



## PRESS RELEASE

### 7 Reasons why choosing Australian Certified Organic is good for you

**January, 2016:** The demand for certified organic products is increasing every year; and [Australian Organic's](#) certification subsidiary, Australian Certified Organic (ACO) which is Australia's leading certified for organic and biodynamic produce, has released its **top 7 reasons** why choosing certified organic is good for you.

There are over **16,600** products available nationally that hold the ACO 'Bud' logo. These products are available in large retailers as well as small independent stores and range from food, beverages, clothing, pet food, gardening, homewares and more. In addition to this, we have hundreds of farmers selling their crops and livestock.

But why is choosing certified organic better than just organic, or non-organic?

'Purchasing products that display a certified organic logo, like the ACO 'bud' logo allows the purchaser to be 100% guaranteed they are buying a product that is at the best possible standard for them and their family,' comments Kellie Lewis, ACO General Manager for Client Services. 'It means you can trust what you have purchased to be exactly what it says it is!'

So why choose certified organic?

#### 1. **Choosing certified organic means you are looking after the environment.**

The Australian Certified Organic Standard prohibits the use of synthetic agricultural chemicals including pesticides, fungicides and herbicides. Organic farming practices also focus on biodiversity production and land regeneration; with farmers taking into consideration any potential impact on native flora or fauna on their land.

#### 2. **Certified organic products are the only true free range products.**

Livestock **MUST** be 100% free range to be certified organic. This means **NO** caged chickens and no sow stalls. Animals must be given a high standard quality of life that allows them to perform natural social and physical functions. For example with set stocking systems, no more than 1,500 birds are permitted





per hectare for certified organic chickens; whereas non-certified free range can be up to 10,000 per hectare.

**3. It is real, natural food that is beneficial for your health.**

Certified organic food is real food and made without synthetic colourings, preservatives, additives or GM ingredients; items that can be linked with allergic reactions, asthma or ADHD.

**4. Because if you can't eat it; you shouldn't put it on your skin!**

Products under the ACO banner do not use any synthetic colouring agents, fragrances, ethoxylated ingredients, silicones, paraffin or petroleum. All ingredients used are natural and effective and there is NO animal testing at all.

**5. It is grown GM free and made without nanotechnology**

Currently it is not an Australian legislation requirement for foods made with genetically modified material to be labelled as such. The only way to know your product is GM free is to purchase certified organic.

**6. Because it is 100% socially responsible**

By buying Australian Certified Organic, you are protecting workers' rights. ACO upholds the principles of fair trade.

**7. Because the 'bud' logo is a logo with integrity**

Australian Certified Organic has one of the strictest and most thorough food regulatory programs in the world. Every single ACO product has a certification number unique to the operator and this allows for traceability throughout the production system. ACO also carries out random audits and product testing on certified organic products to ensure the authenticity of the Bud logo always.

The certified organic industry is worth over **\$1.7Billion** to the Australian economy; and is growing rapidly every year. This is due to the trust and value that consumers have with certified organic products.

'Australian Certified Organic works towards the future', comments Paul Stadhams, CEO of Australian Organic. 'We focus on organic, sustainable farming practices, land regeneration and biodiversity protection. The ACO Standard strictly prohibits the use of synthetic agricultural chemicals. These toxins, such as



pesticides, fungicides and herbicides could be potentially dangerous for the environment.’ Instead, ACO supports farming systems and management techniques, for example crop rotation and companion planting, which are beneficial for native flora and fauna and have a great impact on maintaining a healthy and fertile soil.

‘Also, we are very concerned with animal welfare,’ continues Stadhams. ‘Australian Certified Organic concentrates on the process as a whole - from farm to plate!’

Choosing to support certified organic means supporting organic farmers, producers and processors who are doing the right thing for the environment as well as building a sustainable future for all Australians. ‘We are making great progress,’ continues Stadhams, ‘we have just certified the world’s first organic fast food chain, Oliver’s Real Food! This is a big step up for the organic industry!’

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Links:

<http://austorganic.com/>

<https://www.facebook.com/AustOrganicLtd>

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