

PRESS RELEASE

22 February 2010



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NASAA SHORTLISTED FOR THE CHOICE AWARDS 2010

The National Association for Sustainable Agriculture Australia is pleased to announce that NASAA has been shortlisted for the Best Food Endorsement Program Category at the inaugural CHOICE Awards 2010! The NASAA organic certification program, the oldest in Australia, at 24 years also operates and is recognized throughout the world

CHOICE is celebrating its 50th Anniversary and its mission is to make Australians become some of the most savvy and active consumers in the world. This is currently achieved by shining a spotlight on the very best and very worst products and services.

These awards provide CHOICE with the opportunity to publicly recognise those companies recognise companies which have produced some of the very best products consumers can buy and provide useful guidance for consumers wishing to make a smart choice. The certification of organic farms, processors and various retail sectors to a recognized Australian organic standard is the key to this award provision.

It is a fantastic achievement to be nominated for a CHOICE Award as unlike some other awards, you cannot put yourself forward for this accolade – a reflection of the independence for which the organization is renowned.

NASAA were approached by CHOICE to complete a questionnaire comprising a series of detailed questions that provided the basis for our nomination in the Best Food Endorsement Program Category of the awards.

‘NASAA are thrilled to be shortlisted in the in the CHOICE Awards’, Said Rod May, Chairman of NASAA. ‘This nomination is a fantastic achievement for the whole organisation, the organic industry and the consumers alike.’

The inaugural CHOICE Awards 2010 will be held later this year in Sydney and all winners will be announced at the evening ceremony.

David Silkstone
NASAA Company Secretary