**Guidance for letter and template use:**

**1. Identify your local media**

You can reach your local media by looking on their main website under ‘contact’. If they don’t have a specific ‘letter to the editor’ email, or contact information, generally you can send your letter to the main contact email address.

**2. How to write a letter to the editor**

You can utilise the letter template on the following page – please note you will need to fill in the highlighted sections and/or remove these (including the highlight). When writing your letter here are a few things to consider:

* Keep it short
* Introduce yourself and include some details about yourself/business
* Find a hook - explain the issue you are raising and outline why it is important to you – including personal experiences are helpful
* Have the election priorities on hand and weave into your letter or reference the link here: <https://austorganic.com/2025-election-priorities-for-organics/>
* You could finish of with a question that prompts the editor or journalist to think further and as another hook opportunity for media coverage
  + Here you could link back to their awareness and understanding of the election priorities and political party support?
* Sign off with your contact details

**3. What else can I do?**

You could also write a letter to your local MP. See template here:

Day Month 2025

To the editor of [insert publication/newsletter]

My name is [your name] and I farm at [where you farm/what you do and if relevant talk about your connection and duration in the organic industry].

The Organic Development Group (ODG) made public its four key priorities for the 2025 election under the theme of ‘Grow and Protect’ on the 26 February.

I’m writing to you today because I’m [state your support e.g. a supporter of the Organic Industry Election Priorities – review the ODG election priorities for examples of messaging you could include].

This is an especially important issue to me because [include a personal experience, if you can].

As a certified organic operator, we are calling on our federal politicians to get behind these election priorities to support the Australian organic industry.

Without support from the next government, Australian organic operators will continue to face challenges caused by policy settings that do not match the size and untapped potential of the organic industry in Australia.

To find out more about the ODG’s election priorities and see full responses, please go to the following website at <https://austorganic.com/2025-election-priorities-for-organics/>

Yours sincerely,

NAME

POSITION/BUSINESS

EMAIL