

Be Organic

FOLLOWING THE successful inaugural year of National Organic Week (NOW), the Centre for Organic & Resource Enterprises (CORE) has announced that this event will be repeated in 2009 in partnership with Biological Farmers of Australia (BFA). The event is to be held between Friday October 16th (World Food Day) and Sunday October 25th, 2009.

The event will focus on a Be Organic theme with accompanying messages that promote the health and environmental benefits of organic systems. All organic stakeholders are invited to participate by running in store promotions, holding events and taking advantage of promotional sponsorship opportunities.

"The industry needs more promotional activities to showcase its food quality,

"Taste the Difference, Feel the Difference, Make a Difference"



health, welfare and environmental credentials" says Eric Love, Chairman of CORE, "National Organic Week will provide a platform for promoting the food quality and social benefits of going organic. The increasing popularity of certified organic products also provides a future pathway for farmers in what is often described as diminishing viability in the non organic agricultural

production market".

"BFA is showing market leadership through its partnership in the delivery of NOW" says Doug Haas, Chairman

of BFA, our members expect us to be at the forefront of industry promotion and standards. Our partnership in this event demonstrates BFA's commitment to industry unity and the future of the organic sector.

Please make a note of this date in your diaries and stand by for more information.

National Organic Week

FRIDAY OCTOBER 16TH (World Food Day) and Sunday October 25th, 2009.

Log on to the NOW website at www.organicweek.net.au for details from last year's event. The website will be updated soon.

Please contact either BFA or CORE should you wish to be directly involved in this major industry event.



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Panel of expert spokespeople

For over 20 years the Biological Farmers of Australia has worked with media to keep the community informed about organic production. To assist journalists and all others interested in gaining the most informed comment and advice on all things organic – from food intolerances to fruit supply to farming - BFA now has a panel of close to 20 spokespeople. If you would like a copy of the 'Panel of Experts', including profiles and contact details, please contact the BFA media department on 07 3350 5716 ext 222.



"..And now we cross to our Panel of Experts..."

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