Retailer of the Year | Honest to Goodness
Alexandria, Sydney, New South Wales

Serving thousands of loyal customers a variety of certified organic products each week has earned Honest to Goodness, a Sydney-based 100 per cent family-owned company, the Retailer of the Year title at the Australian Organic Industry Awards.

Starting out in 2002 as a market stall providing high-quality and sustainably farmed wholefoods to the local community has evolved to a flagship store in Alexandria, and an online store that delivers to places as far-flung as the Gulf of Carpentaria.

Karen Ward, Co-Founder and Owner of Honest to Goodness said winning the Award was particularly significant during a year where COVID-19 had thrown them a rolling wave of challenges, which at times had felt completely overwhelming.

"Through it all, the team has continued to innovate and elevate to service our many loyal customers and continue to provide the community with healthy, sustainably sourced and organically certified products at a time when they need it the most," Ms Ward said.

"To have these efforts recognised by the broader organic industry is true testament to the dedication and commitment of our team and how hard they work to support our community of customers during a tough time."

Achieving organic certification in 2002, Karen said Honest to Goodness is very selective in what it offered in the range, with the selection being kept quite narrow.

"We always source as close to origin as possible and enjoy working with certified organic growers and suppliers doing interesting and innovative work, so we can bring their products and stories to our customers," she said.

"Our customers' loyal patronage has enabled us to develop long-term and stable supply chains and trading relationships with our myriad of organic producers doing the heavy lifting that we all know comes with organic practices on the farm."

Learn more about Honest to Goodness here.