



The voice of  
the organic  
industry

## February 2011 NEWSLETTER

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

*"A perfect start to the year! A New Year and the launch of our brand new campaign "Why I Love Organic".*

*The Why I Love Organic campaign is providing the organic market with exactly what we need in 2011 – a boost to the market, and high visibility for organic food and drink.*

*In January you can see our ads on the outside back cover of Closer, Heat, OK, Tesco Magazine and Waitrose Kitchen so do look out for them. We've also had some great PR coverage for the launch of the campaign with Anna Rosier MD of Organix appearing on BBC Breakfast for the campaign launch on January 8th (if you missed it, don't worry, you can watch it online here: <http://www.whylloveorganic.co.uk/news-and-events?page=1> ). The Grocer had a very positive piece entitled "Organic stops the preaching with populist new campaign" as well as coverage in the Independent, Mirror and Telegraph we have done many local radio interviews, and have had lots of coverage in the farming and trade press.*

*The digital campaign also got off to a great start with hundreds of people entering our competition to win an organic hamper and putting up their reason for loving organic.*

*So, please do what you can to support your campaign, there are lots of things you can do to amplify it and get the word out – see below. We've made every £1 worth £2 with the EU match funding, now let's make it worth £3 by shouting about the campaign on our websites, in our leaflets and by using the messaging.*

*Here's to a prosperous 2011!"*

*Huw Bowles, Chair, Organic Trade Board*

### A Look At The Campaign So Far

#### Campaign messages

The main message of the campaign is "There are lots of reasons to love organic, discover yours."

The four simple messages beneath that, that we use on the website, and in all our communications are:

- Organic is better for animal welfare
- Organic is better for nature
- Organic is more natural food
- Organic is great tasting food

The messages above have all been approved by the ASA and so it would be great if all OTB members can use these messages on their communications from now on, so we are speaking with one voice.

## Celebrity endorsement

Sara Cox, DJ and mother of three has endorsed the campaign and has already done a series of radio interviews for the campaign. Haygarth (our ad agency) are now selling in features about her to glossy mags and she will also be providing a recipe.

## Campaign website

The digital campaign is focused around getting people to go on the website ([www.whyiloveorganic.co.uk](http://www.whyiloveorganic.co.uk)) in order to discover their reason for loving organic, and enter their reason on line, to win an organic hamper. There is a facebook and twitter page, as well as recipes, simple information about why organic is good, and a farm to fridge feature which takes people through how organic food is produced in a simple way.

## OTB Member Of The Month

**Our well deserved Member of the Month is Planet Organic.**

They have blown up the two Why I Love Organic adverts to life size, so if you go into any of their four stores across London you will be greeted by a giant panto cow! They are also currently working on replicating the four key campaign messages across all their stores on A1 posters, and will be using imagery similar to the website's in their shop windows. The website has the banner ad of eddy too. Al from **Planet Organic** says *"We are really pleased with the messaging of the campaign. The four key messages are so simple, and perfect for us to use to help our customers see the benefits of organic. We also love the ads and they look great life size instore!"*

Other companies that have already done some great campaign amplification include:

- **Rachel's** and **Organico** have included a section on the campaign in their latest newsletters.
- **Community Foods** have an image of the panto cow ad on their home page which links to some great info on the campaign.
- **Doves Farm, Neals Yard , Natra Care, Produce World & Tio** are all using the website banners. **Natural Products Magazine** January issue also had Eddy the builder on their cover as well as lots of information for independent stores on how they could get involved in the campaign. THANK YOU TO ALL OF YOU!

## New award 2011

The success of the campaign is very much down to us as an industry getting behind it and the OTB will be giving an award to the company who has done the most to amplify the campaign in 2011 so watch this space!

## "Organic Milk Is Better For You"

Important new research has just been published by Newcastle University showing that organic milk contains less unhealthy fat, as well as a range of important healthy nutrients. The reason? Organically-farmed dairy cows are fed mainly on that old-fashioned substance, grass. The Newcastle study found that organic milk is 30-40 per cent lower in the more dangerous saturated fats than standard milk, but higher in the crucial Omega-3 fatty acids. Read more: <http://www.dailymail.co.uk/fe-mail/article-1348392/Organic-milk-IS-better-regular-pint.html#ixzz1Bxht4wCV>

## Member's News

*"Yeo Valley's brave gamble has worked a treat."*

That's how The Grocer reported the improved sales performance at **Yeo Valley** following its high-profile and groundbreaking ad campaign. Read the full article at <http://bit.ly/eC5zOa> which also includes a reference to the Why I Love Organic campaign. If you are one of the few who hasn't seen the ad yet you can join the 2 million or so who have at <http://www.youtube.com/user/Yeotube>

### Award winners

- **Tideford** has recently won the Caterer and Hotel Keeper Excellence in Food & Drink Award for its Tomato and Basil soup and Silver awards from Taste of the West for the Armenian Dahl and Carrot & Coriander Soup.
- Against stiff competition, **Grove Fresh Ltd** won the Diamond Gramia Award for Best Packaging Re-design at The Grocer Awards in the Autumn.
- **Tio** won Tesco's prestigious Organic Grower of the Year award 2010.

### New Product Launches

- **Clearspring** is launching the UK's first organic long life nigari tofu which does not need to be refrigerated and tastes as good as fresh tofu. Conveniently presented in ambient tetra pack style packaging.
- **Whole Earth's** saw a lot of activity in 2010 with a new website [www.wholeearthfoods.com](http://www.wholeearthfoods.com), the brand's first ever tv ad which was a great success, the latest activity was the online competition to find the modern Tom or Barbara Good. Whole Earth crowned Juliet Wilson, from Edinburgh, the very worthy winner of its Modern Day Good Life competition.
- **Pukka Herbs** have launched three new teas this January: Morning Time, Three Fennel and Three Tulsi in time for those new year's resolutions. They have also relaunched their new website [www.pukkaherbs.com](http://www.pukkaherbs.com).
- **Tideford Organics** have just launched two new flavours of soup to their award winning range. Both available in 600g, single serve 300g microwaveable pots and catering poly bottles, the Armenian Dahl is a wonderful blend of organic red lentils, apricots, ginger and garam masala, whilst their Carrot & Coriander is the perfect winter warmer with organic carrots and coriander leaf.
- **Alara** will be launching Maca Muesli - a delicious and nutritious muesli containing Maca renowned for its aphrodisiac properties - at their Apple Wassailing party on 18th February at 4pm held in their orchard at Alara, near Kings Cross. Contact Kate Freestone - [kate@freestonepr.co.uk](mailto:kate@freestonepr.co.uk). Everyone who comes will receive a free box of the delicious new muesli!

## OTB Priorities 2011

- 1 Continue to play a key role in "Why I Love Organic" generic campaign**  
**Why?** To drive sales growth by 15% per year & to ensure industry speaks with one voice  
**Key contact:** [Catherine@organictradeboard.co.uk](mailto:Catherine@organictradeboard.co.uk)
- 2 Continue to build relations with multiple retailers**  
**Why?** To ensure organic gets more space in store & to encourage amplification and engagement with the Why I Love Organic campaign  
**Key contact:** Huw Bowles: [Huw@organictradeboard.co.uk](mailto:Huw@organictradeboard.co.uk)
- 3 Get organic onto the menus of the Olympic Tier 1 caterers**  
**Why?** Drive sales growth 15% per year & PR opportunities for organic  
**Key contact:** Chantelle Ludski: [Chantelle@freshnaturallyorganic.co.uk](mailto:Chantelle@freshnaturallyorganic.co.uk)

#### 4 Continue to negotiate great membership deals at trade shows & events (eg. IFE, NOPE, Real Food Festival)

**Why?** To give benefits to our members & to ensure the organic presence at trade shows has greater impact

**Key contact:** [Patrick@rdaorganic.com](mailto:Patrick@rdaorganic.com)

#### 5 Sector Development Groups / Sales Development Groups

**Why?** To drive growth – the groups will meet as and when needed to drive growth or deal with a particular opportunity or threat

- Health and Beauty Group: push Code of Practice on H&B products to safeguard integrity of word “organic” and to drive sales.

**Key contact:** [abi@essential-care.co.uk](mailto:abi@essential-care.co.uk)

- Fresh Produce Group: to develop fresh produce briefing to drive sales by spreading good news, sharing market data & show the industry is working together.

**Key contact:** [andrew@sunvalleybiofruit.co.uk](mailto:andrew@sunvalleybiofruit.co.uk)

- Dairy Group will meet when Tier 1 caterers announced to push forward dairy at Olympics.

**Key contact:** [Huw@organictradeboard.co.uk](mailto:Huw@organictradeboard.co.uk)

As well as this work, all on a very limited budget, we will of course be aiming to recruit new members, as the bigger we get, the more we can do! Currently the OTB funds Catherine (our only paid member of staff) to work one day per week so we are limited with what we can achieve. Please be patient if you don't get a response straight away and if any of your contacts are not OTB members, do put them in touch with [catherine@organictradeboard.co.uk](mailto:catherine@organictradeboard.co.uk)

### Other News

#### Industry learning days

The Soil Association and Yeo Valley are once again hosting their **learning days** this spring. They are excellent and informative for newcomers to the organic industry, or for those who want to get out on to a real organic farm and see how organic farming works in practice. Half the day is spent in Bristol at the Soil Association, and half on the Yeo Valley farm. The dates for 2011 are **6th April, 4th May, 8th June**. Contact Sophie Bolton at the Soil Association on 0117 314 5172 or email [sbolton@SoilAssociation.org](mailto:sbolton@SoilAssociation.org) to reserve your place.

#### The US organic market is still growing!

A new report claims demand for organic and natural products is rising rapidly, making it one of the fastest growing industries in US. The US organic food and beverage market could grow by 13 per cent by 2014 on the back of the government's monetary and regulatory support and increasing acceptance of organic food across the country, according to a new report from research organisation RNCOS. The report, titled “US Organic Food Market Analysis”, indicates that the organics industry grew by 5.1 per cent in 2009, despite the economic slowdown, while the average annual growth rate ranged from 16 per cent to 21 per cent between 2000 and 2008.

We love organic  
because we care  
about animals

"I like to see myself as the brains of this outfit, even if my son doesn't agree! But when he told me about organic, well, I never looked back. Organic means fewer drugs or antibiotics, it also means better conditions for animals so they get to thrive and grow more naturally. Surely that's good for them and good for our peace of mind! We're happy to pay a little extra for organic, because we believe that animals deserve a better life (this poor cow certainly does!)"

There are lots of reasons to love organic,  
discover yours at [www.whyiloveorganic.co.uk](http://www.whyiloveorganic.co.uk)

This campaign was funded by over 80 organic companies and the European Union.



Campaign financed with aid  
from the European Union

## Dates For Your Diaries!

February  
9th & 10th

### Soil Association Conference – the Big Society

Manchester **Key contact:** [landrews@soilassociation.org](mailto:landrews@soilassociation.org)

February  
18th at 4pm

### Apple Wassailing party - Alara's Maca Muesli product launch

Alara's orchard, Kings Cross **Key contact:** [kate@freestonepr.co.uk](mailto:kate@freestonepr.co.uk)

March  
13th - 16th

### IFE

ExCel. London **Key contact:** [catherine@organictradeboard.co.uk](mailto:catherine@organictradeboard.co.uk)

April  
3rd & 4th

### NOPE

Olympia London **Key contact:** [cdunning@divcom.co.uk](mailto:cdunning@divcom.co.uk)

May  
5th - 8th

### Real Food Festival

Earls Court London **Key contact:** [louises@realfoodfestival.co.uk](mailto:louises@realfoodfestival.co.uk)