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NATIONAL ORGANIC WEEK 2013 HAS BEEN LAUNCHED. GET READY.

“Taste the difference. Feel the difference. Make a difference”

This is the message for National Organic Week (NOW) and is designed to be an anthem to the positive impact organic products and farming systems can have on our lifestyles, health and the future sustainability of our society.

The Centre for Organic & Resource Enterprises (CORE) is working in collaboration with Australian Organic to host and promote this year’s National Organic Week held October 4 - 13. These 10 days of targeted media and local activities across Australia are intended to raise awareness and increase the demand for organic products and farming in the wider community and environment.

Since 2012 we are very proud to have Costa, the host of *ABC Gardening Australia* as the ambassador for the week.

There are many ways to get involved from sponsoring the week, registering your own event in the NOW calendar, or nominating your organic business in the Organic Consumer Choice Awards (OCCAs).

This year we have one new national award: Best Conventional Shopping Website with an Organic Offer. This award has been created to encourage online stores selling conventional and organic products to increase their organic range.

Nominations close on September 14. Consumers can vote for their favourite organic business on Facebook between October 5 and 31. The general public can also get involved by purchasing organic products from NOW producers and retailers or attending events during the week.

Further information is available at www.organicweek.net.au or www.facebook.com/nationalorganicweekaustralia

TALENT FOR INTERVIEW

Eric Love – chairman, Centre for Organic & Resource Enterprises (CORE) - 0419 619 455

Dr Andrew Monk – chairman, Australian Organic – 0429 960 044

