

AUSTRALIAN ORGANIC AWARENESS MONTH



Organics is about going back to basics and sticking as close to what nature intended for us as possible. When making choices about what you buy from the supermarket, think about not just your own health, but the health of the planet.

-Tegan Martin, AOAM Ambassador

Week four —
Seek balance.

Tegan's top organic tips

As ambassador for 2024 Australian Organic Awareness Month, former Miss Universe Australia, Tegan Martin, shares her top tips for adopting an organic lifestyle.



1. Take it slow!

Using more certified organic products is not about making a huge lifestyle change all at once. Even just switching to certified organic for one product or category, like eggs, red meat or cleaning products, can make a big difference to your overall wellbeing.

2. Start with the big culprits

When it comes to pesticide and herbicide residue left on non-organic produce, some are worse than others. If you're looking to substitute in more certified organic fruits and veggies, start with things like spinach, tomatoes, or strawberries - those which absorb more chemicals as they don't have a case or skin to protect them.

3. Don't be afraid of 'imperfect' produce

We've become accustomed to shiny, perfectly shaped fresh produce in supermarkets. There's a reason certified organic fruits and veggies sometimes don't look as appealing on the surface - because they're all natural!

4. Look for certification marks

To be sure what you're buying is truly organic, look for a certification mark, ideally the 'Bud' logo. This means the product has been independently certified as adhering to a strict set of rules around chemical use and land management.

5. Check the price tag

I know how important it is to be saving every dollar you can at the supermarket, so take some time to check prices and substitute in the organic products which are actually more affordable than non-organic.

6. Buy in bulk and meal prep

A great way to save money and reduce waste is purchasing larger quantities of certified organic produce to use for your meal prepping, such as potatoes and onions.

7. Visit farmers' markets

One of my favourite things to do on the weekends is visit the local farmers' markets. It's a great place to pick up high quality organic produce, and you can chat with the growers to really learn where your food comes from.

8. Consider the long-term benefits

Organics is about going back to basics and sticking as close to what nature intended for us as possible. When making choices about what you buy from, think about not just your own health, but the health of the planet.

TOP TIPS FOR BUYING ORGANIC



Start the transition slowly



Start with your daily essentials or pantry staples and gradually swap to organics each week

Look for certification marks



Such as the 'Bud' logo to prove a product is actually organic

Buy in season or at farmers' markets



Seasonal produce is often fresher and tastier, and more affordable because it's in abundance

Buy in bulk






Buy in bulk to save money and share with family and friends

Shopping strategically on a budget

- Plan your weekly meals and try to identify more than one use for produce so it doesn't go to waste
- Buy in bulk—especially your dry products—many organic stores offer bulk purchasing options
- Share bulk purchases with a friend or family—buy large quantities and divide them up
- Buy in season organic fruit and vegetables
- Buy direct from the farmer
- Preserve surplus produce by freezing, fermenting or dehydrating, or make jams and sauces if appropriate
- Re purpose food so it doesn't go to waste



Finding deals on organic products

-  Follow your local organic retailers on social media
-  Purchase from an online retailer to receive their latest specials
-  Buy from your local farmers' markets— but check for certification
-  Sign up to supermarket loyalty programs to receive emails

Love the skin you're in

Your skin is the largest organ in your body, undertaking many roles to keep you healthy! It helps regulate your body temperature, feel sensations to protect you from danger, synthesise vitamin D, excrete waste and protect you from injuries and harmful pathogens.

Taking good care of your skin is important to prevent damage, maintain health and moisture and to ensure it is functioning properly.

Regular beauty products

Astringent chemicals are used for the extraction of beauty products, and chemical stabilisers and preservatives are used to prolong the shelf life.

Certified organic beauty products

Certified organic cosmetics contain organically grown and processed ingredients, produced without synthetic fertiliser, toxic pesticides and other artificial inputs.

The balance of a certified organic skincare formula, excluding water and minerals*, cannot include preservatives such as parabens, potassium sorbate and sodium benzoate.

The packaging also needs to be made from certified organic products as well!

**Water and minerals are not included in the calculations for certified organic as they are not agriculture products.*



Did you know?

The difference between 'natural' and certified organic for beauty products is how the base plant material has been grown, processed and packaged. It's possible for a 'natural' lavender oil to be extracted from lavender sprayed with conventional pesticides and herbicides.

Don't just think food!

Certified organic covers more than just the food you put in your mouth!



What are you using to wash your hair and in your skincare routine? Consider making the switch to organic products to avoid synthetic chemicals, artificial fragrances and parabens.



What are you cleaning your house with? There's a range of organic cleaning products made with natural ingredients that will keep your house clean while reducing you and your family's chemical exposure.



What are you drinking? Wine, beer, spirits and range of other certified organic drinks are readily available and not only reduce the chemicals you consume but are better for the planet too.



What are your pets eating? There's plenty of certified organic pet food on the market that will reduce the number of additives and preservatives your pooch or moggy is digesting.



What are you using to manage pests and diseases in your garden? There are certified organic products available at your local hardware store that are allowed to be used to treat pests and diseases in organic production.



Remember to always check for a certification logo!

Sharing organic deals with friends and family can benefit everyone. Some of our customers have created a network or groups where members post tips, deals, and experiences with organic products.

This not only fosters a sense of community but also spreads awareness about living sustainably. Social media platforms, local groups and community bulletin boards are great places to share.

- Karen Ward, Honest to Goodness and 2024 Organic Woman of the Year Award Winner