

Biological Farmers of Australia Media Release Monday 15th June 2009

ORGANIC A WINNER AT GREENFEST

A celebration of things organic, green and sustainable lit up the Brisbane City Botanic Gardens over the Queen's Birthday weekend at Greenfest 2009. Making the most of glorious golden winter weather, thousands of visitors flocked in to enjoy the music, taste the organic food and indulge in some environmentally-responsible retail therapy.

A drawcard for visitors of all ages was the stall run by organic representative group Biological Farmers of Australia (BFA), including certifying arm Australian Certified Organic (ACO).

Parents took the opportunity to brush up on their knowledge of what organic food is all about, where to buy it and how to grow it with consultant organic farmers Rob Bauer and Lyn Bagnall available for questions at the stall.

Rob, winner of the 2009 Vogue Produce Awards is the sixth generation of his family to farm their organic vegetable and beef property in the Lockyer Valley.

Lyn grows organic herbs on the north NSW coast and has just published the second edition of the highly-popular book 'Easy Organic Gardening and Moon Planting'.

Visitors, aged from two through to seventy, donned gardening gloves, dug into the organic potting mix provided by BFA/ ACO (donated by Amgrow) and planted in pots a selection of organic vegetable seeds (donated by Select Organic) to take home and watch the miracle of germination.

"For many of the children – and some adults - this was their first experience of actually planting and learning about caring for a plant," says Holly Vyner, General Manager of BFA.

"Living within modern, urbanised consumption patterns, most children only have the opportunity of seeing food as coming from shops. Allowing them to plant and grow their own, even on such a small scale, affords them concepts of food coming from soil and how easy fresh produce is to grow."

Greenfest foodies were treated to a majority of organic food options including healthy and hearty organic Wagyu burgers. Australia's Chef of the Year, Justin North, gave a demonstration of cooking organic Wagyu and Bauer's vegetables.

Justin shared the mic. with Rob Bauer, giving a light-hearted and informative background to the food, its origins and the advantages of organic certification.

"A lot of people left Justin and Rob's presentation taking a whole new awareness of organic food into their future consumption patterns," says Holly. "The crowds and interest in Greenfest exceeded expectations of many this year. There is no doubt that interest in Brisbane has never been stronger in 'changing a habit for the planet'."



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Justin's Greenfest recipes can be found at www.becasse.com.au

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STOP PRESS!

Join the BFA and others at this year's Organic Expo in Melbourne 24th – 26th July 2009 to see how the organic industry is advancing. More information is available at www.organicexpo.com.au

And the BFA Organic Roadshow- a line-up of fascinating speakers on many aspects of organic production and marketing –will be coming to centres in NSW in August, Queensland in September and Western Australia in November

For more information on the Organic Expo or Organic Roadshows;

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