

BFA Media Release, Thursday 17 December 2009

Organic Crusader protects against unscrupulous organic labelling

In the aim of protecting consumers' interests, BFA has created a new consumer feedback program to assist with the regulation of unscrupulous organic claims in the market.

Consumers are encouraged to provide feedback, report on dubious organic claims on products in the marketplace, (whether certified or non-certified) and to ask their questions relating to organic certification and standards.

While certified organic products such as those carrying the "Bud" logo are third party audited and guaranteed, from time to time there appear products in the marketplace which do not carry the integrity of an organic certification mark, and yet flaunt the "organic" claim on labelling and in marketing.

Dr Andrew Monk, BFA Standards Convenor says "Common law protects consumers buying **certified** organic products, based on precedents in law, but the hope is that the ACCC, in concert with industry, will prosecute a **non-certified** operator who can't demonstrate that their product is in fact produced in accord with a recognised organic standard.

He says BFA has followed up on several examples of unscrupulous labelling recently further to the launch of its consumer feedback line and e-link, known affectionately as the "Organic Crusader".

"Products such as a juice product that has blatantly included a preservative in its ingredients, not permitted by any known organic standard in the world, and several similar cases for cosmetic products, once pursued and prosecuted will create a deterrent in the market for others.

"The BFA will be aiding and abetting the ACCC to achieve such outcomes.

"In the meantime, the follow up and education process of companies regarding the ACCC's new resolve has already proven a deterrent with several product brands now making the journey to becoming certified organic, or reconsidering their marketing strategies," he says.

To contact the Organic Crusader visit www.bfa.com.au, phone 07 3350 5716 or email organiccrusader@bfa.com.au

The Organic Crusader

The Organic Crusader is a feisty member of the organic industry, well-versed in the requirements of organic certification. She is equipped with an intuitive "nose" for false organic claims, misleading advertising and unscrupulous practices - and is armed with a trusty rolled-up umbrella to prod miscreants and their misdemeanors into the glare of public scrutiny.



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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



The Organic Crusader will actively seek out and scrutinise false and misleading claims made for products purporting to be organic and will post incidents on a list at her own cosy nook on the BFA website, at www.bfa.com.au.

Consumers are actively encouraged to contact her with any marketplace breaches or queries concerning organic labeling that they would like examined.

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2-12-09: [Australian Organic Producer Magazine Summer 09](#)

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For media enquiries: Sarah Wooldrage, BFA, ph 07 3350 5716 ext 232; Dr Andrew Monk mob 0429 960 044

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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Fax: + 61 (0)8 8562 3034

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