



Why certify with Soil Association Certification

What every processor should know about the benefits of certifying organic with us.



www.soilassociation.org/certification

Supporting your business in many ways

There is a whole host of exclusive business support available once you're certified with Soil Association Certification. As well as being able to use the Soil Association organic symbol, we provide learning resources and opportunities for your team to get involved in organic, and marketing, trade, supply chain and technical support. We also work alongside the EU and Defra in improving organic regulation.

Once you're certified, you will be able to market your produce with the Soil Association organic symbol, which is the most widely recognised in the UK and appears on over 70% of all organic products.



Growing the organic market together

- **Free marketing materials** to help communicate the benefits of organic to your customers including printed and digital materials, social and digital assets with our clear and distinctive industry adopted Food As It Should Be branding and messaging
- **Regular e-mail communication** of marketing activities, opportunities and events to put your products in front of consumers and press, as well as opportunities to join us at industry events
- **Exclusive access to established and award-winning consumer marketing campaigns** which are all designed to grow the market - these include Organic September, Organic Christmas and the industry-leading BOOM awards
- **Discounted entry fees** to the BOOM Awards and other consumer facing events



Market information to help grow your business

- **Free copy of the annual Organic Market Report** – an industry recognised publication
- **Free access to our annual Organic Trade Conference** – for processors, packers, retailers and marketers to hear the latest on market and shopper data insight from industry experts
- **Consumer research reports** – helping you to understand who is buying organic and why

Trade support for growth in new and existing markets

- **Access to food service** – this fast-growing area is a huge opportunity for organic businesses, both on the high street and cost sector. We run a number of Meet the Caterer and Chef farm days, and webinars; we also have a food service supply chain expert available to support you
- **Free membership of the Food for Life Supplier Scheme** (*the cost for non-Soil Association Certification Licensees is £1,045*) - this is the only way to get your products listed by the hundreds of caterers that deliver the Food for Life Award and tap into the growth in this sector
- **Meet the buyer events** held with key multiples, independents and online retailers - these provide a unique and exclusive opportunity to engage directly with decision makers
- **Supporting integrity and transparency** in supply chains through reports, insight and access to technology trials
- **Up-to-the-minute insight on key topics** including plastics and packaging - we represent you in industry forums including the WRAP UK Plastics Pact
- **Support for exporters**, enabling access to new, rapidly growing markets, such as the USA, China and Scandinavia; regular briefings on growing markets and market requirements; export support, including access to online territory guides and the opportunity to join pavilions at key shows, such as Expo West, Nordic Organic Food Fair and Natural & Organic Products Asia



Technical expertise

- **Experienced team of Certification Officers and Technical Managers** with decades of organic knowledge between them, to support on Soil Association Certification and EU organic standards interpretation
- **You will be assigned a named Certification Officer** who will look after your licence. They are part of a very dedicated team of Certification Officers who are always on hand to help with any query



"Being part of the recent Soil Association conference was the highlight of our year. It gave us a great opportunity to learn about the ways to get the message across about the benefits of organic."

- Processor licensee at the Organic Trade Conference

By certifying with Soil Association Certification, you'll receive:

- A practical, efficient and friendly certification service
- Specialist support and an experienced, named Certification Officer
- Regular technical and up-to-the-minute communications
- Opportunities to supply to a growing organic market
- The benefits of the Soil Association Policy team lobbying at government level on your behalf
- Free access to and participation in campaigns like Organic September to grow the organic market together
- Free high-quality marketing support to help you sell to your customers
- Assurance that your products are certified to the highest organic standards



Want to find out more?

To request an information pack, please visit our website:

www.soilassociation.org/certification/food-drink/why-certify-with-us/

Go Organic team

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Marketing Support

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Follow us on social media:



[@soilassociation](https://www.instagram.com/soilassociation)

