



Organic Brand of the Year Nominee

Macro Organic

Briefly outline your contribution to the organic sector in the past year through initiatives you were involved with;

The Macro Organic brand guides customers on a journey to shop organic through every food category in Countdown. The popularity of Macro organic has resulted in Countdown increasing floor space dedicated to a wider selection of organic and health foods. Countdown also supports the brand of Macro Organic through the sponsorship of the OANZ report. Macro Organic has recently been introduced into the produce department. The Macro Organic Produce has growers story on pack, provenance and traceability for customers and highlighting the work of local suppliers.

Briefly describe the changes these initiatives have brought about and why this matters to the Organic Sector here in New Zealand

By telling the growers story in conjunction with a well known brand such as Macro Organic we are increasing aware of organics to our customers. It also helps our customers recognise what products are organic more easily when they are shopping at Countdown. All Macro Organic produce is certified organic which assures our customers that what they are buying is truly organic.