

The Future of the Organic Market

A retailer's perspective

Waitrose Duchy Organic





Waitrose Duchy Organic

- Duchy Originals Ltd is owned by HRH The Prince of Wales
- However the brand “Waitrose Duchy Organic” is managed by Waitrose, who pay HRH The Prince of Wales’s Charitable Foundation an annual royalty based on WDO’s annual sales.



Waitrose Duchy Organic

- One of the UK's leading Organic Brands
- 95 Producers and Packers
- The range has now expanded to 300+ lines
- Produce was introduced to the range in 2014
- Sourcing was extended to include non-UK produced and manufactured lines.



The current market

- Market
 - The organic market is continuing to grow
 - +5.6% yoy ↑
 - The last quarter continues to grow ↑
- Price
 - The consumer wants to buy organic.
 - But at a price they can afford.
- Availability
 - We would prefer to purchase UK grown produce.
 - However it has to be available in sufficient quantities and of the right quality.

Price differential - Organic and Conventional



- The organic lines with the least price differential to conventional lines
 - Highest sales
 - Carrots
 - Broccoli
 - Milk
- The organic lines with a large price differential to conventional lines
 - Lower sales
 - Meat
 - Poultry

Consumer understanding



- At the last count there were 465 labels being tracked on the ECO label Index.
- As well as Organic Standards
 - Animal Husbandry
 - Sustainability
 - Fishing
 - Forestry
 - Gluten Free
 - Even Sustainable N. Zealand Wine
- 3rd party organic accreditation
 - Standards
 - Certifiers
 - Labels
- Leaving Consumer confused?



Stakeholder Connection



The Waitrose Way



- Championing British
- Treading Lightly
- Treating People fairly
- Living well

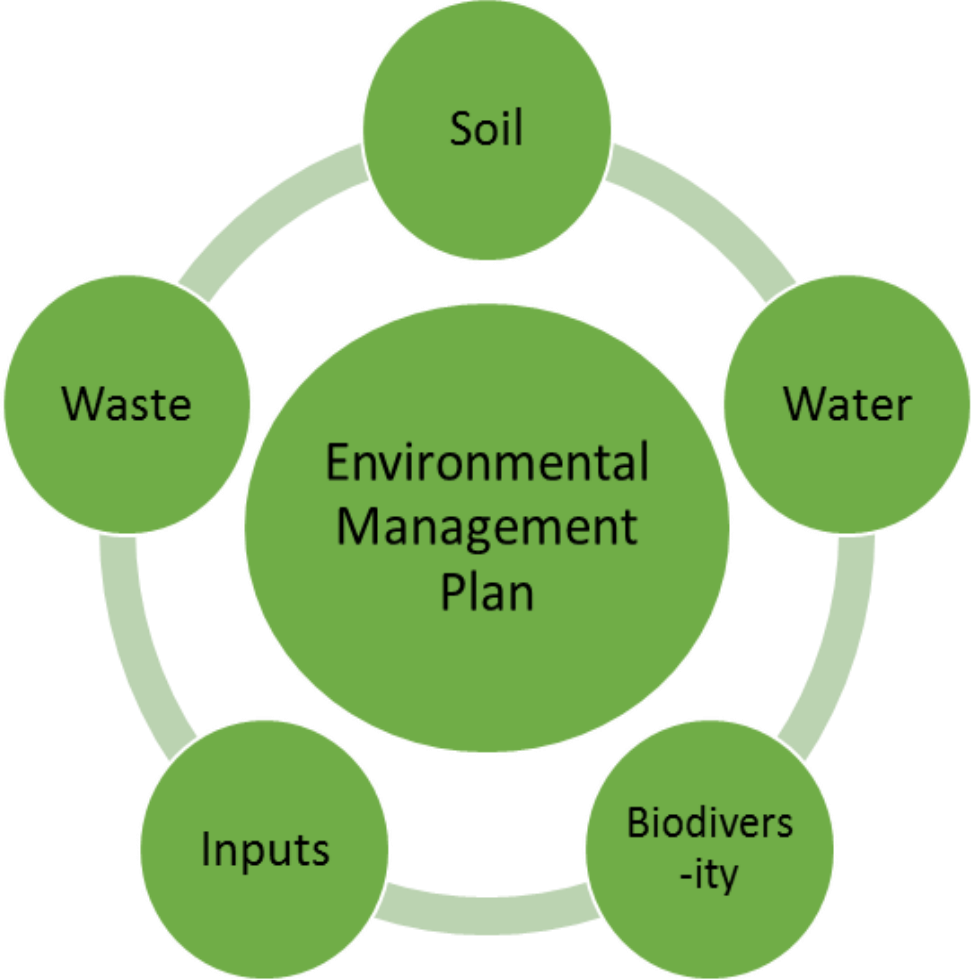


WDO Good Food Charter



- Good Food
- Good Farming
- Good Causes

Waitrose Farm Assessment



Waitrose Communications Portal



The screenshot shows the Waitrose Communications Portal for Sustainable Agriculture. The header is dark with the text "Sustainable Agriculture" in light green and "Waitrose" in a larger, bold green font. Navigation links for "Home", "News", "Growers & Suppliers", and "Research & Development" are in white. A large image of a person in a hat standing in a cornfield is the main visual. Below the image is a "Welcome to the Waitrose Communications Portal" section with a search bar labeled "Search in blog". A sidebar on the right contains a "se nical" logo.

Sustainable Agriculture
Waitrose

Home News Growers & Suppliers Research & Development

Welcome to the Waitrose Communications Portal

The new Waitrose Communications Portal for Sustainable Agriculture aims to highlight best-practice within the fresh produce supply chain and more generally allow a heightened

Search in blog

Introduction to Food Security at Lancaster University

In “The News Section” of the Comms portal



- A video **Carbon to Soil** narrated by US writer, Michael Pollan
- It refers to the French Government's, **4p per 1000 initiative** which aims to increase soil organic matter by 4%
- This initiative is on the agenda at this year's Climate Change Conference COP22 in Marrakesh.
- If the initiative is adopted, the increased organic matter in the soil could sequester enough carbon dioxide to cancel out the entire increase in greenhouse gases
- 3,000 acre carbon negative Bio Dynamic Certified farm in Italy, La Vialla, south of Florence sequestrates carbon at nearly **7%**.
- Carbon Farming? - with Carbon Credits priced at 56 Euros in 2020 and 100 Euros per tonne in 2030.

Some of my thoughts for the future

- What will the New EU Organic Regulation look like?
- Land and Population
 - Not enough and too many?
- Climate Change – Water availability.
 - Too much or not enough?
- Super Foods and Healthy Eating
- Food being treated as a commodity for profit.
- Will the availability of some foods change and influence what we eat?
- Spuds in space: Is growing potatoes on Mars, the key to surviving climate change?

Links



- **Waitrose Way**

http://www.waitrose.com/home/inspiration/about_waitrose/the_waitrose_way.html

- **Duchy Good Food Charter:**

<https://www.waitrose.com/content/dam/waitrose/Inspiration/Discover%20our%20exclusives/Duchy/JUNE%20REVISION%20Good%20Food%20Charter.pdf>

- **Waitrose Communications Portal**

<http://www.sustainableagriculturewaitrose.org/industry-news/>

- **Waitrose Farm Assessments**

<http://www.sustainableagriculturewaitrose.org/research/waitrose-farm-assessment/>

- **4 per 1000**

<http://4p1000.org/understand>

- **Carbon Price Call**

<http://www.edie.net/library/From-Exxon-to-Jack-Black--The-call-for-a-carbon-price-gathers-pace/6722#.V8klmA8rz1A.mailto>

- **Spuds in Space**

<https://www.theguardian.com/global-development/2016/mar/14/spuds-in-space-growing-potatoes-on-mars-climate-change-the-martian-ridley-scott>

The Future of the Organic Market?

- We are optimistic, our sales and the organic market continue to grow and we believe it will continue to do so.

Thank you