



The Peak Body for the Australian Organic Sector

www.ofa.org.au

From the desk of:

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MEDIA RELEASE

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72% of Consumers want one Organic Symbol

72% of organic food buyers say they would prefer to have one, new certification symbol used by all organisations, compared with only 14% who prefer to continue with different certification symbols.

The research conducted by Newspoll found that changing to one, new certification symbol is generally viewed as easier, clearer and less confusing. Having one symbol is also viewed as being easier to recognise and remember, and as having a clearer and stronger meaning. Some also saw it as providing confirmation of uniformity in certification procedures by certification organisations.

The Newspoll was commissioned by the Organic Federation of Australia, the peak body for the organic sector and was conducted nationally among main grocery buyers.

Regular organic food buyers were asked to rate the current system of having eight different certification symbols on a scale from 0 to 10, where 0 is "very **confusing** and **hard** to identify organic foods" and 10 is "very **clear** and **simple** to identify organic foods".

Their average rating was only 3.1 out of 10, which shows that the current system is seen as confusing.

'The research showed very poor awareness of most of the certification symbols and that the words "Certified Organic" were important in guiding consumer awareness about genuine organic products.' Andre Leu, Chair of the Organic Federation stated

'The experience from around the world shows that having one symbol to identify organic products generates a huge increase in sales.' Andre said

The survey was conducted among 966 main grocery buyers nationally aged 18 years and over.

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The Organic Federation of Australia is the peak body and the largest representative organic organisation in Australia. For further information please visit www.ofa.org.au

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