



CERTIFIED ORGANIC: HOW IT WORKS & WHY IT MATTERS

WHY CHOOSE ORGANIC?

Choosing organic is about more than just food — it's about healthier people, thriving animals, and a living planet. Organic products are produced in ways that work with nature, not against it. That means:

- ✓ Grown without synthetic chemicals or GMOs.
- ✓ Farming that protects soil, water, and biodiversity.
- ✓ Food and products that are better for you, your family, and the environment.

Every organic choice supports a healthier lifestyle and a more sustainable future.



THE BIGGER PICTURE OF ORGANIC LIVING

Going organic has a powerful ripple effect. It helps reduce pollution, protects animal welfare, and nurtures ecosystems. Organic farms build soil health, encourage biodiversity, and give back more than they take.

When you choose organic, you're not just buying a product — you're supporting a system that's designed to sustain the planet for generations to come.



WHAT DOES "CERTIFIED ORGANIC" REALLY MEAN?

Not all "organic" labels are created equal. Certified organic is different — it's backed by strict national and international standards, independent audits, and full traceability from paddock to product.

When you see the Bud certification mark, you can trust that product to be:

- ✓ Free from synthetic chemicals, pesticides, and herbicides.
- ✓ Free from GMOs (genetically modified organisms).
- ✓ Produced in ways that protect soil, water, animals, and biodiversity.
- ✓ Grown, made, and handled according to rigorous, independently verified standards.

WHY CHOOSE CERTIFIED ORGANIC?



For Your Health Wellbeing

- ✓ Produced without synthetic pesticides, herbicides, or GMOs.
- ✓ Free from artificial colours, preservatives, and additives.
- ✓ A simple way to reduce your family's exposure to harmful chemicals.
- ✓ Naturally nutritious, with higher levels of vitamins, minerals, antioxidants, and healthy fats like omega-3s.



For Animal Welfare

- ✓ Animals are raised with the highest welfare standards — free to roam, graze, and live naturally.
- ✓ No intensive feedlots, growth hormones, or routine antibiotics.
- ✓ Farming that puts animal wellbeing first and eliminates cruel practices like tail docking.



For the Planet

- ✓ Farming practices that protect and regenerate soil, water, and biodiversity.
- ✓ Lower greenhouse gas emissions and reduced pollution compared to conventional farming.
- ✓ More space for nature, with at least 5% of farmland dedicated to wildlife habitats.
- ✓ Supports climate resilience by storing more carbon in healthy soils.



THE CERTIFICATION PROCESS



YOUR ROLE IN THE BIG PICTURE

Whether you're just starting to explore or you've been buying organic for years, every certified organic choice:

- ✓ Strengthens trust in the system
- ✓ Supports a transparent and sustainable supply chain
- ✓ Encourages more brands and farmers to adopt regenerative, ethical practices



START WITH ONE SMALL SWITCH

Certified organic isn't all-or-nothing. Each small choice — your morning coffee, kids' snacks, favourite moisturiser — can start a ripple effect.

Look for the certified organic mark (eg. the Bud logo) and know that your purchase is protecting your health, caring for animals, and sustaining the planet.



AOAM 2025 IS BROUGHT TO YOU BY THESE GENEROUS SPONSORS



Principle Partner



Major Partners



BELLAMY'S ORGANIC



HARRIS FARM MARKETS



CLEAVERS ORGANIC

