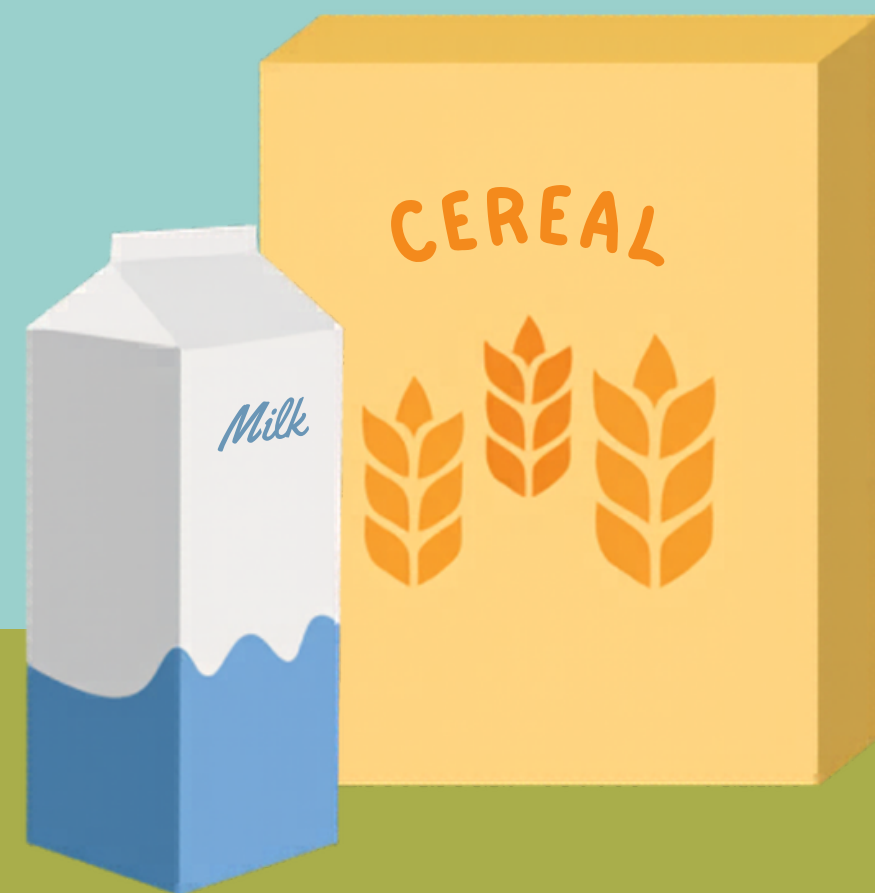


## CAMPAIGN TOOLKIT

# WAKE UP TO ORGANIC

25 – 30 May 2026





# WAKE UP TO ORGANIC

25 – 30 May 2026

**Join us to celebrate organic at the most important meal of the day!**

Wake Up To Organic is annual campaign to show how organic can be an easy and nutritious way to start the day.

The popular campaign has been running for over 10 years, with co-ordinated activities from organic brands, retailers and hospitality venues.

Last year 70 independent stores across the UK joined the celebration, offering organic giveaways to their customers.





## WAYS TO GET INVOLVED

- Host a breakfast event for your customers
- Share a recipe on social media for "starting your day the right way"
- Share our social assets on your social media
- "Get ready with me" style videos with organic beauty products

If your brand could distribute complimentary samples with indie retailers, we'd love to hear from you.



## INSTORE ACTIVATIONS

Promote organic within your local community by hosting a breakfast event.

Share the great taste of organic products, whilst highlighting why it's good for people and the planet.

- ✓ **Order Point of Sale packs and download digital toolkits**
- ✓ **Let us know you are taking part [businesssupport@soilassociation.org](mailto:businesssupport@soilassociation.org)**

# BRAND AND PRODUCT ACTIVATIONS

Wake Up To Organic has long been supported by passionate independent retailers, farm and health food shops sharing the love of all things organic.

Soil Association Certification are providing co-ordination between brands, distributors and participating indie retailers.

If your brand could distribute complimentary samples with indie retailers, we'd love to hear from you at [businesssupport@soilassociation.org](mailto:businesssupport@soilassociation.org)



# SOCIAL MEDIA SUGGESTIONS

- Share an organic recipe on social media channels
- "Get ready with me" style videos with organic beauty products
- Share our social assets on your social media
- May 29th is World Digestive Health Day - celebrate how organic can boost your gut health!



# KEY MESSAGES

## Campaign strapline:

Start your day the organic way.

Swap to organic for a for a tasty, nutritious breakfast, free from artificial pesticides.

## Supporting messages:

If you use the statements below, please ensure that they are backed up with the qualifying statements.

<p>An organic breakfast is free from nasties like artificial pesticides and herbicides like glyphosate</p>	<p>Non-organic breakfast items including oats, wheat and bread commonly contain glyphosate which is banned in organic.</p>	<ul style="list-style-type: none"><li>• PAN UK analysis of the UK Government's testing results in 2024 found glyphosate in a quarter of bread samples.</li><li>• 97% of bread tested also contained Chlormequat, a plant growth regulator linked to birth defects in humans.</li><li>• AHDB independent testing- barley had the highest incidence and oats had the highest levels of glyphosate residues found in crops</li><li>• While the levels are within the safe limits set by the UK government, we are exposed to glyphosate from multiple sources aside from our food. The testing also ignores the fact pesticides can become more toxic when combined together.</li><li>• An organic swap at breakfast can significantly reduce your pesticide exposure for the day.</li></ul>
<p>An organic breakfast is full of great nutrients</p>	<p>An organic breakfast is a level-up for nutrients as organic food is nutritionally different due to how it is produced</p>	<ul style="list-style-type: none"><li>• While organic food helps you to avoid unwanted extras, it can also offer a nutritional "level up" because organic growing methods make it nutritionally different</li><li>• Studies have shown organic produce has up to 30-40% more polyphenols than non-organic (Baranski et al 2014) and up to 69% more antioxidants (Rahman et al 2024)</li><li>• Organic milk is high in beneficial Omega 3 due to the cow's clover-rich grass diet</li></ul>



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**DOWNLOAD THE TOOLKIT AND ASSETS:**

**[WAKE UP TO ORGANIC 2026](#)**

