



The Peak Body for the Australian Organic Sector

From the desk of:

Andre Leu, Chairman

P.O. Box 800, Mossman, Qld 4873

Ph: +61 7 40987610 Mob: 0428 459870

Email: chair@ofa.org.au

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KYLIE KWONG TO LAUNCH **TRUST ORGANIC**

Renowned Australian chef Kylie Kwong will launch Trust Organic – A Fortnight of Awareness featuring Organic Standards and Climate Change in Sydney tomorrow. To celebrate the launch the Organic Federation of Australia will host a delicious organic breakfast at Novotel Sydney on Darling Harbour. At the event, Standards Australia will also release the Australian Standard for Organic and Biodynamic Products.

Can you trust organic foods?

The organic foods industry is growing rapidly in Australia, but recent international reports have highlighted the need for strict standards to ensure public confidence in the sector. The new Australian Standard will help consumers identify credible organic products and will ensure that certified organic products have regulatory protection in Australia.

Guest speakers to include:

- Kylie Kwong – Renowned chef, and TV presenter
- Catriona Macmillan - Organic Federation of Australia (OFA)
- John Tucker – CEO Standards Australia
- George Davey – Deputy Director General NSW Department of Primary Industries
- Craig Sahlin – Chair Standards Australia Organic & Biodynamic Technical Committee FT-032
- Nici Andronicus –leading organic manufacturer ‘Organicus’

The Breakfast is sponsored by supporters and members of the organic industry: Novotel Hotel Group, Eco Farms and Organicus.

Trust Organic is sponsored by members of the organic industry: Temple Bruer Wines, Pure Organic Milk (Parmalat), Spiral Foods, NASAA, and CleanFood Organic

Media Opportunity

Friday 9 October
The Terrace,
Novotel Sydney on Darling Harbour,
100 Murray Street, Darling Harbour

Photographic and filming opportunities

9.00 – 9.30am Speeches
9.30 – 10.15am Interviews, plus photo opportunity with chef Kylie Kwong

FOR MORE INFORMATION ON:

Trust Organic – A Fortnight of Awareness feat. Organic Standards and Climate Change
Contact: **Catriona Macmillan**
Organic Federation of Australia
0402 404 361
catrionamac@optusnet.com.au

The Australian Standard for Organic and Biodynamic Products
Contact: **Kate Evans**
Standards Australia
0410 331 246
kate.evans@standards.org.au

-ENDS-

Andre Leu, Chairman, OFA

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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 For further information about Trust Organic – A Fortnight of Awareness featuring Organic Standards and Climate Change visit www.trustorganic.org.au