



SOIL ASSOCIATION CERTIFICATION MARKETING TOOL KIT - ORGANIC MEAT 2015

As the organic market continues to grow, the Soil Association believes this is a crucial moment for everyone in the organic movement to come together with a clear and consistent message to consumers.

Soil Association Certification is committed to building the organic market and working in partnership with our licensees. We want more consumers to understand what organic is and recognise the Soil Association organic symbol – a symbol which has already gained the trust, respect and confidence of consumers and producers.

We want to focus on building the organic market with our licensees. With your help, we can reach a wider consumer audience and build awareness of what organic is and the reasons to buy. We are therefore pleased to offer you a range of new consumer marketing resources which have been developed for different sectors and settings and tailored for specific audiences. The resources are designed to help you communicate with your customers.

For each sector there are different resources which can either be used together or individually as standalone pieces. All very visibly display the Soil Association organic symbol and where appropriate highlight the added benefits of Soil Association certified organic.

The materials include:

- The use of a selection of high res organic meat photography
- A leaflet explaining what organic meat is and what the benefits are
- A double sided A6 postcard (this can also be used as a digital asset on your site)
- A choice of two A3 posters – one of which contains space for you to share your own marketing messages or promotional offers.
- A selection of digital assets that can be placed on your site and used on social media platforms.

Terms of use

All content in this tool kit may only be used by Soil Association licensees and should not be redistributed.

We have sought advice from the CAP Copy Advice team on aspects of the tool kit. The Copy Advice team provide guidance on the UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing (the CAP Code) although it is designed to reflect the law, the Code does not cover marketers' legal or other obligations, which remain the marketer's responsibility.

If you decided to repurpose any of the materials, we strongly recommend you then check with Copy Advice. The context in which the content is used, and any associated imagery, can alter the meaning of the words.

Copy Advice can be reached via their [website](#) and proposed statements can be submitted via the website for free advice. Copy Advice always undertake to respond within 24 hours, and in the Soil Association's experience their staff are generally helpful, and willing to explain the basis of their advice. However, remember that Copy Advice will always qualify their opinion by stressing that it does not bind the ASA itself.

Content Marketing Tool Kit

In addition to the sector specific materials, we also have a high res suit of organic photography and a content marketing tool kit which provides more in-depth information about organic and has been reviewed by CAP Copy advice. This can be tailored for use on your own website or materials.

Ordering materials

We are able to provide a limited number of printed assets free of charge and any additional materials can be ordered for a nominal fee. To order any of the assets in this tool kit, please visit our [website](#) and complete the order form.

We hope you find these marketing resources valuable and we welcome any feedback or comments you may have. Please contact [Jo Morley](#) if you have any questions or comments.

PHOTOGRAPHY





Organic meat

The very highest welfare standards

Support sustainable farming practices that mean higher standards of animal welfare and a more traceable process of production so you'll always know what's in your food.

What makes organic meat different?

Putting animal welfare first



Organic standards put animal welfare first and organic animals are truly free-range. Organic standards cover their living conditions, diet, and use of antibiotics and hormones, as well as transport and slaughter. Organic farm animals enjoy the very highest welfare standards of any farmed animals.

Closer to nature

Organic means working more with nature, not against it. Organic animals must be fed a GM free diet – they graze and forage naturally on organic pasture where only natural fertilisers are used and pesticides are severely restricted. This means more wildlife!

LOOK FOR THE LOGO



All food products labelled as Soil Association organic must meet a strict set of standards which define what farmers and food manufacturers can and cannot do in the production of organic food.

Looking after our planet

Organic is not only better for animals but the planet too! Organic farming offers the best, currently available, practical model for reducing greenhouse gas emissions in agriculture.

Food you can trust

Organic meat is food you can trust. All organic farms and companies that process organic meat are inspected at least once a year and products are fully traceable. So from farm to fork you know what you're eating.



BETTER FOR WILDLIFE

Organic farms are havens for wildlife and provide homes for bees, birds and butterflies – many species of which are now endangered in the UK.

50%

more wildlife including the all-important pollinators such as bees...



22%

more bird species



75%

more plant species









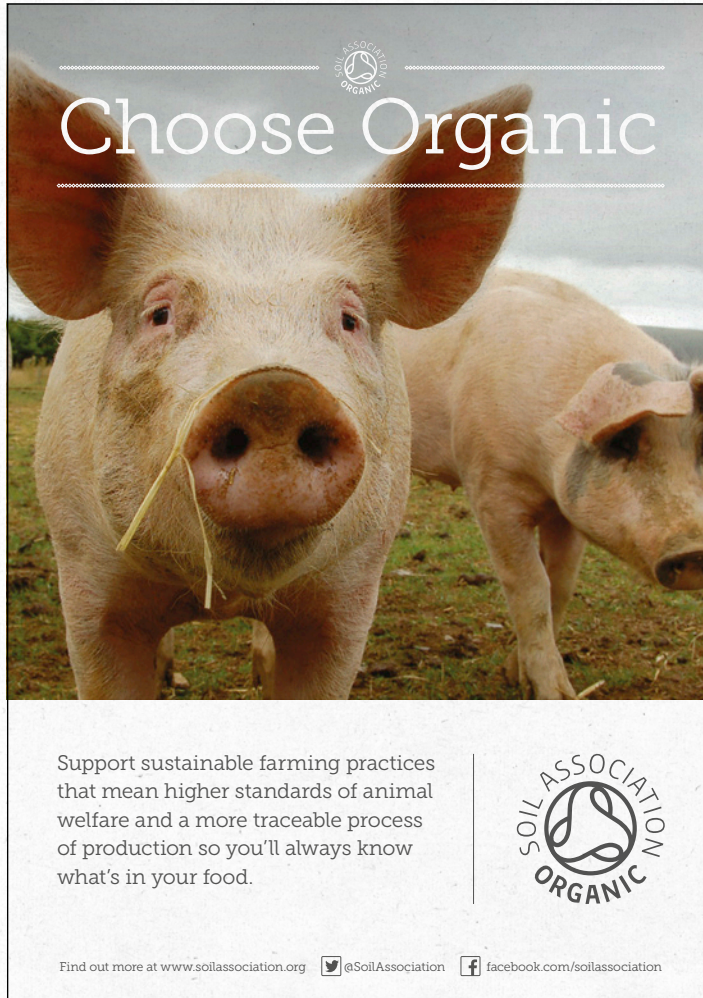
Organic meat.
Food you can trust.


Support sustainable farming practices that mean higher standards of animal welfare and a more traceable process of production so you'll always know what's in your food.




5 reasons why you should choose organic meat


				
Higher standards of animal welfare Organic standards insist that animals are given plenty of space and fresh air to thrive and grow – guaranteeing a truly free-range life.	Know what's in your food GM ingredients and artificial preservatives are banned under organic standards. The best way to reduce your exposure to pesticides in all food is to buy organic.	Reduced exposure to antibiotics Animals are reared without the routine use of drugs, antibiotics and wormers common in intensive farming.	Better for the environment Organic agriculture can help fight against climate change by sequestering carbon in soils.	Protect British Wildlife Organic farms are havens for wildlife and provide homes for bees, birds and butterflies. Overall, plant, insect and bird life is 50% more abundant on organic farms.

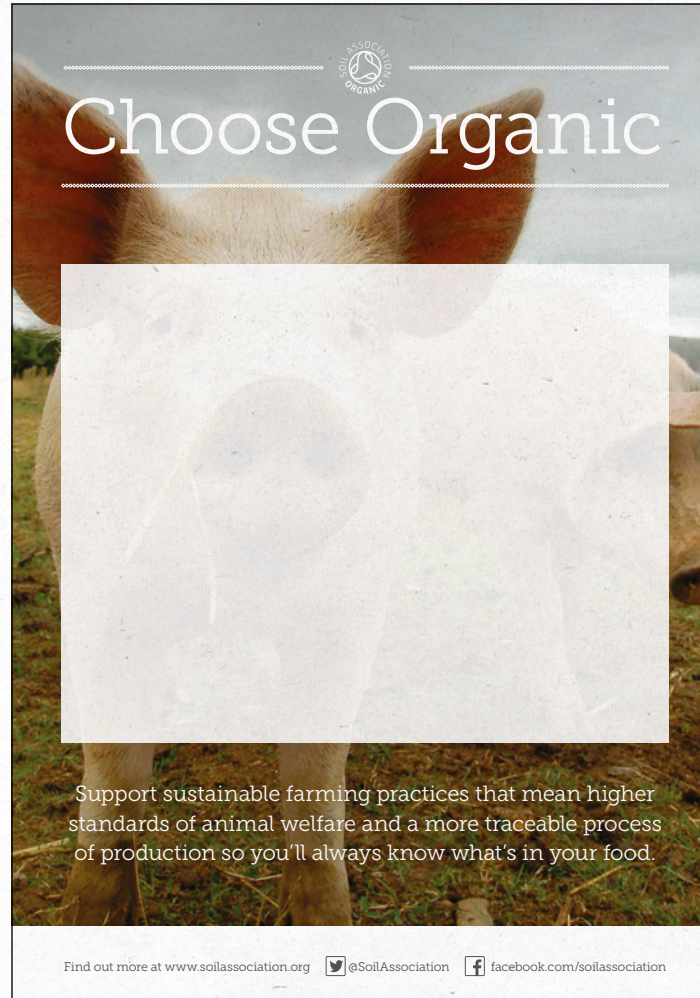




Choose Organic

Support sustainable farming practices that mean higher standards of animal welfare and a more traceable process of production so you'll always know what's in your food.





Find out more at www.soilassociation.org  @SoilAssociation  facebook.com/soilassociation




Choose Organic

Support sustainable farming practices that mean higher standards of animal welfare and a more traceable process of production so you'll always know what's in your food.

Find out more at www.soilassociation.org  @SoilAssociation  facebook.com/soilassociation

Option 1



Option 2



Option 3





Option 1



Option 2



Option 3

Generic marque



Marque with call to action



