

**Biological Farmers of Australia, Media Release 16 March 2010**

## **Choice of the Best – Australian Certified Organic Receives National Award**

Australian Certified Organic (ACO), independently accredited certifier and subsidiary of the Biological Farmers of Australia Ltd (BFA), was today honoured by another premier national organisation.

Consumer watchdog Choice magazine awarded ACO the prestigious award for Australia's **Best Food Endorsement Program**. Nominees for the award, one of six categories marking Choice's 50th birthday, were determined by Choice. Judging by a panel of experts, carried out against stringent criteria, determined a short list of nominees, including RSPCA Approved Farming Scheme, Fair Trade, Heart Foundation Tick and Dolphin Safe, along with organic certifiers National Association for Sustainable Agriculture Australia (NASAA) and Organic Growers of Australia (OGA). (OGA is a second subsidiary company of the BFA providing certification for small growers.)

ACO was judged on transparency, consumer friendliness, freedom from conflict of interest, stakeholder engagement, equitable participation and label verification.

**Dr Andrew Monk**, BFA Director, said that the award recognised the integrity of ACO's certification and the consumer trust it engendered.

"ACO certification is built on strong foundations," he said. "Winning such a prestigious award isn't an overnight phenomenon - it reflects and is underpinned by more than two decades of industry standards setting, organic promotion and education campaigns by the BFA Group and consistently increasing consumer appreciation of the positive implications of organic."

"The ACO Bud logo was a stand-out winner in terms of consumer recognition and influencing purchase decision-making."

**Doug Haas**, Chairman of the Board of BFA, said that the Choice award was an honour accorded to producers, value adders, marketers and retailers who had made the commitment to the organic ethos and to being audited and scrutinised by ACO, a world-leading certification agency.

"In its early days organic farming was regarded as pushing the boundaries. Since then its obvious benefits for the health of the community, the environment and farming families have lifted it to a level where it is increasingly in demand by a growing number of consumers who understand what organic represents."



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**The BFA Group:**



**THE VOICE OF AUSTRALIAN ORGANICS**

**[www.bfa.com.au](http://www.bfa.com.au)**



“We know from research that six out of ten Australian households buy organic produce at least on occasion, and that the ACO Bud logo, which is on most Australian certified organic produce, has the highest recognition rate of any organic logo in the marketplace.

“That level of acceptance and demand, in overseas and domestic markets, is an accolade to the stringency, transparency and reliability of ACO certification and standards and to those who have gone the extra miles to make it a reality. To receive this award from an organisation that also broke new ground and did the hard yards for the common good is appropriate - and heart-warming” said Haas.

The award will have pride of place in the foyer of the ACO customer support office in Brisbane, Queensland.

## **ENDS**

### **Resources:**

Australian Organic Market Report 2008: [www.bfa.com.au/index.asp?Sec\\_ID=259](http://www.bfa.com.au/index.asp?Sec_ID=259)

Ibis World press release 4/1/10:

[www.ibisworld.com.au/pressrelease/pressrelease.aspx?prid=212](http://www.ibisworld.com.au/pressrelease/pressrelease.aspx?prid=212)

Ibis World: Opting for Organic; IBISWorld Industry report X0013 – Organic Farming

Mobium Group, BFA commissioned ‘GreenTracker’ consumer research, March 2009

[www.mobium.com.au](http://www.mobium.com.au)

### **Recent related news:**

17-12-09: [Organic Crusader protects against unscrupulous organic labelling](#)

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