



SOIL ASSOCIATION CERTIFICATION MARKETING TOOL KIT - ORGANIC FRESH PRODUCE 2015

As the organic market continues to grow, the Soil Association believes this is a crucial moment for everyone in the organic movement to come together with a clear and consistent message to consumers.

Soil Association Certification is committed to building the organic market and working in partnership with our licensees. We want more consumers to understand what organic is and recognise the Soil Association organic symbol – a symbol which has already gained the trust, respect and confidence of consumers and producers.

We want to focus on building the organic market with our licensees. With your help, we can reach a wider consumer audience and build awareness of what organic is and the reasons to buy. We are therefore pleased to offer you a range of new consumer marketing resources which have been developed for different sectors and settings and tailored for specific audiences. The resources are designed to help you communicate with your customers.

For each sector there are different resources which can either be used together or individually as standalone pieces. All very visibly display the Soil Association organic symbol and where appropriate highlight the added benefits of Soil Association certified organic.

The materials include:

- The use of a selection of high res organic fresh produce photography
- A leaflet explaining what organic fresh produce is and what the benefits are
- A double sided A6 postcard (this can also be used as a digital asset on your site)
- A choice of two A3 posters – one of which contains space for you to share your own marketing messages or promotional offers.
- A selection of digital assets that can be placed on your site and used on social media platforms.

Terms of use

All content in this tool kit may only be used by Soil Association licensees and should not be redistributed.

We have sought advice from the CAP Copy Advice team on aspects of the tool kit. The Copy Advice team provide guidance on the UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing (the CAP Code) although it is designed to reflect the law, the Code does not cover marketers' legal or other obligations, which remain the marketer's responsibility.

If you decided to repurpose any of the materials, we strongly recommend you then check with Copy Advice. The context in which the content is used, and any associated imagery, can alter the meaning of the words.

Copy Advice can be reached via their [website](#) and proposed statements can be submitted via the website for free advice. Copy Advice always undertake to respond within 24 hours, and in the Soil Association's experience their staff are generally helpful, and willing to explain the basis of their advice. However, remember that Copy Advice will always qualify their opinion by stressing that it does not bind the ASA itself.

Content Marketing Tool Kit

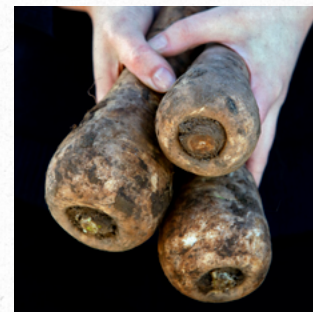
In addition to the sector specific materials, we also have a high res suit of organic photography and a content marketing tool kit which provides more in-depth information about organic and has been reviewed by CAP Copy advice. This can be tailored for use on your own website or materials.

Ordering materials

We are able to provide a limited number of printed assets free of charge and any additional materials can be ordered for a nominal fee. To order any of the assets in this tool kit, please visit our [website](#) and complete the order form.

We hope you find these marketing resources valuable and we welcome any feedback or comments you may have. Please contact marketingsupport@soilassociation.org if you have any questions or comments.

PHOTOGRAPHY





Organic. It doesn't cost the earth.

Organic means working with nature, not against it.

In the face of climate change and rising diet-related ill-health, the challenges of producing healthier food, cutting greenhouse gas emissions and pollution and protecting wildlife grow more acute by the year.

How we farm affects the quality of the food we eat.



Organic is naturally different

Organic farming recognises the direct connection between our health and how the food we eat is produced. Research published in the British Journal of Nutrition has found significant differences between organic and non-organic farming. Organically produced fruit & vegetables can contain between 18% and 69% more antioxidants and lower levels of undesirable pesticides and potentially toxic heavy metals. Find out more: www.soilassociation.org/organicsdifferent

Reduce your exposure to pesticides

The best way to reduce your exposure to pesticides in all foods is to buy organic. Certified organic food including all fruits and vegetables will overall contain fewer pesticides. Many people don't realise over 320 pesticides can be routinely used in non-organic farming and these are often present in non-organic food.



Whenever you see the Soil Association organic symbol, you can be sure that the food has been produced to the very highest standards.

Protecting our soil for future generations to grow healthy food

Around 95% of our food comes from the soil – we need healthy soil to feed the world.

Unlike conventional food production which makes wide use of pesticides that can pollute water and the environment, organic food is produced without the use of artificial fertilisers, using less energy and with more respect for the natural environment.

Organic farming creates a healthy living soil that is more resistant to droughts and floods.



Looking after our planet

Organic farming offers the best, currently available, practical model for reducing greenhouse gas emissions in agriculture. If organic farming was common practice in the UK, we could offset at least 23% of UK agriculture's greenhouse gas emissions through soil carbon sequestration alone!



WHY CHOOSE ORGANIC FRUIT & VEG?

- KNOW WHAT'S IN YOUR FOOD
- FEWER PESTICIDES
- BETTER FOR BEES
- GM IS BANNED
- COMBAT CLIMATE CHANGE



5 reasons

why you should choose organic fruit & veg



It's naturally different

Recent studies show organic production results in higher levels of some nutrients in food and lower levels of undesirable pesticides and chemical residues.



To reduce your exposure to pesticides

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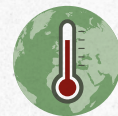
Protect British Wildlife

Over the last 50 years the UK has witnessed a steep decline in wildlife. There is up to 50% more wildlife than on non-organic farms.





To help Save our Soils

Soil is one of our most important natural resources and without it we would starve. Organic farming creates a healthy living soil that is more resistant to droughts and floods.



Combat climate change

If organic farming was common practice in the UK, we could offset at least 23% of UK agriculture's GHG emissions through soil carbon sequestration alone!

Down to earth, down to us. Support your local organic farm – www.soilassociation.org/boxschemes  @SoilAssociation  facebook.com/soilassociation






Organic Fruit & Veg
As nature intended


Organic farming means working with nature, not against it. Support sustainable farming practices that mean healthier soils, fewer toxic pesticides and chemicals and more wildlife!





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Option 1



Option 2



Option 3





Option 1



Option 2



Option 3

Generic marque



Marque with call to action



