



## THE VOICE OF AUSTRALIAN ORGANICS



# PRESS RELEASE

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## More choices for organic lunchboxes

Australian Organic congratulates major fruit juice company Sunraysia Natural Beverage Company for making lunchbox size organic fruit juices available for families.

The Sunraysia Natural Beverage Company recently launched Sunraysia Organic, a range of 200ml fruit juices with “nothing added, nothing taken away”. They are available in apple, orange, apple & blackcurrant and tropical flavours. The product is certified by Australian Certified Organic, a subsidiary company of Australian Organic.

Australian Certified Organic is recognised by the Bud logo, which appears on 80 per cent of certified organic product on our shelves.

To be certified organic the fruit that goes into the juices must be grown to strict organic farming practices. Farmers are not permitted to use synthetic herbicides or pesticides and farms are audited each year to ensure they comply with organic standards. Organic products are also processed separately from conventional lines to avoid contamination. Processing sites undergo annual and unannounced audits and organic processors are required to have sound environmental management practices at their facilities.

The Sunraysia Organic 100% Juice range doesn't use artificial preservatives like potassium sorbate, synthetic flavours - including nature identical additives, which exist in nature but are made synthetically - and no artificial colours.

The company is a proud supporter of the Australian Organic Schools initiative, which teaches children about growing healthy food and the benefits of organic for our health and the environment. The program's Manager Jane Burns says, “The Sunraysia Natural Beverage Company has shown tremendous commitment to healthy lunchboxes by making organic fruit juices available. It's this kind of development in the food industry that increases the availability of fresh, healthy food everyday.”

Sunraysia Natural Beverage Company's Marketing Manager Debra Barrow says “We pride ourselves on providing Australian families with healthy and delicious fruit juices, so it was a natural progression for us to move into the organic juice space. We created Sunraysia Organic because it's what many of our consumers demanded. We're excited that we can bring such a great tasting, quality organic product to mainstream supermarkets.

She added, “Gaining organic certification is certainly a very rigorous process so consumers can have great confidence in the products they purchase with the Bud logo. Our Sunraysia Organic product exceeded all the criteria and guidelines so we were confident all the way.”

Sunraysia Organic 100% Juice is available in supermarkets nationally.

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