

**BFA Media Release 5th December 2008**

## Choose organic produce that is in season this season!

**How do you really know what you are buying is fresh when you stock up this silly season?**

For a simple solution – don't just go organic - go seasonal organic.

While it is now a known fact that organic fresh produce gives you 25% more nutrients than non-organic; organic consumers can get more again by eating 'in tune' with local production cycles.

Shane Heaton, BFA nutritionist, says swapping complicated Christmas recipes that require out of season produce, for fresh organic is better for you.

“Choosing organics offers you an easy way to eat seasonal produce, as organic food is picked at optimum ripeness, and stored for shorter periods of time.

“Studies have shown that the longer fresh produce sits in storage the more nutritional benefits it loses – fresh really is best, and fresh organic is even better!”

He says that picking some fruit when green can also decrease its nutritional value.

“Particularly with stone fruit such as peaches - when peaches are picked green, they have very small to zero amounts of Vitamin C, however when picked ripe, their Vitamin C levels are extremely high,” he says.

Mrs Jacqueline O'Reilly, from O'Reilly's Orchards (Laura, SA) says that Christmas time is perfect for buying fresh organic fruit.

“Organic fruits to look out for when planning your Christmas table are cherries, plums, peaches and apricots.

All of these organic fruits should taste delicious, picked at the optimum stage of ripeness, when the flavour of the fruit is at its sweetest and best.”



Quality  
Endorsed  
Company

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

ABN 75 699 664 781

HEAD OFFICE · BRISBANE

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

[info@bfa.com.au](mailto: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](mailto:info@bfa.com.au)

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



Gillian Cowling, from Cowlings Cherries (Norton Summit SA) says organic vegetables that are perfect for eating this season include roots like beetroots, carrots, turnips and parsnips.

“All of these are perfect for roasting with your turkey, as an accompaniment to cold meats or even in salads.

“Organic root vegetables are especially beneficial when eaten in season, as carrots in particular really hold their flavour. You can actually taste the difference!”

TRY USING ROOTS CREATIVELY THIS SEASON: SEE RECIPE BELOW

ENDS

Media Contacts:

Shane Heaton ph: (07) 3396 5713

Sarah Wooldrage BFA Media Department ph: (07) 3350 5716 ext. 232

To obtain images or find out contact details for organic farmers in your area contact BFA media department Sarah Wooldrage ph: (07) 3350 5716 ext. 232; email [comms@bfa.com.au](mailto:comms@bfa.com.au)

The BFA has a vision for organic industry growth and education in Australia. Ask for 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](http://www.bfa.com.au/index.asp?Sec_ID=260).



Quality  
Endorsed  
Company

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

ABN 75 699 664 781

HEAD OFFICE · BRISBANE

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

[info@bfa.com.au](mailto: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](mailto:info@bfa.com.au)

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

Source: Health Brands Australia

## Healthy Beetroot Chocolate Cake

Serves 8-10

Cooking time: 1 hour

75g Organic Abundant Earth Cocoa powder [Cocoa powder](#)

180g plain Organic flour

250g caster sugar

250g cooked Organic beetroot

3 large free range Organic eggs

200ml vegetable oil of choice

1 tsp vanilla extract

icing sugar to dust

- Preheat oven to 180c and lightly butter a 20cm round cake tin.
- Sift the cocoa, flour and baking powder in a bowl. Mix in the sugar
- Blend the beetroot in a food processor. Add the eggs, one at a time, oil and vanilla. Process until smooth.
- Make a well in the centre of the dry ingredients, add the wet mixture and lightly mix.
- Pour into cake tin and bake for 50-60mins or until a skewer inserted in the centre comes out clean.
- Cover loosely with foil if the cake starts to brown at 30minutes. (expect the top to crack!)
- Leave for 15minutes before removing from the tin, then cool a wire rack. Dust with icing sugar to serve.

This recipe can be found at:

[www.healthbrands.com.au/topics/organic/recipes/biscuits+and+cakes/healthy+beetroot+chocolate+cake.htm](http://www.healthbrands.com.au/topics/organic/recipes/biscuits+and+cakes/healthy+beetroot+chocolate+cake.htm)



Quality  
Endorsed  
Company

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

ABN 75 699 664 781

HEAD OFFICE - BRISBANE

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

[info@bfa.com.au](mailto: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](mailto:info@bfa.com.au)

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