



## PRESS RELEASE

### JUST BECAUSE IT SAYS 'ORGANIC' DOESN'T MEAN IT REALLY IS

#### September is Australian Organic Awareness Month

**June, 2016:** [Australian Organic](#), Australia's leading organic industry body, has announced that this September their annual consumer campaign, Australian Organic Awareness Month, will return this year asking the question 'what really is organic'.

'There is a significant and undeniable growth in the popularity of organic products', comments Australian Organic CEO Mr. Paul Stadhams, 'and now more than ever as a leading body in the industry, we are making it a priority that all Australians understand what makes an organic product just that – organic'.

The organic industry is worth over **\$1.8billion** to the Australian economy and this revenue is expected to **grow by 5.6%** over the next year nationally with a predicted growth of **15%**<sup>1</sup> internationally.

'It is a common misconception that because the word 'organic' might appear on a label that the product must be good for you,' continues Mr. Stadhams, 'however this isn't necessarily the case. We want people to understand that if you want to buy organic then you need to look for a certified organic logo like our ACO Bud logo. This is your 100% guarantee that you are buying real, honest organic products'.

Australian Certified Organic is one of seven certification bodies nationally and their ACO Bud logo has been identified as the most popular and most recognised certification logo.

'We are extremely proud that our ACO Bud logo is considered the most recognised certification logo' comments Kellie Lewis from Australian Organic, 'and during September we hope to continue encouraging all consumers to actively look for products that display our logo so that they know they have chosen a product that has been produced organically from production to shelf.'

The ACO Bud logo appears on over **17,000** products covering everything you might need from fresh produce and beverages to textiles, cosmetics, cleaning products, bedding, clothing, beauty products, sanitary items, gardening and even pet food.

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<sup>1</sup> statistics supplied by IBISWorld Report 2016 (<http://media.ibisworld.com.au/2016/01/19/ibisworld-reveals-the-industries-set-to-fly-and-fall-in-2015-16-2/>)



'People might not realise how diverse the certified organic market is' comments Australian Organic Chairman Dr Andrew Monk, 'it really is possible to purchase pretty much everything you need certified organic!'

The Australian Organic Awareness Month celebration is also an opportunity to recognise and celebrate the hard working farmers, manufacturers, wholesalers and retailers certified by ACO.

'This campaign gives us a chance to raise awareness of the certified organic industry across Australia and give some much needed publicity to our farmers and producers' states Mr Stadhams.

Buying a product displaying the ACO Bud logo means that product is cruelty free, non GM, pasture fed, socially responsible, sustainably fished, biodiversity friendly and of course grown free from harsh synthetic pesticides, herbicides, hormones and antibiotics.

Australian Organic Awareness Month will run from the 1<sup>st</sup> to the 30<sup>th</sup> September 2016. Interviews with Australian Organic Ambassadors, or staff are available on request. Australian Organic Awareness Month Packs are available on request.

You can access the Australian Organic Awareness Month Media Kit [HERE](#)

<https://www.facebook.com/AustOrganicLtd>

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