

Media Release

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500 free tickets to Master Chef Live

Organic industry representative body Biological Farmers of Australia (BFA) will launch a new, free organic consumer club at MasterChef Live in Sydney on 5 October.

To celebrate its launch, free passes to MasterChef Live are available to the first 500 people to sign up to the club by 26 September, with a second draw prize of 40 free organic breakfasts with the MasterChefs.

BFA General Manager Holly Vyner says, “For those who love cooking with pure, quality ingredients, it will be a weekend to remember.”

Bud Organic Club is the first of its kind launched by an organic representative body in Australia for consumers. It will share information from producers, nutritionists, chefs, traders and consumers offering achievable steps towards going organic.

Holly says, “We look forward to launching the Club at MasterChef and giving away a total of 540 prizes to celebrate organics. We want everyone to be able to access organics – it is how food is meant to be.”

“The Bud Organic Club will be free to join and will come with a range of member benefits including vouchers, discounts, special offers and information.”

Members will receive information on how to and where to buy organic food, organic lifestyle tips, organic price checks and what products are in season, making it easier to incorporate organic products into everyday life.

BFA is not for profit and owns the well-recognised Australian Certified Organic Bud logo found on most organic foods in Australia.

For more information or to sign-up, visit www.budorganic.com.au

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