

Biological Farmers of Australia, Media Release, 27 October 2009

Victorian Organic Retailer Award goes to... A Passionate Business

Passion Foods, a leading organic retailer/cafe in South Melbourne, has won the Melba Fresh Organic Victorian Organic Retailer of the Year 2009 Award.

The award was a highlight of National Organic Week (NOW) which ran from 16 – 25 October showcasing approximately 130 organic awareness-raising events and activities around Australia.

The awards were judged by an expert panel including a large-scale organic producer, a prominent organic food manufacturer and wholesaler, a consumer representative and representatives from the organisers Biological Farmers of Australia (BFA) and Centre for Organic & Resource Enterprises (CORE). Nominated businesses were judged on motivation, promotion, interface with local suppliers, environmental initiatives and customer loyalty and promotion strategies.

Nominees were required to be Australia-based and to source more than 70% of their fresh horticultural product as “certified organic” or “certified organic in-conversion”.

The award was sponsored by Melba Fresh Organic; Melbourne markets-based third generation fresh produce wholesalers.

Steven and Sharlene Klotnick, owners of eco-living fine foods supermarket *Passion Foods*, are delighted to receive the Award.

“The Award is a wonderful surprise and we’re very excited to receive it,” Steven says.

“We’re very passionate about what we do and we all work hard to achieve results in the store, supplying people with good organic food. We’ve owned *Passion Foods* for only seven months but already we have customers saying the Award is well deserved; it’s great to get feedback like that.”

Holly Vyner, General Manager of BFA, sees the Awards as a natural part of the steady growth and integration of the organic industry.

“Retailers are important in driving industry growth through making organic produce accessible, educating consumers about the benefits of organic food and being a face for our Industry,” she says.

“This award is important for recognizing retailers’ key role and efforts in developing the organic industry.”

Eric Love, Director of CORE, says that the awards will assist to increase the profile of the organic industry.

“Awards are an excellent way of improving organic industry professionalism and increasing awareness for producers, retailers and consumers,” he says. “The categories will be expanded for NOW 2010 so we’re looking forward to an even more exciting field next year!”

National Organic Week is an Australia-wide showcase in which organic producers, processors, wholesalers, retailers, markets, restaurants, community groups, councils and schools present the organic message in a number of ways; launches, workshops, in-store



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**BIOLOGICAL FARMERS OF
AUSTRALIA CO-OP LTD**

ABN 75 699 664 781

HEAD OFFICE · BRISBANE

PO Box 530 766 Gympie Rd
CHERMESIDE QLD 4032
Ph: +61 (0)7 3350 5716
Fax: +61 (0)7 3350 5996

info@bfa.com.au

SOUTHERN DIVISION OFFICE

PO Box 503
NURIOOTPA SA 5355
Ph: + 61 (0)8 8562 2769
Fax: + 61 (0)8 8562 3034

info@bfa.com.au

www.bfa.com.au



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.

WINNERS OF THE 2009 ORGANIC RETAILER AWARDS ARE:

- NSW Award; About Life (Rozelle and Bondi Junction (Sydney))
- QLD & National Award; Wray Organic (Newmarket, Indooroopilly, Palm Beach, Broadbeach)
- **VIC Award; Passion Foods (South Melbourne)**
- SA Award; The Organic Market & Cafe (Stirling, Adelaide)

For more details contact Madeline Cooper, BFA on (07) 3350 5716 ext 225, or Fanny Renoux, CORE on (02) 9922 1591 or visit the NOW website: www.organicweek.net.au.

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Media Contacts:

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

Eric Love, CORE, ph. 02 9922 1591/ mob 0419 619 455

Holly Vyner, General Manager, BFA, Ph 07 3350 5716 ext 233, mob 0431 623 809

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Fax: +61 (0)7 3350 5996

info@bfa.com.au

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Fax: + 61 (0)8 8562 3034

info@bfa.com.au

www.bfa.com.au

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