



# Organic Resource Pack





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# 1. Introduction

## Who are we?

Soil Association Certification certify over 70% of all organic food sold in the UK. As the UK's leading certifier for organic food & drink, we are committed to working in partnership with our clients to grow the organic market.



## What can we do for you?

Soil Association Certification produce a range of resources for our organic brands and businesses, ranging from in-depth market reports and consumer research to insights and marketing materials, as well as hosting events, running marketing campaigns and facilitating information-sharing and networking opportunities.

Once certified by Soil Association Certification, businesses will have free access to all of the resources, reports and materials produced by Soil Association Certification, as well as opportunities to participate in campaigns, events and activities.

## What's in this pack

This pack features information on all the resources and materials available to you, including:

- The Soil Association organic symbol
- "What is organic?" Marketing materials
- Point-of-sale for independent retailers
- Reports
- Overview of events & campaigns

## 2. The Soil Association Organic Symbol

The Soil Association organic symbol is the most widely recognised in the UK and we certify around 70% of organic food on sale in the UK. It is a registered certification mark (®) of Soil Association Limited. You may only use the symbol on your products if you hold a valid certificate of registration from Soil Association Certification.

You may use the symbol on company stationery, promotional literature and websites if we certify your entire product range, otherwise you must only use the symbol if you state clearly which products, lines or ranges it applies to. You must use our symbol on the final consumer packaging of the products we certify, except where we agree there's a good reason for not doing so.

Use of our symbol is controlled through specific guidelines provided in chapter five of our organic standards. You can find a [comprehensive summary](#) of these guidelines on our website – please consult our [full standards](#) for definitive guidance.

All use of the symbol must be approved by your certification officer. The Soil Association organic symbol is a registered trademark and any unauthorised use may result in legal action.



[Download the organic symbol](#)

### 3. “What is organic?” marketing materials

The organic market is growing strongly and in order to maintain that growth we need more people to understand what organic is and what it means. There is a climate emergency, and from consumer research we know that people are increasingly aware that the choices they make have an impact on the planet.

We want to help people understand that organic has a vital role to play in helping to combat climate change, supporting our wildlife, protecting our soils and safeguarding our planet for the future.

Research tells us that people know that organic does some good but aren't always aware of it's wide range of benefits, so we have created a suite of marketing materials to help explain what organic is and what makes it different.

These assets come in various formats, from leaflets and postcards to social media assets, so you can reach your audience and help them understand organic and what it means to be certified organic, adding value to your brand and strengthening brand loyalty.

**Please note: these assets have been reviewed and assessed by the Advertising Standards Authority, and particularly with regard to the social media assets, it is important to take note of the qualifying statements that must accompany the images.**



# Overview of assets

Leaflet (A5)



**Organic is a sustainable way of farming and producing food that works with nature to support more wildlife, protect the soil, care for animals and help farms combat climate change.**

**Better for the Planet**  
Organic works with nature, not against it, meaning organic farmers use natural methods that aim to minimise disruption to the environment.

In this way, organic farming can help:

- slow down climate change\*
- support more wildlife
- create healthier soils
- use less energy

**Better for Wildlife**  
Did you know there is on average 50% more wildlife on organic farms? That's more bees, birds and butterflies. With Britain's wildlife species in sharp decline, organic farms play a vital role in protecting our pollinators and beneficial insects.

**Better for Animals**  
The Soil Association has the highest standards for animal welfare in the UK. Organic standards mean that farm animals are raised in conditions that suit their natural behaviours. This means lots more space to graze and roam, smaller flocks and herds, no routine use of antibiotics and no painful mutilations.

**Food you can trust**  
Organic food must be certified by law, which means that it must fulfil strict conditions on how it was produced, processed and handled at every stage. Soil Association Certification certifies over 70% of organic food sold in the UK. All organic farms and food companies are independently inspected at least once a year, so when you see the organic symbol you can be sure that the food you eat has been produced to the highest standards.

**Choosing Organic Means...**

- ✓ Supporting wildlife
- ✓ The highest standards of animal welfare
- ✓ Reduced exposure to pesticides
- ✓ Enjoying food as it should be

Look for the logo!

**Choose organic**  
Organic food can be found everywhere, so next time you shop, look for the logo and know that by choosing organic you are supporting a system of farming that works with nature to help restore our world.

\*Organic farms tend to have lower emissions. Adopting nature-friendly farming along with other key changes to our food system could help keep global warming below 2°C.

Postcard (A6)



**Organic**  
What makes it different?  
[www.soilassociation.org/whatsorganic](http://www.soilassociation.org/whatsorganic)

Poster (A3)



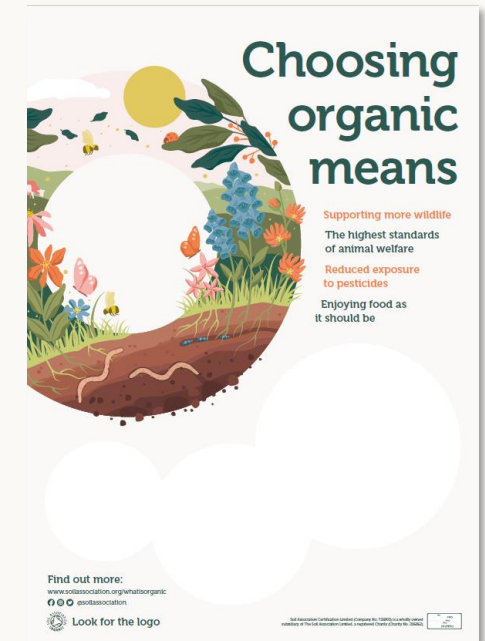
**Choosing organic means**

- ✓ Supporting more wildlife
- ✓ The highest standards of animal welfare
- ✓ Reduced exposure to pesticides
- ✓ Enjoying food as it should be

Find out more  
[soilassociation.org/whatsorganic](http://soilassociation.org/whatsorganic)  
@soilassociation

Look for the logo

Empty belly poster (A3)



**Choosing organic means**

- Supporting more wildlife
- The highest standards of animal welfare
- Reduced exposure to pesticides
- Enjoying food as it should be

Find out more:  
[www.soilassociation.org/whatsorganic](http://www.soilassociation.org/whatsorganic)  
@soilassociation

Look for the logo

"Staff Pick" card (A6)



**Staff Pick**  
Why we love this organic product:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# Organic business pack

This pack is available for any businesses certified organic by Soil Association Certification. You can download digital versions of all the assets or order a printed pack. You can also order a set of 50 postcards separately.

## Pack contains:

- 2 x A3 Posters
- 2 x A3 Empty belly posters
- 10 x A6 Postcards
- 5 x A5 Leaflets

[Download or order a pack](#)



# Independent Retailer point-of-sale pack

This pack is available for independent retailers. You can download digital versions of all the assets or order a printed pack.

## Pack contains:

- 2 x A3 Posters
- 2 x A3 Empty belly posters
- 10 x A6 Postcards
- 5 x A6 "Staff Pick" cards
- 5 x A5 Leaflets

[Order a POS pack](#)

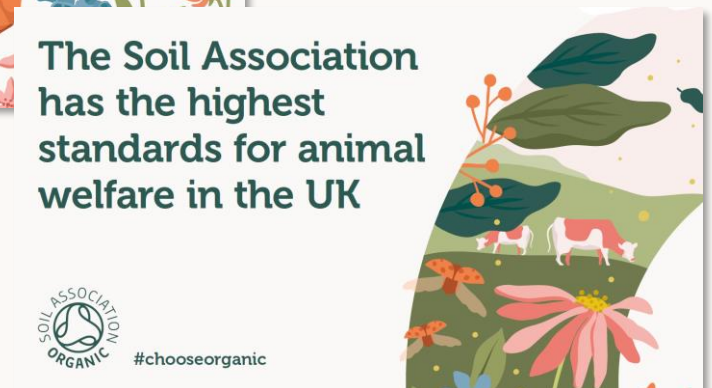




# “What is organic?” social media assets

The social media assets are available in formats sized for Facebook, Twitter and Instagram (post & story).

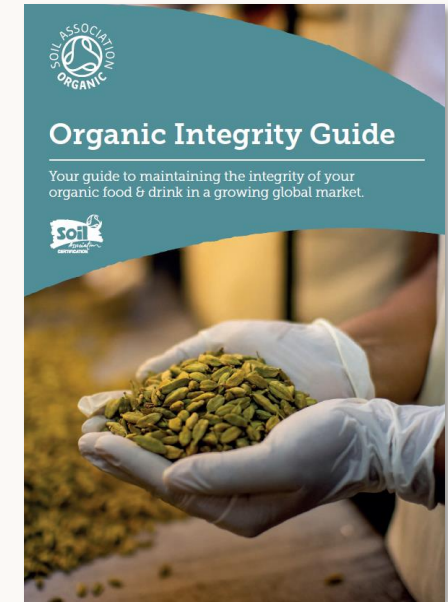
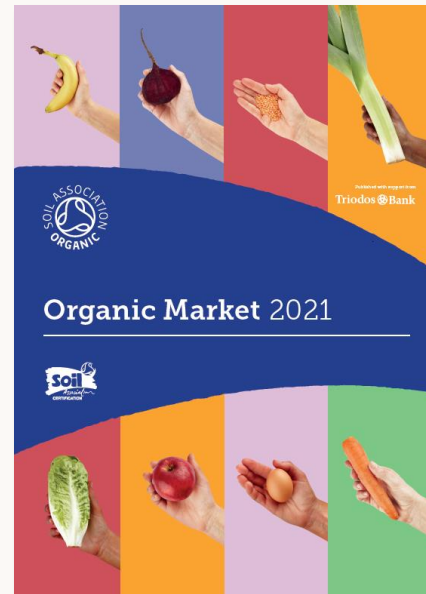
Please note: some of the statements on the social media posts must appear alongside a qualifying statement in order to comply with the Committee of Advertising Practice (CAP) Code. Please ensure you read the guidelines document that accompanies the assets.



[Download the social media toolkit](#)

# Reports & Guides

Each year Soil Association Certification produce a number of guides and reports designed to assist our certified businesses to grow and succeed – these range from marketing guides on what you can say when promoting organic, to reports on the organic market, sustainable packaging, supply chains and more. [Sign up to the Trade News email newsletter](#) to be the first to hear about new reports.



# What You Can Say When Marketing Organic

The “What You Can Say” booklet is an essential read and reference document for organic businesses to help you understand the claims that can be made about organic food and farming as part of your marketing and advertising activity. The booklet is a collection of statements about the impact and benefits of organic food and farming. The statements set out in it are there to support the industry in communicating about organic in a clear, legal and customer-friendly way.

This booklet was prepared with reference to the principles of the CAP (Committee of Advertising Practice) Code. It covers the organic principles, and includes sections on sustainability, climate change, animal welfare, soil, wildlife and more. A fully-referenced version of the booklet is available to download via the website, and copies are also available in print for Soil Association Certification licensees – email [marketingsupport@soilassociation.org](mailto:marketingsupport@soilassociation.org) to order a printed copy.

Note: While these statements have been reviewed against the CAP Code, it is important to remember that **context is key** when using particular statements, and we would always advise that you submit your own advertising copy and materials to Copy Advice before using them, as much will depend on the context that a statement appears in.



**Download the “What You Can Say” booklet**

# The Organic Market Report

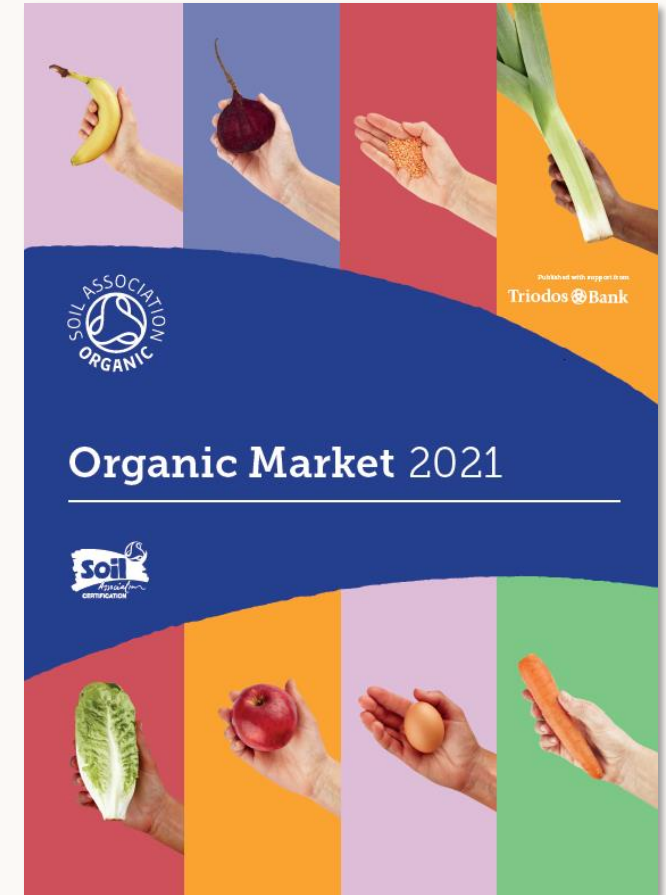
The Soil Association Certification Organic Market Report is the only report covering the organic market in the UK today. It's an essential read and reference document for anyone researching or working within the industry or selling organic products.

The report takes a comprehensive look at market data from the previous year, reviews market trends, assesses the global organic market and also features information on organic farming, the organic consumer and more.

It is launched in February of every year, and is free for businesses certified organic by Soil Association Certification (£100 for everyone else).

Sign up to Trade News to be the first to hear about the new report and receive an invite to the market report launch.

[Download the Organic Market Report](#)



# Sustainable Packaging Report: The case for paper

Over the last few years, demand for paper packaging has been steadily growing, as the public has become increasingly aware of the damaging effect non-sustainable packaging has on our planet. A recent survey in The Grocer of over 1,000 UK adults showed that environmentally-friendly packaging remains a priority, and sustainability concerns have actually increased during the COVID-19 pandemic. This, coupled with the environmental benefits of using paper as a packaging material, make it a great option for businesses looking for sustainable options.

If you're looking for inspiration on possible paper packaging options, we've created the 'Sustainable Packaging Report: The Case for Paper,' that demonstrates the benefits of paper packaging and why it's important to choose certified materials. It also showcases some of the brands and retailers leading the way within the certified paper packaging space, providing insight into the positive effects this has had on their businesses, and offering practical solutions for your products.

[Download the Sustainable Packaging Report](#)



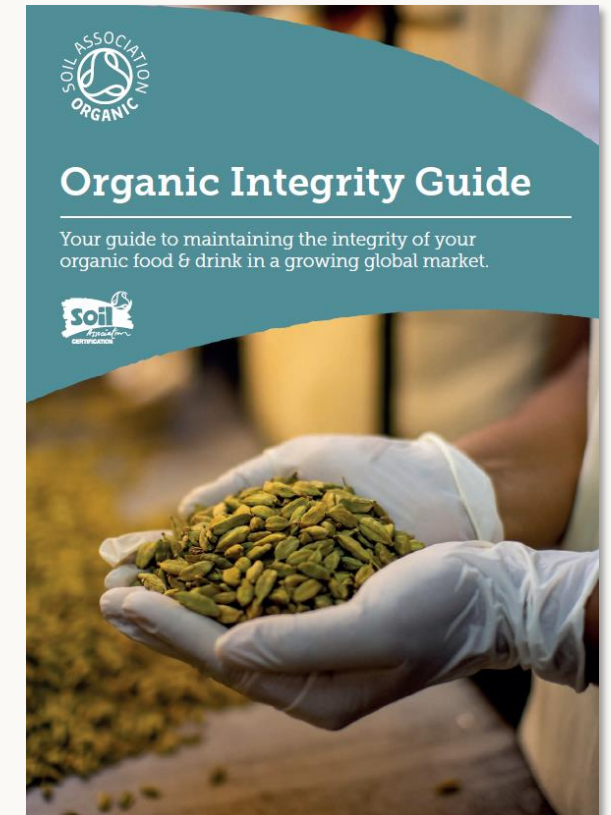
# The Organic Integrity Guide

In 2017, the global organic market was estimated to be worth \$124 billion - by 2024, it's predicted to reach a whopping \$323 billion. Although certification remains essential to upholding standards and maintaining product integrity, it's clear that new threats will emerge in this rapidly growing and increasingly complex market.

Our Organic Integrity Guide details how to get the most from certification and practical ways in which organic businesses can further boost their organic integrity. Available to Soil Association Certification licensees free of charge, and packed with insights, tips and case studies, the guide explores the role that each of the following areas can play in reducing the risk of integrity failures:

- Technology platforms – how digital approaches can help manage risk and some of the solutions we've seen
- Product testing – knowing what to test for, how often to test and how to go about it
- Supply chain relationships – how shorter and more collaborative supply chains can engender trust and confidence

[Download the Organic Integrity Guide](#)



# Marketing Campaigns

As a business certified by Soil Association Certification, you can get involved with all the campaigns we run throughout the year. Here are two of the campaign highlights – mark them in your diary!



## Organic September

Organic September is the UK's biggest campaign dedicated to growing the organic market. In 2020 for the first time, the whole organic industry came together with one organic message, which delivered greater impact than ever before.

[Get involved in Organic September](#)

## The BOOM Awards

The Best of Organic Market (BOOM) Awards are the UK's only organic awards, celebrating excellence across organic food & drink, farming, beauty & wellbeing and fashion & textiles. Entries for the BOOM Awards are open until 1 March 2021, with the awards ceremony set for early July 2021.

[Enter the BOOM Awards](#)



# Events

Soil Association Certification hold a range of physical and virtual events across the year, including the annual Trade Conference, the Organic Market Report Launch, the BOOM Awards Ceremony and much more. Below are a sample of the annual events, visit the Events page of the website to find a comprehensive list.

## Organic Learning Days

Although temporarily on hold due to the pandemic, these learning days have long been a highlight of the events calendar and we hope to run them again soon. These in-depth, interactive and exclusive one-day courses help you get to grips with what organic means, its principles, origins, benefits and uniqueness, alongside insights on the market and consumer. An informative and inspirational day on the Yeo Valley organic farm in Somerset's stunning Mendip Hills, you'll leave feeling empowered to communicate the benefits of organic in a simple and digestible way.



## Organic 2020: The Time is Now

The Soil Association Certification organic trade conference went virtual this year for the first time, to offer the organic community a connected series of free online insight sessions. We welcomed over 400 delegates to the event across three mornings in October to hear from experts and brands in the organic community, economists, academics, and the leaders and changemakers driving the purposeful business movement forward. If you missed the sessions you can watch them via the events page.

[Discover more events](#)



# Sign up to Trade News

Soil Association Certification have many more exciting plans in store for 2021, so sign up to Trade News – a monthly newsletter in which we share the latest news and information regarding the organic market and Soil Association Certification, including:

- Market updates (e.g. Brexit)
- Policy news & information
- New reports & insights
- Events
- Marketing campaigns
- Business support opportunities

It is available to both organic certified businesses and trade contacts involved and interested in the organic industry.

[Sign up to Trade News](#)

**Trade News**  
March 2019

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## ORGANIC IN THE PRESS

**Features:** "UK consumers love more organic everything" (Times)  
**Excitement:** "Organic can go organic" - discuss the 2020 report, "The journey for Asda's organic" (Herald)  
**Natural Products:** "Treat and boost" - trends, opportunities and challenges for the natural and organic sector", "Features: consumers focus Trade Association Manager, Lee Maltby" (Times)  
**The Guardian:** "Food fight: double price war goes ahead at market" - Soil Association raises concerns over artificial additives and farm-to-fork beef (Times)  
**Organic & Natural Business:** "Organic sales grow by 2.8% in Feb 2019" (Times)  
**Independent:** "Could Brexit result in double Britain's organic industry overnight, experts warn" (Times)

### CAMPAIGNS

#### BOOM Awards

**Only 5 days to go - last chance to enter the BOOM Awards!**

If you haven't entered the BOOM Awards yet, then now is the time to do so. Entries are BOOMING across the organic sector, so we've decided to extend the entry deadline to Friday 15<sup>th</sup> March, giving you more time to send in the 1000+ entries that we expect, including that all food sector, **Animal Welfare**, **Founder of Green & Black**, **Crisp Beans**, **Wagyu and Chlo**, **Clairy Ylvesen**, our **BOOM Heroes**, **Thames Valley** and many more, the BOOM Awards are looking to be **BOOMER and BETTER than ever**.

That's right: you can enter more than 1 category - in fact, if you enter 4 or more, you'll get a 25% discount on your entries. **Enter 4x and the discount goes up to 50%**

As well as the categories for all the amazing organic food products on offer, the BOOM Awards are also open to social media winners - why not enter our Best Marketing Campaign, Best Innovation, Best Report Campaign or Best Packaging (in their respective) categories? We want to celebrate the best of the organic market as a whole, so make sure to get your entries in and make some noise about organics!

[Enter the BOOM Awards](#)

#### Nominate your organic hero

Show a light on the people leading change in the organic market today by nominating someone in our new Organic Hero awards. **Best Organic Farmer and Best Organic Food Blogger**. Our hero awards are for organic heroes who have dedicated their time, energy and passion to tell the story of organic.

[Nominate your organic hero](#)

#### Best New Organic Product Award

The Best New Organic Product award is about the complete package. We're looking for exciting and innovative new organic products that offer something new and different for the organic market. This year, health and longevity expert, **Abel & Cole**, will be creating the very 1st health (and environmental) vitality bar.

[Enter your new products](#)

# Contact the marketing team

Our experienced Marketing Team are available to answer any questions you might have, whether it's regarding our marketing materials, getting involved in events or campaigns, or about our general marketing offering.

Please get in touch to find out more about the ways you can help to promote the organic message.



## Soil Association Certification

Spear House  
51 Victoria Street  
Bristol  
BS1 6AD

 0300 330 0100

 [marketingsupport@soilassociation.org](mailto:marketingsupport@soilassociation.org)

 [www.soilassociation.org/certification](http://www.soilassociation.org/certification)