



SOIL ASSOCIATION CERTIFICATION MARKETING TOOL KIT - ORGANIC DAIRY 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 dairy photography
- A leaflet explaining what organic dairy 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

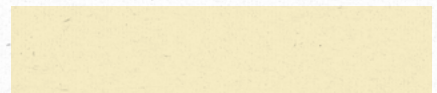
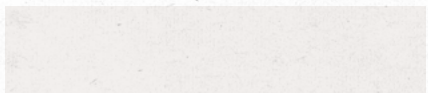
In addition to the sector specific materials, we also have a high res suit of organic photography and a content marketing tool kit which provides more in-depth information about organic and has been reviewed by CAP Copy advice. This can be tailored for use on your own website or materials.

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 dairy.

Healthier soil, happier animals.

No system of farming has milk with higher nutrient levels or higher standards of animal welfare.

Organic farmers provide their animals with the highest quality of life possible and support biodiversity by providing natural habitats for wildlife. Animals are reared without the routine use of antibiotics or wormers and they graze naturally on a GM free diet.

What makes organic dairy products different?



It's naturally different

Studies show organic farming systems produce milk which is nutritionally different to milk from cows raised on conventionally managed dairy farms.

In fact, no system of farming has milk with higher levels of omega 3 fatty acids or a healthier balance of omega-6. Research from Glasgow and Liverpool Universities found organic farm systems resulted in milk which has on average 68% higher levels of the essential fatty acid omega-3 and a healthier omega-3:6 profile than non-organic milk.

Know what's in your food

Organic dairy products, such as yogurt and cheese are guaranteed to be free from many of the artificial food colours and preservatives that could be added to some products during conventional production.



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

Combating climate change

Organic farming offers the best, currently available, practical model for reducing greenhouse gas emissions in agriculture. This is because it is less dependent on fossil-fuel based fertilisers and pesticides and it also stores higher levels of carbon in the soil. 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!



Looking after our planet

Organic means working with nature, not against it. No system of farming does more to protect natural resources like fresh water and healthy soils. Organic is not just better for animals but the planet too!



BETTER FOR WILDLIFE

Organic farms are havens for wildlife and provide homes for bees, birds and butterflies – many species of which are now endangered in the UK.

50%

more wildlife including the all-important pollinators such as bees...

22%

more bird species

75%

more plant species

Over the last 50 years the UK has witnessed a catastrophic decline in wildlife. One way to reverse this is to support organic farming.

Organic Dairy
Healthier soil, happier animals

No system of farming has milk with higher nutrient levels or higher standards of animal welfare.

5 reasons
why you should choose organic dairy

It's naturally different No system of farming has milk with higher levels of omega 3 fatty acids.	Reduced exposure to antibiotics Soil Association standards ban the routine use of antibiotics for organic farm animals so the risk of the spread of antibiotic resistance bugs is reduced.	To know what's in your food Organic dairy products are guaranteed to be free from many of the artificial food colours and preservatives that could be added to some products during conventional production.	Putting animal welfare first No dairy cows enjoy higher welfare standards than organic cows. Standards cover their living conditions, diet as well as transport and slaughter.	Protect British Wildlife Organic farms are havens for wildlife and provide homes for bees, birds and butterflies. There is up to 50% more wildlife than on non-organic farms.

Find out more – www.soilassociation.org/whatisorganic

@SoilAssociation facebook.com/soilassociation


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Option 1



Option 2



Option 3





Option 1



Option 2



Option 3

Generic marque

Marque with call to action



