



ORGANIC
2020

THE TIME IS
N**OW**

VIRTUAL INSIGHT SESSIONS

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20-22 Oct 2020

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Tuesday 20 th October	Speaker
10:00 – 10:05	Clare McDermott, Soil Association Certification Welcome.
10:05 – 10:15	Helen Browning OBE, Soil Association The Time is Now: Organic as a solution for nature, climate & health.
10:15 – 10:25	Victoria Hurth, University of Cambridge Judge Business School Business with purpose: Why it's more relevant than ever.
10:25 – 10:55	Panel Discussion & Q&A, chaired by Thomas Bourne How organic businesses can be a 'force for good'. Panelists: • Helen Browning, Soil Association • Victoria Hurth, University of Cambridge Judge Business School • Ben Reardon, Abel & Cole
10:55-11:00	Clare McDermott, Soil Association Certification Thank you.

Wednesday 21 st October	Speaker
10:00 – 10:05	Lee Holdstock, Soil Association Certification Welcome.
10:05 – 10:15	Simon Wainwright, Institute of Grocery Distribution (IGD) Grocery market overview & major trends.
10:15 - 10:25	Amarjit Sahota, Ecovia Intelligence Insights on the global organic market.
10:25 – 10:40	Finn Cottle, Soil Association Certification Consultant UK organic market update.
10:40 – 10:55	Panel discussion & Q&A chaired by Simon Wright, OF+ Consulting The organic market today and tomorrow Panelists: • Simon Wainwright, Institute of Grocery Distribution • Amarjit Sahota, Ecovia Intelligence • Finn Cottle, Soil Association Certification Consultant • Clare McDermott, Soil Association Certification
10:55 - 11:00	Lee Holdstock, Soil Association Certification Thank you.

Thursday 22 nd October	Speaker
10:00 – 10:05	Clare McDermott, Soil Association Certification Welcome.
10:05 – 10:20	Heather Granato, Informa What's hot and what's not: the key trends for organic & natural products worldwide.
10:20 – 10:35	Martin Sawyer, CEO Soil Association Certification interviewed by Lee Holdstock Coffee table chat: hopes and visions for the UK organic sector and Soil Association Certification's plans to get there.
10:35 – 10:50	Panel discussion & Q&A chaired by Lee Holdstock The future potential for organic: how can organic keep ahead of the curve? Panelists: • Heather Granato, Informa • Martin Sawyer, Soil Association Certification • Clare McDermott, Soil Association Certification
10:50 – 11:00	Clare McDermott, Soil Association Certification Thank you.



Helen Browning OBE
Organic Farmer & CEO Soil
Association

Chief Executive of the Soil Association since 2011, Helen is a member of the Food Ethics Council, trustee of the RSPB and a Commissioner for the RSA's Food Farming and Countryside Commission, she sits on the BBC's Rural Affairs Advisory Committee and the National Food Strategy Advisory Panel. Helen was awarded an OBE in 1998 for her services to organic farming.



Dr Victoria Hurth
Visiting Fellow, University of
Cambridge Judge Business
School

Dr Victoria Hurth's research investigates 'purpose-driven organisations' and the alignment of marketing, governance, leadership and culture. Victoria was previously a management consultant with Accenture and Associate Professor of Sustainable Business.



Ben Reardon
COO, Abel & Cole Ltd

Ben has worked in retail supply chain for 25 years with the last 15 spent working with the organic community as part of the Abel & Cole leadership team. Ben heads up the Operations, Technical, IT and People teams at A&C where he is passionate about developing and maintaining the values, culture and service levels of the business.



Simon Wainwright
Director of Global Insight, IGD

Simon joined IGD in 2017 and is responsible for IGD's global research programme and leads a team of 30 analysts responsible for creating content and delivering briefings to help retailers and suppliers adapt and grow, and meet current and future shopper needs. His 20+ years' experience in Insight & Research has spanned both Retail & Manufacturing, having worked at Tesco and more recently Burtons Biscuits.



Amarjit Sahota
Founder of Ecovia Intelligence

Mr. Sahota is the founder and president of Ecovia Intelligence (formerly Organic Monitor), a London-based specialist research, consulting & training firm that specialises on global sustainable product industries. His company organises the Sustainable Foods Summit, Sustainable Cosmetics Summit, and Sustainable Cleaning Products Summit in the major geographic regions of the world.



Finn Cottle
Trade Consultant, Soil
Association Certification
Consultant

Finn has more than 30 years experience within the UK food and farming sector in Business Development, Buying and Strategy, including senior positions within two of the UKs' major supermarket groups and two board positions of UK companies supplying food into retail. For the last 10 years Finn has worked as a Trade Consultant, and works closely with Soil Association Certification in developing the UK organic market.



Heather Granato

Vice President of Content,
Health & Nutrition, Informa

Heather Granato is a 28-year veteran of the natural products industry. A presenter and publisher, she was named the FOLIO: 100 list of top media professionals in 2018; was selected as a 2015 Top Woman in Media by FOLIO; and received the 2014 Visionary Award and the 2018 Journalistic Excellence Award from the American Herbal Products Association (AHPA).



Martin Sawyer

CEO, Soil Association
Certification

Martin's working background is very much in business leading roles in freshly prepared foods, food service and fresh produce. Before joining Soil Association Certification, he has been involved with Bakkavor, Premier Foods, Bomfords, Oscar Mayer, Northern Foods and Geest. He has over 30 years' experience of dealing with senior players in UK and European retailing.



Lee Holdstock

Senior Business & Trade
Development Manager, Soil
Association Certification

Lee is a trusted expert in sustainability, responsible business and organics, who manages a range of projects for Soil Association Certification. By helping hundreds of businesses build capability in marketing, communications, supply chain and routes to market, Lee's team at Soil Association Certification actively support the growth of an organic market, now worth more than £2B a year.



Thomas Bourne
Founder, Greenheart
Consulting

Thomas Bourne is an experienced impact consultant, speaker and advocate who has a passionate belief in the power of business to be a force for good. He founded Greenheart Consulting, a boutique impact consultancy and Certified B Corporation, to help businesses and investors measure, manage and transform their social and environmental performance. He is a UK B Corp Ambassador and a trustee of the Soil Association.



Clare McDermott
Business Development
Director, Soil Association
Certification

Clare has been with Soil Association Certification for 6 years. Her background is in marketing and retail, starting out from a degree in textiles through buying to lately at the RNLI as Head of Marketing. Communicating what organic is, where our food comes from, and why to support our clients and their products, is key to what she does.



Simon Wright
Founder of OF+ Consulting

Since 1986 Simon has specialised in the manufacturing, retailing, legislation and marketing of sustainable food, working with companies throughout Europe and in the USA. Clients range from local manufacturers of organic foods through to major UK retailers. He has a degree in Food Science & Nutrition and is a Fellow of the Institute of Food Science and Technology and a Member of the Guild of Food Writers.