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MEDIA RELEASE

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ACCC supports the Australian Standard for Organic and Biodynamic Products

The Organic Federation of Australia (OFA) is very appreciative of the financial support from the Australian Competition and Consumer Commission (ACCC) for ongoing development and promotion of the Australian Standard for Organic and Biodynamic Products.

The ACCC has contributed \$216,000 to the OFA to promote the new Australian Standard to consumers, retailers and the organic sector as well as its continued development to protect the integrity of products labelled as organic. "This level of support shows that the ACCC is very serious that products labelled as organic have to comply to the new Australian Standard" stated Andre Leu, Chair of the Organic Federation of Australia.

OFA Director Tim Marshall further stated, "The fact that this money was part of a settlement for misleading labelling will send a message that certifying products to the new Australian Standard will be the most cost effective way to ensure the integrity of organic products. It shows that the ACCC is prepared to put resources into prosecuting fraud and protecting Australian consumers"

"As the peak industry body for the Australian organic and biodynamic sector, the Organic Federation of Australia (OFA) has spent over two years working in partnership with the government and the Australian organic and biodynamic sector on this project," stated Eric Love, Deputy Chair.

"An Australian organic standard will provide the organic industry with a uniform national benchmark for the production and the marketing of organic produce on the domestic market. Once developed, this standard can be used by government agencies such as the ACCC to ensure compliance against misleading and deceptive practices for organic products sold on the domestic market including imported products," Mr Love said.

Mr Marshall added, "For the first time there will be uniform requirements for the export and domestic markets in Australia".

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