



PRESS RELEASE

One Logo Says It All

Buying certified organic means more than you think!

This month, not for profit organisation Australian Organic launches a new campaign fronted by celebrity chef and Australian Organic Ambassador Pete Evans. This campaign educates Australians about how to purchase 100% honest organic products, and what certified organic really means.

The ***One Logo Says It All*** campaign shows Australians what to look for when purchasing organic products to ensure they can be confident in their choices.

“The recognisable Australian Certified Organic logo appears on any product that our independent certification agency has deemed certified organic,” says Dr Andrew Monk from Australian Organic. “This is the consumer’s 100% guarantee that the item they have purchased, whether it is food or wine, textiles or even make-up, was produced and created from the source with the health and welfare of people, animals and the environment in mind.”

The Australian Certified Organic certification program was set up in the late 1980s stemming from the lack of legislation recognising the term ‘organic’ and a need to distinguish true organic products. Over the last few decades this certification has grown to be on the majority of organic products seen on shelves today. Australian Certified Organic registers over 14,000 products.

In recent years people have become increasingly more aware of the items they purchase and the food they eat. Consumers are consciously searching for products that are cruelty free, free range and hormone and GM free, with hours wasted scanning labels and rummaging through shelves.

Purchasing products that carry the Australian Certified Organic logo saves you time at the store and guarantees the product to be free range, GM free, pasture-fed, water efficient and biodiversity friendly as well as grown free from synthetic pesticides, herbicides, hormones and antibiotics.

Dr Monk says, “Interest and popularity in organic products grows every year and it is more important than ever that we play an active role in protecting all Australians by ensuring they know how to trust that they are buying bona fide certified organic products. Australian Certified Organic routinely and randomly audits businesses that use its logo and tests products in the marketplace.”

“Just look for the logo and you know you are purchasing a sustainable, environmentally friendly and healthy product. This one logo really does say it all!”

The Australian Certified Organic logo can be found in all major and independent retailers across the country.



Interviews are being offered with official Australian Organic Ambassadors including:



[Therese Kerr](#)



[Costa Georgiadis](#)



[Pete Evans](#)

For preview of the community service announcement, logo and further information [CLICK HERE](#)
austorganic.com

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

<http://www.organicsschools.com.au/>

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