



# Why certify with Soil Association Certification

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



## Expert support from enquiry to becoming a licensee

- Cost-effective and competitive fees
- All your questions about organic answered by dedicated staff who are experts in organic and your sector
- We help to guide you through your inspection
- We also offer combined inspections with other industry-approved schemes (such as Farm Assurance)
- Reduced fees during your conversion period and if you are transferring from another provider
- We keep you informed through regular email news which contains updates on innovation, developments, standards, marketing activities, opportunities and industry news



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



**In a recent survey, 87% of licensees said that they would recommend Soil Association Certification to another farm.**

**87%**



## Benefits to your business

- Tailored support for your business needs to help your organic business grow
- We will keep you fully informed on government schemes for organic farming
- Free membership of the Food for Life Supplier Scheme, which gives you access to caterers who supply schools, hospitals, care homes etc
- Technical expertise on new routes to market, for example: exporting, direct sales, food service through events and meet-the-buyer days
- We are able to certify your local butcher and abattoir under your licence through our Local Abattoir and Butcher Scheme
- We help you sell organic - we are the only certification body that can provide exclusive access to new routes to market to sell your products
- Be the first to hear about events, workshops and programmes, such as Innovative Farmers

## Growing the organic market together

We will assist you with the promotion of your business to consumers on the Soil Association website and through our publications. We also offer access to the Organic Marketplace, our online database for farm-to-farm sales of livestock and forage.



## Resources

Our marketing team has a wide number of resources available for our licensees:

- Access to market information and a complimentary copy of the the annual Organic Market Report, detailing growth and trends
- Free marketing materials to help communicate the benefits of organic to your customers
- Research and innovation support through Innovative Farmers, a network that provides you with research support and funding
- Access to high profile seasonal campaigns like Organic September, the award-winning BOOM Awards and the online Organic Christmas market, which provide a platform to sell your products
- Free copy of quarterly Organic Farming magazine, packed full of technical information and industry news



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

- A practical, efficient and friendly certification service
- Clarification of certification requirements and dedicated certification officers
- Regular technical and topical communications
- Opportunities for you to supply to a growing organic market
- The benefits of the Soil Association policy team championing organic farming at government level
- Free access and participation in campaigns like Organic September to build 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 standards



### Get in touch

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Marketing Support  
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Soil Association website  
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**@soilassociation**



**FOOD  
AS IT  
SHOULD  
BE**