

Your invitation to Go for Growth

Teaming up to drive £1bn of new organic sales over the next five years

**22nd September 2009, 1pm to 5pm
at Citypoint, Ropemaker Street,
London EC2Y 9HT**

As the recession bites, there is an urgent need for the organic industry to work together to stimulate further growth.

Following the industry wide consultation event that began in October last year, the Organic Trade Board has developed a detailed Business Plan to grow the industry by £1bn over the next five years. After widespread consultation amongst certifiers and OTB members, and face-to-face meetings with the UK's biggest retailers, this is your chance to input to the final plan.

Leaders and drivers of all branded and non-branded companies, wholesalers, retailers, and certifiers of organic products are invited to build the plan. This is your chance to contribute to, take part in, and benefit from a groundbreaking business plan for the organic sector.







Full programme overleaf



**The voice of
the organic
industry**

Go for £1bn Growth!

**22nd September - 1pm to 5pm
at the Regus Rooms, Citypoint,
Ropemaker Street, London EC2Y 9HT**

-  The OTB Business Plan to add £1bn new sales in 5 years. *Finn Cottle*
-  Market Update – Up-to-date information on the organic sector.
TBC - market research house.
-  A Retailer's Perspective on Organics. *Major UK retailer*
-  Case Study – Going for Growth in the organic milk market –
investing in consumer marketing. *Huw Bowles, OMSCo*
-  Update on bid to the EU for marketing funds. *OTB Committee*
-  Delivering the Plan, working together, Q&A. *All*

Price - £60 per person, £50 for a second person from the same company.
Includes an organic lunch.



For details and to register (essential)

Please contact:

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Please join us and make your contribution!
Best wishes



Lizzie Vann
Chair, Organic Trade Board