



P R E S S R E L E A S E - N.O.W. 2008

National Organic Week (NOW), Saturday 11th to Sunday 19th October 2008, is an opportunity to increase community awareness of the personal and environmental benefits of consuming organically grown produce and products and of the vital connection between organic farming methods and environmental sustainability.

Gold-Sponsored by **Spiral Foods, Australia's market-leading, quality organic food suppliers for 30 years, NOW sees 6 State Ministers of Primary Industry confirmed to conduct Media Launches in all states & territories except the Northern. (See the media page for details of states and venues: <http://www.organicweek.net.au/media.php>)**

Visit the Events Calendar page at www.organicweek.com.au to find out what organically-certified growers, producers, retailers, vineyards and other event organisers are doing nationwide and at a town near you in celebration of growing Australia's awareness of and interest in the many virtues of Organically-certified produce, systems and products.

Brought to you by the Organic Federation of Australia and the Centre for Organic & Resource Enterprises, NOW is about educating government, the public and the media that:

- there is now a draft Australian standard for organically-certified produce and products**
- there is now proof from long-term research providing substantive evidence of the nutritional superiority of organic foods**
- there is now proof from long-term studies of the environmental superiority of organically-certified farming methods**
- there is now real urgency for governments the world over to encourage and engender a widespread uptake of organic farming methods**
- there is now global need for sustainable agriculture in order to help abate climate change**

****RE SPIRAL** - Spiral's growers are specialists in their field, using traditional methods of agriculture to produce nutritious, rich ingredients. Their manufacturers produce a wide array of quality food, from condiments, sauces and snacks through to oils, pastas and naturally fermented soy products that are innovative, simple and delicious.**

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