



What we've been up to in May/June

Generic campaign work – we've been working hard with Sustain on the EU bid to promote organics and Catherine, Huw and Finn all went to Brussels recently to present the campaign. We will hear whether we have been successful by the end of June.

The three elements of the **primer campaign** have been completed: Digital, PR and advertorial. On PR the campaign showed a return on investment of 13.3 times, which is well above the industry average of 11. The campaign achieved £340K of editorial equivalent. The Guardian advertorial work also included a short questionnaire which generated 8k leads.

New members – The OTB now has 117 members, up from 100 at the start of the year. Catherine has developed a new e-mailable recruitment pack. Email catherine@organictradeboard.co.uk to start using it and help us recruit new members. The more we have, the more work we can do to support the industry.

Olympics - The OTB has also contacted the Olympics procurement team to arrange a meeting to try and ensure that Tier 1 caterers use organic food and are aware of OTB suppliers.

Fair Trade - The committee has been discussing Fair Trade and is talking to the Soil Association about their Fair Trade standard and how it can best work for industry. We are also arranging a meeting with the Fair Trade foundation to see how organic and fair trade can work together.

Trade Shows – For Biofach 2011, we want to organize a joint UK organic stand. Please contact catherine@organictradeboard.co.uk if you are interested in taking part.

Welcome to our newest members:

- Biodynamic Agricultural Association
- Ella's Kitchen
- Farmhouse Freedom Eggs
- Infinity Foods
- Marriage's
- Neal's Yard Remedies
- Organic Republic
- Planet Organic
- Quality Welsh Food Certification
- Sharpham Park
- Tesco Stores Ltd
- Vinceremos
- Well Hung Meat Co.
- Windmill Organics

MEMBER OF THE MONTH!

Our June member of the month is **COMMUNITY FOODS**. They have put a www.whyiloveorganic.co.uk banner ad on the home page of their website.

<http://www.communityfoods.co.uk>

It could be your company in this spot next time!

HELP! Two OTB members, **Alara & Fresh! Naturally Organic** are finalists in the **Grocer's Digital Dragon's Den** competition to win a £30k digital marketing strategy. Vote for them here before June 18th: <http://www.thegrocer.co.uk/articles.aspx?page=articles&ID=210090>

Sector Development Groups

The **Arable Sector Development Group** met for the first time in May. Two key issues were identified: UK wheat suitable for baking and UK grown oats and two working groups will take this work forward. If you want to get involved, email andrew@organicarable.co.uk or alexsmith@alara.co.uk. Alex is putting himself forward to be part of Defra's working group on a contamination protocol for oats.

The **Dairy Sector Development Group** held its third meeting in May and the issues discussed included improving links between members and public sector customers, communicating the benefits of organic dairy farming to consumers and how to deal with bull calves. To get involved, email huw.bowles@omsc.co.uk

The **Health and Beauty Group** met in May. They are working on getting greater recognition for H&B both on the Soil Association website, and at the Organic Food Festival. They have also been working on "rogue" brands, and are investigating how to adopt the same process as France, i.e. a law banning the use of the word organic in H&B products that are not certified. Contact abi@essential-care.co.uk

The **Fresh Produce** development group is next the sector to meet in July they will discuss challenges such as:

- how to address competitors to organic
- wastage
- cross promotions
- how to address issues in supply chain

If you would like to come to the meeting, please contact Catherine or Alex Pearce alex.pearce@langridgeorganic.com.

OTB in the news –

Daily Telegraph, 27th May 2010, Page 2:



Ideas or stories for our next issue? Send them by August 27th to: catherine@organictradeboard.co.uk

MEMBER'S NEWS

Award winners

Online organic beauty retailer, **LoveLula.com** has been awarded **best retail website** for the second year running by Natural Health Magazine in the 2010 Beauty Awards.

Organic Farm Foods have attained the top score (100%) from **The Ethical Company Organisation** who run the Ethical Accreditation Scheme. They are the only fresh produce company in the UK to achieve this award.

New product launches

Alara is re-branding a range of everyday organic cereals: Organic Rich, Tropical, Branberry & Gluten free.

Bentley Organic has developed a patented "natural antibacterial formula", using fruit acids and bio-flavonoids, which meets the BS1276 test to kill bacteria such as e.coli and listeria.

Rachel's pouring yoghurts launched in Spring and won Red magazines "Best Yoghurt for Breakfast."

Yeo Valley has launched single flavour packs which will be on sale from mid-June. The launch will be backed by price promos, TV and radio slots as well as posters and PR.

Other News

Bentley Organic's MD Jamie Bentley had a letter in the Grocer calling for an independently accredited quality mark that proves the green authenticity of a product.

Kallo foods has put out its debut ads for Whole Earth peanut butter to tap into the growth of the peanut butter market.

OMSCo has recruited wildlife presenter Kate Humble for its latest PR campaign to convince consumers to "stop shopping on autopilot" and buy organic milk.

In the US: the President's Cancer Panel released a report which advises "giving preference to organic food" in order to reduce risk of cancer.

www.organicnewsroom.com/