

5 things you should know **BEFORE** you buy organic food

*by internationally recognised organic food expert Shane Heaton,
founder of Brisbane-based online organic retailer freshorganics.com.au*

Yes, it's better for you, your kids, the animals, the planet, helps you avoid nasties like pesticide residues and artificial additives, and is the real price of real food, **BUT**

1. Not all ORGANIC food is the same

Buy only **CERTIFIED** organic. Certified organic is the only system that actually checks up on farmers and demands a paper trail to show that everything's as it should be. If it's not certified organic, you just can't be sure. As industry leaders, we at freshorganics.com.au have our finger on the pulse and will protect you from misleading claims and questionable suppliers. All our produce is certified organic. All our groceries are certified organic or made from a majority of certified organic ingredients. And we're regularly in touch with Australia's leading organic certifier to hear of certification issues for any organic products on the market, so you can be sure of what you're getting.

2. If it's not FRESH, you're wasting your money

[Freshorganics.com.au](http://freshorganics.com.au) only sells the best quality and freshest certified organic produce available, and guarantee its quality, week, after week, after week. By asking for our customers' orders on Tuesday, it allows us to order from our farmers and suppliers on Wednesday only exactly what we need. So we don't have to hold stock. After we receive our fresh produce at our warehouse right in the heart of the Rocklea Markets, we send it to you either that day or the next day. And if something we send you isn't up to scratch, we pay for it, *not you*. (So how hard do you think we're going to try to only send you good gear?) As they say, 'fresh is best'. It's important because some nutrients like vitamin C can begin to decline as soon as produce is picked. If something's begun to wilt, it's not bursting with vitality and neither will you be after you pay a premium price and don't get what you deserve.

3. Beware of CHEAP organics

At freshorganics.com.au we don't cut corners. We pay our farmers and staff well. They deserve that. We contribute to the organic industry with our time, our money and our expertise, as well as supporting important causes like global-warming and anti-genetic engineering charities. We're not the cheapest, but we do try to be the best at what we do, and our customers appreciate it. We sell only **CERTIFIED** organic produce and our prices are set to provide a fair return for ourselves, our growers and our staff. Customers still regularly tell us we're cheaper than other outlets, though that's not our goal. If you find organic food that seems really cheap, it may not be the real deal. Be careful.

4. Not all organic food is LOCAL

At freshorganics.com.au our pledge is to source our produce as locally as possible, and always, **ALWAYS**, choose **AUSSIE** produce over imported. Our hardworking Aussie organic farmers deserve our, and your, support. As for organic grocery items, there are numerous products imported from Europe or the US, and we'll stock them but always seek out and offer locally produced alternatives if they're available. While very little certified organic fruit & vegetables are imported into Australia, it does happen. Over the last few years we've seen kiwifruit from Italy, mangoes from Mexico, and asparagus from Thailand. If imported is all we can get, we'll say so, loud and clear, so you know where your money's going.

5. There's no such thing as FREE delivery

At freshorganics.com.au we want you to know the real price for real food, so charge a fair price for the food, and a fair price for the delivery. No hidden costs. No pretend deals. Simple. Vans, drivers, fuel and couriers cost money. If someone offers you 'free' delivery, you can be sure they're just building the cost into their prices.

*Thanks for reading this special report – if you want food you can trust from people you can trust, visit freshorganics.com.au or call 1300 72 66 71. If you know someone who buys organics from someone other than freshorganics.com.au, please show them this report – they may thank you for it! They should ask their supplier, is it all **CERTIFIED** organic? Do you hold stock and for how long? Will you guarantee everything you sell? What do you do to contribute to the organic industry? How vigilant are you on the credibility of all your suppliers? Do you sell imported produce? Are your prices high enough to pay your staff, your suppliers and yourselves fairly? How long have you been in business and **WHY** are you in this business?*

If they don't get good answers to each of these questions, it may be time to switch to freshorganics.com.au.