NATURE HAS THE ANSWER
Organic September Licensee Toolkit
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@soilassociation  #OrganicSeptember  #GoOrganic
1. INTRODUCTION

Organic September is the UK’s largest campaign dedicated to growing the organic market. Soil Association Certification are partnering with the Organic Trade Board and industry partners across the sector for this year’s campaign, which promises to be bigger and better than ever.

In this toolkit you’ll find all you need to help your business make the most of the focus on organic during September. Assets can all be found in the Organic September 2021 Dropbox folder.

We’d love to hear how you plan to get involved during Organic September. If you have any queries or would like further support please contact us by emailing organicseptember@soilassociation.org.
2. KEY MESSAGES

This year we want to strengthen the link between organic and nature, and showcase how, by being certified organic, your brand, business or farm is helping to protect nature, wildlife and the planet.

We are continuing to use the bold “Nature has the answer” headline which resonated well last year, and focus on the fact that organic works with nature, not against it, and that after all, if the planet had a choice, it would choose organic.

**Key message:**
Nature has the answer…and the answer is organic.
Better for wildlife, soil and farm animals.
It’s what the planet would choose.
3. HERO IMAGES

We are using bold, bright, “nature in action” shots to illustrate this year’s campaign. These images are available to you in a variety of formats for various uses including web banners, social media and print.
4. Logos & Fonts

The Soil Association organic symbol is the most recognised organic symbol in the UK, and Soil Association Certification certifies over 70% of food & drink on sale in the UK. Usage of the symbol is regulated as part of the certification process, guidance on how to use the symbol is available on our website.

Organic September has been running for over ten years, and is a firm fixture in the media and retail calendar. In 2020 we evolved the Organic September logo to feature a planet in the “O”, to strengthen the understanding that organic is better for the planet.

The two key campaign fonts are Bowlby OneSC (for the headline) and Oxygen (for sub-headings/all other text).
5. POSTCARDS

We have designed campaign postcards with key messaging about the benefits of organic food and farming.

You can order a printed pack of 50 x postcards via our website to include in your deliveries, boxes or to distribute at point of sale. You can also download the print-ready asset to print additional copies.
6. SOCIAL MEDIA ASSETS

The key campaign assets are available in various designs and sized for use across Instagram (grid & story), Facebook and Twitter.
In order to help your audiences understand the benefits of organic we have created a series of impact stats in various formats for social media.

These have been taken from the What You Can Say booklet, which you can download from our website to use to create your own assets.
7. ORGANIC IMPACT STATS

VERY IMPORTANT: this asset can be used only if accompanied by one of the qualifying statements:

- If Europe’s farmland all followed organic principles, agricultural emissions could drop by 40-50% by 2050, with plenty to feed the growing population healthy diets

- Adopting nature-friendly farming, such as organic, could feed the growing population of Europe healthy diets, maintain key exports, and drop agricultural emissions by 40-50% by 2050

- Adopting nature-friendly farming along with other key changes to our food system could help keep global warming below 2ºC

Failure to comply may result in a complaint being investigated by the Advertising Standards Authority. Soil Association Certification take no responsibility for misuse of this asset.
8. TEMPLATES & FRAMES

Also available are a series of templates and frames for you to feature your own images, messaging or branding/logos.
9. POINT-OF-SALE FOR INDEPENDENT RETAILERS

Independent retailers can order a point-of-sale pack to help bring the Organic September campaign to life in-store. This year the pack includes 25 x GOTs certified organic cotton tote bags provided by the Organic Trade Board. Packs can be ordered from our website.

Order before 12th August for delivery by the beginning of September.
For Organic September 2020 we created a video animation to tell the story behind the Soil Association organic symbol, to help audiences understand the hard work and dedication it takes to become certified organic with Soil Association Certification.

The animation is available to download via Dropbox and is also on YouTube.
GET IN TOUCH

If you need any help or support to help make this Organic September the best for your organic brand, business or farm, then get in touch by emailing organicseptember@soilassociation.org.

Remember to use the hashtags #OrganicSeptember and #GoOrganic and tag us @soilassociation so we can like and share your content!

Have a great Organic September!