

AUSTRALIAN ORGANIC AWARENESS MONTH



I've loved seeing how certified organic products have become more accessible over the years, including dedicated organic sections in major supermarkets.

-Tegan Martin, AOAM Ambassador



Week one —
See the big picture.

What is organic certification?

For a product to be labelled 'certified organic' in Australia, it must go through a strict certification procedure including inspection and approval by an independent, third-party organic certification agency. Organic certification has existed in Australia for more than 30 years and remains the only way to provide integrity to the organic industry.

Organic standards are sets of requirements that describe what practices or procedures are used for the final product to be considered certified organic. Owned and licensed by industry peak body Australian Organic Limited, the Australian Certified Organic Standard (ACOS) is one of the most respected and rigorous organic standards in the world.



Check the label



Always look for certification logos, such as the 'Bud', on your organic purchases to ensure that they are truly certified organic.

Organic certification process

Certified organic producers go through a rigorous process to ensure compliance of organic standards from on-farm and sourcing ingredients, through to manufacturing and processing, and up to the point of sale. Below is a snapshot of this process of achieving and maintaining certification.

Initial Audit

1. Choose certifying body (such as ACO)
2. Choose type of certification



3. Complete organic management plan and application

1-3 Year Conversion

3 Years

If chemicals have been used in the last year

2 Years

If chemicals have not been used in the last year

1 Year

If chemicals have not been used in the past 3 years

Annual Audit

Independent audits assess various aspects of organic production

- Soil management
- Crop & animal production
- Processing & handling
- Packaging & labelling requirements



WHAT DOES CERTIFIED ORGANIC MEAN?



Free from toxic and persistent chemicals, pesticides, herbicides and GMOs



Backed by a rigorous certification process that validates organic practices



Designed to promote practices that improve long-term environmental outcomes

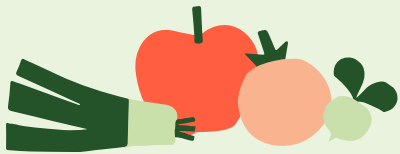
Look for logos (there are a few different types) that have the words 'Certified Organic' or 'Certified Organic In Conversion'. If you're buying fresh produce from a farmers' market or independent grocery store, you can ask the farmer or shop assistant to verify that the produce is certified organic.

If you know the grower's name and certifying body, you can also check on the certifier's website to make sure they are listed on their register.

-Paula Williams, Santos Organics

Meet our ambassador

Former Miss Universe Australia, Tegan Martin



Coming onboard as Ambassador for Australian Organic Awareness Month (AOAM) was a “dream role” for Tegan. Running throughout September, AOAM is Australia’s largest campaign promoting the certified organic industry, raising awareness of the benefits of certified organic products for human health and environmental sustainability.

On the verge of finishing her Bachelor of Health Science, Tegan said the message behind AOAM perfectly aligns with what she advocates for every day.

“I’m excited to be using my voice more in the health and wellness space, which is what I’m really passionate about,” she said.

“The human body is precious, and we really need to look after it. Organics is about going back to basics



and sticking as close to what nature intended for us as possible. I always return to that bucket analogy about trying to lessen the load we put into our bodies.

“My own health journey is a testament to looking after your body and the benefits of eating quality, natural ingredients. These days I feel so blessed to have good health and not only have better energy but better skin, gut health and overall I feel sharper mentally.

“I’ve loved seeing how certified organic products have become more accessible over the years, including dedicated organic sections in major supermarkets. Compared to when I started introducing some organic foods in my early twenties, it’s come such a long way in terms of awareness and availability.

“My goal is to continue inspiring those around me to eat well, feel good, and live long, happy, healthy lives.”

Australian Organic Awareness Month is run by Australian Organic Limited in September each year, promoting the certified organic industry across all categories including fresh produce, packaged food and beverages, cosmetics and skincare, home and garden products and textiles. To learn more about Australian Organic Awareness Month, [visit the website](#).

