contact: 02 6685 5400 or 0411 852 387

Byron Farmers Market

Date and Time: Every Thursday 8-11am

Venue: Butler Street Reserve, Byron Bay

Description: A feast of stalls, activities and discounts in celebration of NOW. Approximately 25% of Byron Farmers Market members are CERTIFIED organic or biodynamic. Look out for the green placard to ensure the stall holder is certified organic or biodynamic.

Contact: Donald Recsei (market manager) (02) 6687 1137

Dam Fest 2009

Date and Time: Sun 25 October 9am – 7pm

Venue: Warragamba Recreation Reserve

Description: Dam Fest is an annual exciting community recreational event including a large number of attractions such as performing arts, car and bike shows, rides and stalls... Dam Fest is Dam Fun for Everyone!

Contact: damfest09@hotmail.com 02 4774 1273

Organic Wine tasting

Date and Time: Sat 10 October 8am - 1pm

Venue: Wagga Wagga Civic Precinct

Description: Retief Organic Wines available monthly at Wagga Wagga Farmers' Market & at Cellar Door by appointment - proudly ACO certified Biodynamic - to be savoured & shared with good company, not only on special occasions.

Contact: 0412 692 524 or retiefs@sctelco.net.au

Nourish Organics

Date and Time: starting Fri 16 October - *ongoing through NOW*

Description: daily specials - Australian made certified organic body, hair, home, nutritional, baby, cosmetic products. Best quality - no compromise. For details www.nourishorganics.com

Contact: Kiama (02)42331967 or info@nourishorganics.com

Northside Produce Market

Date and Time: Sat 17 October 8am – midday

Venue: Open Parkland, cnr Miller and McLaren Streets, North Sydney

Description: 65 farmers and producers every month on the third Saturday. Though not exclusively an organic market, Northside does have organic stalls and organic produce with an emphasis on the small producer and safe and humane farming practices for other stalls.

Free Entry

Contact: Simona Green - (02) 9922 2299 or 0411597705

Organic Food and Farmers Market

Date and Time: Every Sunday 7am – 1pm

Venue: Parkway Hotel, 5 Frenchs Forest Rd East, Frenchs Forest

Description: Weekly Organic and Food Market, including four large stalls selling certified organic produce...Lots of other great gourmet food stalls, organic meat, bread, crafts general goods and



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plants etc..come along for breakfast or lunch and bring the family to enjoy the bouncy castle and pony rides

Contact: 02 9999 2226

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