



## September NEWSLETTER

[www.organictradeboard.co.uk](http://www.organictradeboard.co.uk)

### We're in the midst of Organic Fortnight and there are lots of reasons to be cheerful this autumn!

- Sustain and the OTB's £2m bid to the EU was successful
- Headlines in the Daily Mail shouted: "The berry healthiest: How organic strawberries 'are more nutritious'"
- OTB member, Waitrose are in the midst of their Duchy Originals re-launch and the campaign has been putting organic at the forefront of consumer's minds
- Other OTB members such as Yeo Valley will be advertising too, all adding to the positive "noise" surrounding organic.

So let's celebrate Organic Fortnight! *Huw Bowles, Chair, Organic Trade Board*

**We did it** – What great news for Organic Fortnight! On 1<sup>st</sup> July Sustain and the Organic Trade Board announced that the EU had approved funding for the UK's first generic promotional campaign to increase awareness of the benefits of organic food and farming. The funding will give a boost of £2million to the organic industry in the next three years. There will be some pre-Christmas PR, but the campaign will kick off in earnest early 2011 with advertising in women's and supermarket magazines. More than 75 organisations have contributed to the campaign including leading retailers Sainsbury's, Tesco and Waitrose, and big organic brands such as Green & Black's, Organix, Rachel's and Yeo Valley as well as a host of smaller brands.

**Get involved, pledge money today:** All organic companies are going to benefit from this campaign but not all have pledged. If you are reading this and are one of those companies who haven't, it's not too late, you still can. Even though it will not be match funded, the extra money we raise now will be used to extend the advertising period into Organic Fortnight 2011, giving greater impact, and reaching our target audience more often. All details of how to pledge can be found here: <http://www.organicuk.org/pledge/> and if you want to talk over a pledge, please contact Catherine.

### Organic strawberries are more nutritious: Daily Mail, 2<sup>nd</sup> Sept 2010

Organic strawberries may cost more, but it's a price worth paying, US scientists say. The fruit is both tastier and better for your health, research shows.

The most detailed study of its kind has found that they contain higher levels of anti-cancer nutrients than fruit sprayed with chemical pesticides and naturally-produced strawberries also have a longer shelf life and a richer, more fruity flavour. Their findings add to a growing body of evidence that organic food is healthier.

Read more here: <http://www.dailymail.co.uk>

### MEMBER OF THE MONTH!

Our September member of the month is **RACHEL'S**. They have emailed their database about the Organic Trade Board and the whyiloveorganic website!

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

It could be your company in this spot next time!

## Sector Development Groups

The **Arable Sector Development Group** is continuing to share information on supply and demand as well as their work on co-ordinating purchasing and developing 12% protein wheat. Contact [alexsmith@alara.co.uk](mailto:alexsmith@alara.co.uk)

The **Dairy Sector Development Group** met in September. To find out more email [huw.bowles@omsco.co.uk](mailto:huw.bowles@omsco.co.uk)

The **Health and Beauty Development Group** is working on a paper on the issues surrounding rogue brands and looking at how to counteract them. Contact [abi@essential-care.co.uk](mailto:abi@essential-care.co.uk)

The **Fresh Produce Development Group** is the next sector to meet on **September 22<sup>nd</sup>** and all members with an interest are welcome to attend. If you would like to come to the meeting, please contact Catherine or Adam Wakeley [adam@organicfarmfoods.co.uk](mailto:adam@organicfarmfoods.co.uk)

### DIARY DATES:

8 – 19th Sept: 'A Garden Party To Make A Difference,' Lancaster House, Clarence House and Marlborough House. It's supported by OTB member Sharpham Park.

21<sup>st</sup> Sept: Soil Association Trade Briefing, Newbury.

14<sup>th</sup> Oct: OF&G Selling Organic Conference. Barceló Oxford Hotel, Oxford. Huw Bowles, Chair of the OTB will be speaking.

24<sup>th</sup> Nov: Stakeholder briefing, London. For pledgors to the EU bid campaign. If you want to come, you have to pledge!

### JOIN THE OTB!

**The OTB aims to double the value of the market in the next 5 years, help manage the generic promotion campaign and get positive PR out there on organics & raise the profile of your business.**

- **Be part of a network sharing & receiving organic market info**
- **Get access to the five year "Go For Growth" business plan**
- **Be part of the Voice of the Organic Industry – have greater influence**
- **Gain access to new consumer research and information on the organic market**

**All for £150 per year.**

**Join us, as together we are stronger and can achieve more! Email: [catherine@organictradeboard.co.uk](mailto:catherine@organictradeboard.co.uk) for your membership pack.**

## MEMBER'S NEWS

### Award winners

**Congratulations to OTB members who won at the Soil Association Organic Food Awards:**

Organix – Banana Porridge: Baby Food  
Pertwood Organics - Fruit & Seeds Organic Muesli: cereal  
Kallo Foods - Crunchy Peanut Butter: Store Cupboard Staple  
Vintage Roots - Crazy by Nature – Cosmo Red 2008: Wine & Spirits

Essential Care's Organic Coconut Candy Scrub won a silver medal in the 'best organic product' category of the UK Beauty Awards and also won silver in the 'best luxury bodycare' category.

Green & Black's has won Best Vanilla Ice Cream in a recent Which report. It scored 81% and was described as "what a real ice cream should be...it's indulgent and good for puddings."

Lilys Kitchen has been awarded "Best Pet Food Company 2011" by the Ethical Good Shopping Guide.

Pukka Herbs are celebrating after eight of their herbal teas won gold at the Great Taste Awards 2010. Their "After Dinner tea" also won Best Organic Food Product at this year's Natural and Organic Awards.

### New product launches

Planet Organic has developed a 'Food To Go' range of salads, sandwiches and bakery foods.

Vintage Roots have launched "Wild Thing" a new brand in association with the "Born Free Foundation." Every purchase will raise funds for Born Free.

### Other News

James White Drinks "Beet It" stamina shot, the world's first organic shot, was taken to the European Athletics Championships and the UK team had their best ever results! It is now available in Holland & Barratt stores.

OF & G have made a cut-price certification offer to small bakeries to encourage them to go organic. The two-year subsidised package is for bakeries with an organic turnover of up to £50,000.