



The fight back starts here!

Despite what the press would have us believe, the organic sector has just been hit like most other sectors in the recession, but it's not all doom and gloom.

- Several categories are showing good growth – in 2010 the biggest success stories were in sales of organic beef – up 18%, organic baby food - up 10.3% and organic textiles – up 7.8%.
- We've raised £2m for the Why I Love Organic campaign which is the first time the industry has pulled together to grow sales.
- We've started to talk about organic in a new way. It's not preachy, and it's not evangelical or elitist. It's about encouraging people to try something organic and showing that it's for everyone.
- We've co-ordinated the drive to get organic on the Olympics menus in 2012. (See page 3)

But if there was a time to pull together now is it! The OTB needs each and every one of you. Together we are stronger.

OUTCOME OF MEMBERSHIP SURVEY JUNE 11

Thank you to those who filled out our recent OTB survey. The objectives were to gain an understanding of your needs, allow the Committee to agree next steps, roles & responsibilities and to build a good foundation for the OTB for the next three years. Topics covered were: Do you like what we do now & what would you like us to do? What would you pay to have these services? Is your business well represented and what could we do differently?

We had a 30% response rate which is great and we'll be issuing a special extra newsletter later this month dedicated to communicating the outcomes of the survey.

Welcome to our newest members

- Cono Sur
- Bonterra
- Daas Beer
- Laverstoke Park Farm
- Marigold Health Foods Ltd
- Organico Realfoods Ltd
- Scheckter's Organic Beverages
- Smarter International Trading
- Stroud Brewery
- Whitmuir Organics Ltd

MEMBER OF THE MONTH!

Our member of the month is **Neal's Yard Remedies** who are driving the most traffic to www.whyiloveorganic.co.uk and www.nealsyardremedies.com

This brings the total membership to 141. The more members we get, the stronger our voice and the more we can do!

OTB at Biofach 2012:

The OTB and PS-8 have a fabulous island site in Hall 2 reserved for the OTB UK pavilion at Biofach, but to secure it, we need your booking. We are already talking to a number of companies including Community Foods, Doves, Stroud Brewery, Pukka, Rasanco, Organix, Suma, Lye Cross Farm & RDA Organic. There's a real benefit in coming together and exhibiting as the UK pavilion offers a pod area to UK producers allowing you to take a smaller stand than if you booked direct with show organisers – a great way to test the market whilst keeping expenditure to a minimum. We need bookings firmed up though and to access a £1k grant you need to get in quick, so please contact Karen at PS-8

karenbeston@ps-8.com / 07432 614726 ASAP

Why I Love Organic Campaign News

To date, the campaign has generated 169 pieces of press coverage, the majority in the consumer press. In May we hosted a Bugs radio day with celebrity naturalist Nick Baker which generated 22 pieces of coverage (16 radio and 6 online). Key broadcast titles include BBC Radio 5, BBC Radio Kent, BBC Radio Bristol and Swansea Sound. Radio Interviews have reached over 8.5 million consumers so far.

The website is now showing great results with almost 14,000 visits since January 2011 and 46,101 page views. Over 800 people have now shared their reason for loving organic and many added theirs at the Real Food Festival.

The adverts have appeared on the outside back cover of 23 titles to date including the OK Royal Wedding issue! In July and August the ads break for the summer, and we will be in magazines again for Organic September.

The OTB was mystified and of course very disappointed with the ASA changing its mind on the approval of the pantomime cow ad, however it's done its work, and it's all systems go on developing our new 2012 ads now. (see below) We've also got the launch of our Discover Organic recipe book to look forward to in Organic September & if you're a pledgor you'll be receiving one!

Help us recruit the face of the new ad!

You can help us by spreading the word to all your contacts about our fantastic competition to become the new face of the campaign ads, by facebooking and tweeting. For facebook: "Why I Love Organic is offering one lucky consumer the chance to star in a nationwide press advertising campaign. Simply visit http://www.facebook.com/pages/Why-I-Love-Organic/345665052813?sk=app_139952079416277 and upload a picture and share your reason for loving organic and your face could feature on a series of press adverts across major glossy women's magazines."

For Twitter use or adapt this text: "Fancy starring in OK mag as the new face of organic ad campaigns? Enter the exciting Why I Love Organic competition <http://on.fb.me/IGDzAt>"

Sector Development Groups

The **Dairy** Sector Development Group is working on getting organic dairy products into the Olympics. Our next meeting is July 26th in Bristol. To get involved, email huw.bowles@omsc.co.uk

The **Health and Beauty** Development Group have been progressing their work on "rogue organic" brands. Contact Susie@natracare.com for more information and to sign up to our paper on this issue.

For the **Olympics** Development group work, see Page 3.

MEMBER'S NEWS

Award winners

Green & Black's, OMSCo, Yeo Valley & Laverstoke Park all won accolades on animal welfare from Compassion in World Farming recently showing that organic is good for animal welfare!

New product launches

The first organic hot dog has hit the supermarket shelves in time for the barbeque season. **Helen Browning's Organic Hot Dogs** are 97% pork, gluten-free and produced from free-range British pigs and are available in Tesco.

www.helenbrowningorganics.co.uk

Organico's Tracy Wright puts their 25% surge in sales so far this year down to the brand's new range of dips, spreads and condiments. www.organico.co.uk

Reports on events

Organic Farmers & Growers held its annual National Organic Cereals event in July. It was a sell out with presentations from Waitrose, BQP and farmer, John Pawsey, among others. Charlotte Smith from Radio 4's Farming Today chaired the event with panache and the farm walks provided plenty of inspiration. Watch the OF&G website for details of 2012's event, as it sells out quickly www.organicfarmers.org.uk

Wight Salads were one of the many farms to welcome visitors on Open Farm Sunday on June 19th. Over 400 visitors found out how they use predator bugs & the right varieties to grow. Visitors also had the opportunity to try different varieties of tomatoes, chutneys and produce. www.wightsaladsgroup.com/

OTB Partnerships: Ecotricity

OTB member Ecotricity is a green energy supplier, with a difference. They take what customers spend on their energy bills and reinvest it in building wind turbines and biogas plants. For Ecotricity this will increase customer numbers and enable greater investment in renewables. The OTB will benefit from increased awareness via Ecotricity brand exposure and, with a donation for £40 for each sign up, additional finance to do our work. If you want to be involved contact mark.neveu@ecotricity.co.uk

Olympics 2012 Supply News

Since our meeting with LOCOG and Tier 1 caterers in April, the OTB has been making contact with all the Olympic caterers to try to secure meetings or encourage them to put organic on the menu. Here's an update on progress:

- OTB committee member Chantelle Ludski from Fresh! met with **Bon Appetit** catering in June. They will be publishing all their catering requirements on CompeteFor and will let OTB know in advance of the actual publication date, to give OTB member companies prior knowledge. If you haven't registered on CompeteFor yet, do it now!
<https://www.competefor.com/business/login.jsp>
- Lynette Sinclair of Tideford (also an OTB committee member) and Chantelle met with **Amadeus Catering**. OTB now has a list of requirements, which will be circulated to the OTB members who have already expressed interest in supplying the Olympics. If you are not on this list and want to be, do let Catherine know.
Catherine@organictradeboard.co.uk
- Chantelle also met with **Arena Catering** and they will give OTB a list of their requirements which will be circulated.
- All three companies above are genuinely interested in having an organic component to their offer, subject to price. They are interested in all things organic, not just the obvious commodity products.
- **Creative Events** asked several OTB members for samples.
- OTB also held a meeting held with **Sodexo** principally about dairy as that was their main area of interest. Sodexo won't know volumes and product requirements until the Autumn. The OTB members' spreadsheet we compiled for Aramark will be sent. Sodexo seem keen on working within their existing supply chain, as opposed to bringing new members on board
- As a result of our OTB interested supplier's spreadsheet **Aramark** requested meetings with nine specified suppliers on their open day of 31st of August.
- Menus are still due to be signed off by LOCOG and it seems the caterers want to get that done before putting the supply chain in place.
- The next stage of work involves following up these Tier 1 caterers: Compass, Baxter Storey, DO Co & Upbeat Event Design

If you have any questions or ideas on the Olympics work, please do contact one of us: chantelle@gogetfresh.co.uk
Lynette@tidefordorganics.com
alex.pearce@langridgeorganic.com

Government News

New Government Buying Standards were announced by Defra in June. Organic is mentioned under Environmental Production Standards where it is now mandatory that "at least 10% of the total monetary value of the primary commodity food and drink procured by central government has to be certified or assured to higher level standards (organic, LEAF or any regional or national equivalent)." So whilst it is good that organic is mentioned it is only one of many standards that a procurer can adopt.
<http://sd.defra.gov.uk/documents/GBS-guidance-food.pdf>

Diary Dates:

September is Organic Month. Find out how you can support it here:
www.soilassociation.org/organicseptemberfortrade.aspx

3 - 4th September 2011
The Organic Food Festival, a celebration of all things organic!
Bristol Harbourside
<http://www.organicfoodfestival.co.uk/>

13th October 2011
Organic Farmers & Growers third annual Selling Organic Conference takes place at Barceló Oxford Hotel.
<http://www.sellingorganic.co.uk/>

10 – 13 November 2011
Biodynamic Association's Conference, The Future of Agriculture – a Biodynamic approach, Emerson College. T: 01453 759501 E: office@biodynamic.org.uk

News or stories for our next issue? Send them by August 25th to: catherine@organictradeboard.co.uk