

MEDIA RELEASE

EMBARGOED 1st September 2017

Australia's personal health crisis driving unprecedented organic awareness *Australian Organic Awareness Month celebrates the nation's appetite for organics*

1 September 2017 – Australia's largest and most recognised industry powerhouse for organics, Australian Organic, is celebrating all things organic during its annual **Australian Organic Awareness Month (AOAM)**. This month the team behind the 'Bud' logo is shining the light on a booming industry, which is being driven by the nation's health concerns as well as the environmental impact.

A national survey conducted last year, revealed that organic food has a firm foothold in Aussie shopping baskets, with more than two out of three households purchasing organic products in the last year.

As consumer consciousness grows, buyers are becoming more aware of the hidden nasties that can be found not just in the traditional food and beverage categories but also in other products like the cosmetics we wear and use. The nation's personal health concerns being identified as the key driver for consumers to switch to organics is cited in the 2017 Australian Organic Market Report.

Championing the importance of making the switch to certified organics is AOAM Ambassador, nutritionist and chef, Teresa Cutter (The Healthy Chef).

"As a nation, we need to make a deeper commitment to healthy living – whether that is our own bodies or the external environment – because products containing chemicals have the ability to deplete ourselves of health and vitality.

This month is also about highlighting the accessibility and affordability of certified organic products as well as the importance of certification and looking for a trusted mark – like the Bud logo – when purchasing organic products." said Cutter.

Across the globe in the US, renowned food activist, media personality and wellness warrior Vani Hari (aka The Food Babe), has built an international following by challenging large food manufacturers and industries to clean up their act. Vani is a long-time advocate of the global organic movement and is on a mission to enlighten consumers about what's *really* in our food. Alongside high profile AOAM Ambassadors Teresa Cutter, Magdalena Roze and Emmily Banks, Vani has joined Australian Organic in support of the industry.

"In Australia, you have the largest holding of organically certified land. This is incredible and you should all be so proud! There are so many reasons to shop organically – and not just in the food aisle. You owe it to yourself to take a hard look at what you choose to eat every day and how it can affect your health."

In a recent [article](#), Vani unpacked the case for organics and how it impacts people and the planet through the use of GM seeds, chemicals and unsustainable practices.

Earlier this year, the Australian Organic Market Report revealed Australia officially holds the largest amount of organically managed farmland in the world at 53%, however, this is still not enough to meet growing demand locally.

Other key findings driving growth include:

- **18% of shoppers say the trigger to make the switch to organic** was a health crisis/issue affecting themselves or their family
- **Top three perceived benefits of organics** are chemical-free at 83%, additive-free at 75% and environmentally friendly at 65%
- The number of consumers who have become more aware of the **impact of food, fibre (textiles) and cosmetics on the environment has risen from 32% in 2014 to 41% in 2016**
- **Organic producers, processors and handlers have grown from 2,567 in 2014 to 3,751 in 2016 (up by 46%),** with producers representing the largest group in Australia (2,075)

Weighing into the Australian Organic Market Report is a national consumer survey conducted by Mobium Group LOHAS (Life Styles of Health and Sustainability Australia) with 1,024 households polled over one week in June 2016¹.

Key LOHAS survey findings, include:

- **Personal health for the buyer and their family is the strongest driver** for organic product purchases in 2016
- **85% of all shoppers say an organic certification mark on a product would have influence** on their purchase decision
- The Australian Certified Organic (ACO) Bud logo is the most recognised certification mark – 46% of Aussie consumers recognising this logo in 2016

Australia's organic industry is now valued at over \$1.72 billion as per the 2014 Market Report (excluding exports of organic raw and processed products), demonstrating that the consumption of certified organic food, cosmetics and household products continues to grow. By 2018, the total value is anticipated to exceed AU\$2 billion.

AOAM is held each September and is the biggest event of the year where the organic industry highlights, promotes and supports the products, brands and retailers who proudly wear the **Australian Certified Organic (ACO) Bud logo**. It's all about raising awareness and protecting the interest of the consumer, because the Bud logo is the best way to guarantee a product is truly organic. The Bud logo now appears on most Australian certified organic products.

Australian Organic Month runs from 1-30 September 2017. For further information about Australian Organic please visit <http://austorganic.com/>. To arrange an interview/pictorial opportunity with an Ambassador or case study or to request a PDF copy of the *Australian Organic Market Report 2017*, please contact:

¹ Mobium Group's organic survey has tracked the attitudes of Australian consumers toward organic products in five public opinion polls in 2009, 2010, 2012, 2014 and 2016. In the survey referenced in this report. In the latest survey, the primary grocery shopper in 1,024 households were polled over a week in June 2016. Roughly half of respondents were female and half were male, spread across all states, with a range of age groups and income profiles. About a third of those surveyed had children under 16 years living at home and 41% had attained or were attaining a university degree. For the statistically minded, the sample reliability at a total survey level was 95% (+/-3.1%), which shows a high degree of reliability.



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Available for interview:

- Dr Andrew Monk, Australian Organic Ltd. Chairman

Australian Organic Awareness Month Ambassadors (on request)

- Teresa Cutter (The Healthy Chef)
- Vani Hari (The Food Babe) : the Global Organic Movement
- Magdalena Roze (award-winning television presenter, meteorologist and author)
- Emmily Banks (Depths of Beauty) : beauty and skin specialist

Australian Organic Awareness Month Partners and case studies:

- Absolute Organic (condiments)
- Angove Family Winemakers (wine)
- Barambah Organics (dairy)
- Bean Ground and Drunk (coffee)
- Bubs Australia (baby food)
- Cleaver's Organic Meat Co. (meat)
- Thomas Chipman (snack food)

About Australian Organic Ltd. (AO) and Australian Certified Organic (ACO)

Australian Organic has played a major role in the organic industry since 1987. It is Australia's member owned, not for profit, industry services group. Australian Organic owns and supports Australian Certified Organic. The Australian Certified Organic Bud logo appears on an overwhelming majority of certified organic products on our shelves and is the most recognised by consumers.

The Australian Organic Market Report is a highly respected annual publication commissioned by Australian Organic Ltd. that tracks trends in the Australian organic marketplace. This year's Report incorporates independent research by University of New England, NASAA Organic, Horticulture Innovation Australia and Mobium Group.

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