



BFA Press Release, 3rd October 2007

The launch of Australian Certified Organic Magazine: A new quarterly resource for the entire organic industry

The organic industry is celebrating the launch of its latest and flagship publication. The first edition of the most comprehensive trade magazine *Australian Certified Organic Magazine (ACOM)* has been born this spring.

Published by well recognized industry leader and organic representative group the Biological Farmers of Australia Co-op Ltd (BFA), the magazine is a refurbishment of the Group's former *Australian Organic Journal*.

The magazine enjoys a sleek design and fresh editorial style further to a contract reached with Custom Publishing Pty Ltd, producer of the highly regarded CleanFood Organic series.

ACOM Editor Holly Vyner says "ACOM will keep the entire supply chain up to date with the latest and most important industry and sector news, advice, developments and trends for assisting all in the trade of certified organic product."

This publication will add to the suite of media tools that BFA is already recognized for, enabling a space to network, communicate and promote issues of relevance to industry members and broader stakeholders. "If it is organic and it happens, it happens here," says Ms Vyner.

Dr Andrew Monk, BFA PR spokesperson says "This new publication ensures that information on organic is current and readily available to everyone. The development of the magazine is another step by the BFA in ensuring its publications remain at the forefront, adapting to the growing needs of the organic industry."

Dr Monk remarks "The BFA Group began publishing a quarterly Journal in 1994 with a distribution of 500 copies. ACOM's first edition has seen 8000 copies distributed Australia-wide. This is a clear indication of where the organic sector is headed."

The current spring edition features a special focus on wholesale and distribution as well as reports on a new concept of carbon neutral farming, biodegradable packaging, bio-dynamics, numerous profiles, R&D updates and more. ACOM is currently being distributed to the majority of the certified organic industry including certified operators from all certifying bodies, subscribers, media, government departments, NGOs and others.

Since its launch recently at the Organic Expo in Melbourne the magazine has received constant positive feedback from all sectors of industry and enquiries for contributing to the December summer edition.

Ms Vyner says "We invite all to send articles and news for editions to come for assisting in creating industry's greatest resource."

While ACOM is available for purchase at some retail outlets, subscription is the best way to ensure that you never miss an issue. To receive a free copy of the ACOM launch edition, to subscribe or to become a full BFA member, visit www.bfa.com.au or ph 07 3350 5716 or email info@bfa.com.au.

To send contributions or to enquire about advertising, contact Holly Vyner on 07 3350 5716 ext 233 or email media@bfa.com.au.

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