



MEDIA RELEASE

ORGANIC PRODUCTS ARE MORE THAN JUST FOOD

ANNOUNCING OCTOBER AS AUSTRALIAN ORGANIC AWARENESS MONTH

July, 2014: This October not for profit organisation Australian Organic will ask Australians to purchase at least one certified organic product as their mission to generate further awareness on the benefits of organic continues.

Australian Organic ambassador and celebrity Chef Pete Evans will front this latest campaign titled Australian Organic Awareness Month active from 1 to 31 October 2014.

“I have been an ambassador for Australian Organic for a long time now,” says Pete Evans. “To have the opportunity to help educate Australians not only on the benefits of organic products, but also the incredible range available is why I want to be part of this exciting month.”

“People tend to think that certified organic products are limited to food and produce,” says Paul Stadhams, CEO of Australian Organic. “However we have over 14,000 registered products on our database that cover everything from food to make-up, textiles and more. Australian Organic Awareness Month aims to promote this fact.”

Australian Organic Awareness Month will run from October 1 to 31 and includes a Facebook competition where customers will be invited to vote for their favourite product to win one of 5 prizes.

“We wanted to make this a social media driven campaign,” says Joanne Barber from Australian Organic. “As our aim is to interact, have conversations and share stories with our community of followers, we want to help people understand the benefits of certified organic products, as well as the range and who the producers are.”

Each week in October a different organic industry will be highlighted and promoted. These will be split into four sectors:

- Allowed inputs – garden and farm
- Organic skincare and cosmetics
- Organic beverages
- Organic food

Producers and retailers from each sector will be profiled and their products promoted on a Facebook page, which will launch in September.

Shoppers will be invited to participate in Q&As with certified organic farmers, retailers and Australian Organic ambassadors during the month as well as a *Vote to Win* style competition offering various prizes including cash and products.



“One of the key programs for this campaign will be our *Vote to Win* competition,” says Paul. “The competition will run through a Facebook page and customers will be asked to vote for their favourite certified organic product. Details on the products including what they are, what they are made of and where they are sold will be available on the page.”

The Australian Organic Awareness Month is open from 1 to 31 October 2014.

Pete Evens will be at Melba College, Junior Campus, Croydon Road, Croydon from 9.30am Thursday 24 July participating in the Australian Organic Schools Program.

Media are invited to attend for photos and interviews on request only.

Please send your interest to Amanda Kuhn at Amanda@missymischief.com or 0410 570 993.

Other Australian Organic ambassadors attending include Therese Kerr and Costa Georgiadis.

Australian Organic is a not-for-profit organisation.



[Pete Evans](#)

austorganic.com

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

<http://www.organicsschools.com.au/>

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