



Celebrating Australia's Certified Organic Industry

1-30th September

Australian Organic Awareness Month (AOAM) is Australia's largest campaign promoting the certified organic industry across all categories, including fresh produce, food and beverages, cosmetics, skincare, garden products, house cleaning products, textiles, and even pet food. AOAM is a chance to clarify exactly what organic means and highlight the benefits of organic produce and living an organic lifestyle to consumers.

There is currently no domestic regulation surrounding the term 'organic' in Australia, meaning that some products that are labelled 'organic' may not be truly organic. Australian Organic's number one priority is achieving mandatory Organic Domestic Regulation in 2020. Until then, it's important for consumers (and businesses) to understand the importance of organic certification marks on organic product labels, just like the Australian Organic owned 'Bud' logo, to know that you are buying a true organic product.

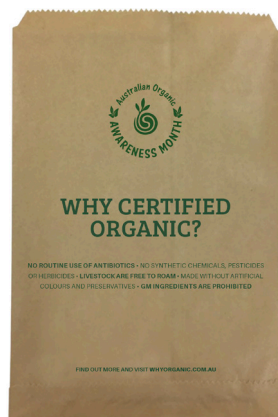
The Australian Organic market is now worth an estimated \$2.6 billion and is growing year on year. By helping to promote the certified organic industry, the Awareness Month campaign supports the farmers, processors, manufacturers and retailers who work hard behind the scenes.

Our kits are available to assist with driving consumers to your certified organic range and include:

Posters x 4
A4



Product bags x 200
200mm w x 300mm h



Shelf wobblers x 10
85mm w x 70mm h



Removable window cling x 1
200mm x 200mm

