



# SOIL ASSOCIATION CERTIFICATION MARKETING TOOL KIT - ORGANIC STORE CUPBOARD 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 store cupboard photography
- A leaflet explaining what organic store cupboard 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](mailto:marketingsupport@soilassociation.org) if you have any questions or comments.

# PHOTOGRAPHY



STOCK UP ON ORGANIC

You can make a difference

Stock up on organic.

**Organic.**  
Food you can trust.

**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 and animal welfare grow more acute by the year.**

From your tea and coffee, to your tins and dried goods, a switch to organic means reduced exposure to artificial pesticides and preservatives for you, and healthier soils with more wildlife for generations to come.

**Know what's in your food**

Organic food is food you can trust. All organic farms and food companies are inspected at least once a year and the standards for organic food are laid down in European law. GM ingredients, hydrogenated fats and controversial artificial food colours and preservatives are banned under organic standards.

**Naturally different**

Organic farming recognises the direct connection between our health and how the food we eat is produced. 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](http://www.soilassociation.org/organicsdifferent)

**CHOOSE ORGANIC. YOU CAN MAKE A DIFFERENCE.**

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

**As nature intended.**

Organic means working with nature, not against it. Organic farming reduces environmental pollution and the release of greenhouse gases from food production by severely restricting the use of artificial chemical fertilisers and pesticides. Instead, organic farmers rely on developing a healthy, fertile soil and growing a mixture of crops. This means more wildlife!

**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.

Organic is not only 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



## 5 reasons why you should stock up on organic



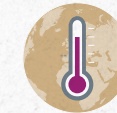
### It's naturally different

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



### To know what's in your food

GM ingredients, hydrogenated fats and controversial artificial food colours and preservatives are banned under organic standards.



### Combat climate change

Organic farming offers the best, currently available, practical model for reducing greenhouse gas emissions in agriculture.



### 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.



### 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, vegetables & processed foods will overall contain fewer pesticides.

**Organic. You can make a difference.**

[@SoilAssociation](https://twitter.com/SoilAssociation) [facebook.com/soilassociation](https://facebook.com/soilassociation)



  
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From tea and coffee, to your tins and dried goods, a switch to organic means reduced exposure to artificial pesticides and preservatives for you, and healthier soils with more wildlife for generations to come.



Find out more at [www.soilassociation.org/whatisorganic](http://www.soilassociation.org/whatisorganic)  @SoilAssociation  [facebook.com/soilassociation](https://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

