



CELEBRATING AUSTRALIA'S CERTIFIED ORGANIC INDUSTRY

SEPTEMBER 1–30TH 2021

September is Australian Organic Awareness Month A month-long celebration of certified organics.

From farm to plate and from home to garden, we're encouraging Australians to join the campaign to learn more about certified organic products, the importance of looking for certification marks, and why so many shoppers are choosing to go organic.

More shoppers are interested in organics than ever before, as revealed in this year's Australian Organic Market Report, which found that **80 out of 100 Australian food shoppers are receptive to buying organic and 56% purchased organic in 2020** – that's over 9 million Australian households!

When it comes to certification marks, **62% of shoppers recognised the Australian Certified Organic Bud certification logo**, up from 51% in 2019. The Bud logo continues to be the most well-known organic trust mark amongst Australian food shoppers.

Independent Retail Supporter Competition

Take part in our independent retail supporter competition to be in with a chance of winning an incredible prize!

Prize value: total \$1,500

- 1 x Bud Organic Club Instagram static post in October
- 1 x exclusive EDM to Bud Organic Club (8,000+ consumers) in October
- Half page advertisement in December e-magazine to Industry
- 1 x box of certified organic products for the Store Manager valued over \$250

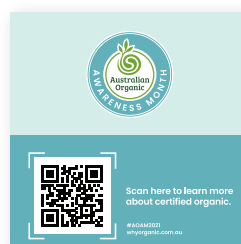
Ts&Cs

1. Share a static post on Instagram of your store displaying the AOAM POS
2. Tag @budorganicclub and use hashtags #AOAM2021 and #ChooseOrganic
3. Post must be published in September
4. Winner will be selected by the AOL Marketing team by 8 October 2021

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



Posters x 4
A3



Floor decal x 1
30cm x 30cm

For campaign enquires, please contact Shari Burke on shari.burke@austorganic.com or 07 3350 5716.