

AUSTRALIAN ORGANIC AWARENESS MONTH



Australian Organic Awareness Month is the perfect time to reflect on the personal benefits of choosing certified organic products for you and your family

Week two —
Find your why.



Are you ready to make the change?

Whether you're just beginning your organic journey, or have been committed to the lifestyle for years, understanding the logic behind your choices can deepen your connection to the products you bring into your home.

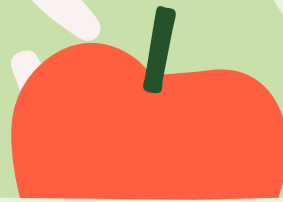
Take the quiz below to 'Find Your Why' and see if you're ready to start making the switch.

	YES	NO
Do you want to consume food with less synthetic chemicals and pesticides?	<input type="checkbox"/>	<input type="checkbox"/>
Is it important for you to consume products free from artificial preservatives and additives?	<input type="checkbox"/>	<input type="checkbox"/>
Are you concerned about GMOs in your diet?	<input type="checkbox"/>	<input type="checkbox"/>
Would you prefer to see animals living more as they were intended naturally?	<input type="checkbox"/>	<input type="checkbox"/>
Do you support farming methods that prioritise animal welfare?	<input type="checkbox"/>	<input type="checkbox"/>
Do you value farming practices free from toxic chemicals, pesticides, herbicides and GMOs?	<input type="checkbox"/>	<input type="checkbox"/>
Are you interested in practices that promote the long-term sustainability of the environment?	<input type="checkbox"/>	<input type="checkbox"/>
Are you interested in practices that promote biodiversity?	<input type="checkbox"/>	<input type="checkbox"/>

If you answered most questions with 'yes', keep an eye out for the launch of our Australian Organic Awareness Month Week 4 resource for some tips to help you get started on your organic journey. In the meantime, take some time exploring below how certified organic practices are better for you and your family's health and wellbeing, animal welfare, and for the long-term sustainability of our planet.



WHY CHOOSE ORGANIC?



More nutritionally dense



Certified organic foods contain more polyunsaturated fats and omega-3 fatty acids, micronutrients, protein and other non-essential amino acids than non-organic counterparts

Less harmful additives



Certified organic standards prohibit the use of synthetic pesticides, focusing instead on natural methods of pest control

Better for your skin



Harsh chemicals in conventional skincare can weaken your skin with prolonged use, leading to premature ageing and increased risk of sunspots



Certified organic benefits



Health & wellbeing

Certified organic food is...

- 🌱 More nutritionally dense, containing more essential vitamins, minerals and antioxidants than non-organic food
- 🌱 Free from harmful additives like toxic chemicals, pesticides, herbicides and GMOs
- 🌱 Higher in concentrations of omega-3 fatty acids



Animal welfare

Certified organic animals...

- 🌱 Live, grow and breed naturally with more space to roam
- 🌱 Are not subject to intensive practices like feedlotting in cattle or tail docking of pigs
- 🌱 Are free from Hormonal Growth Promotants, which can increase stress and lower immunity



Environment

Certified organic farms...

- 🌱 Produce up to 40% less greenhouse gas emissions than non-organic farms
- 🌱 Store more carbon in the soil, increasing drought and climate change resilience
- 🌱 Have richer ecosystems, with at least 5% of all farmland dedicated to biodiversity areas

Finding your why

Everyone has their own unique reason for choosing to use certified organic products. Whether it's ensuring your family has access to the highest quality, nutrient-dense foods, or reducing exposure to harmful chemicals, the benefits of incorporating organics into your daily routine are clear.

Beyond just a lifestyle choice, your organic journey is also a reflection of your values and your 'why'. Whatever your reason, choosing certified organic products is a powerful way to invest in your health, your family, and the future of our planet. This Australian Organic Awareness Month, we invite you to discover the personal benefits of going organic and 'Find your why'.

