

NATURE WOULD CHOOSE ORGANIC

Organic September Toolkit 2022



 **ORGANIC
SEPTEMBER**

CONTENTS

1. INTRODUCTION

2. KEY MESSAGES

3. HERO IMAGES

4. LOGOS & FONTS

5. POSTCARDS

6. SOCIAL MEDIA ASSETS

**7. BENEFITS OF ORGANIC
STATS**

8. TEMPLATES & FRAMES

**9. POINT-OF-SALE FOR
INDEPENDENT RETAILERS**

**10. "WHAT IS ORGANIC?"
VIDEO ANIMATION**

1. INTRODUCTION

Organic September is the UK's largest campaign dedicated to growing the organic market. Soil Association Certification are once again 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 2022 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 have brought organic to the fore this year, clearly establishing the link between organic and nature, using the strong headline: "Nature would choose organic".

Key message:

If nature could talk...it would ask us to choose organic.

The overuse of artificial chemicals and pesticides are disrupting our natural world.
Organic works with nature, to support healthier soils, more wildlife and our world.
So this #OrganicSeptember, let's listen to nature, and choose organic.

3. HERO IMAGES

We are choosing to “hero” three key wildlife species to front this year’s campaign as nature’s “spokescreatures”. These species are nature’s pest controllers, pollinators and architects, often unsung and invisible yet doing essential work to keep our soils healthy, our crops pollinated and free of pests.



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. This year we adapted the logo to use the new campaign font.



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 featuring a bespoke illustration by renowned children's illustrator Kate Pankhurst, as well as key messaging about the benefits of organic food and farming.

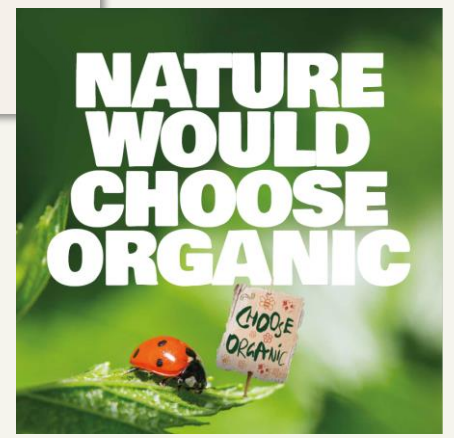
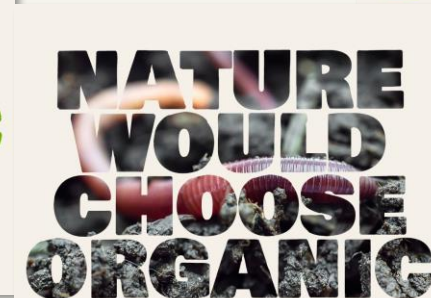
You can [order a printed pack](#) of 25 x postcards via our website to include in your deliveries, boxes or to distribute at point of sale. (Order by 12th August to ensure delivery by September).



6. SOCIAL MEDIA ASSETS

The key campaign assets are available in various designs and sized in square format, suitable for use across all social media platforms.

There are also some versions without sub heading or logos to allow for own brands' logo or message placement.



7. BENEFITS OF ORGANIC STATS

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. BENEFITS OF ORGANIC 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 2°C



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

Showcase your own content as part of this year's Organic September campaign by using our fun Instagram frames – available in story and grid sizes. Story versions with a blank placard will allow you to place your own message within the placard.

In addition we have included plain templates that you can overlay on to your own brand or product imagery.



NATURE
WOULD
CHOOSE
ORGANIC

NATURE
WOULD
CHOOSE
ORGANIC

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 also includes postcards featuring a bespoke design by celebrated children's illustrator Kate Pankhurst, as well as the highly popular GOTs certified organic cotton tote bags. Packs can be [ordered from our website](#).

Order before 12th August for delivery by the beginning of September.



10. "WHAT IS ORGANIC?" VIDEO ANIMATION

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 still available to download via Dropbox and is also [on YouTube](#).



11. SOCIAL MEDIA "MOMENTS"



6-10 September

#1 Grow Your Food

Global Day of
Action

14 September

THE GREAT
BIG GREEN
WEEK

24 September
– 2 October

**ORGANIC
SEPTEMBER**
Saturday
3rd
September



12-18
September

25
September
 **World Rivers Day**
Celebrated on the fourth Sunday of September

FSC Forest
Week
24 – 30
September



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 hashtag **#OrganicSeptember** and tag us **@soilassociation** so we can like and share your content!

Have a great Organic September!

