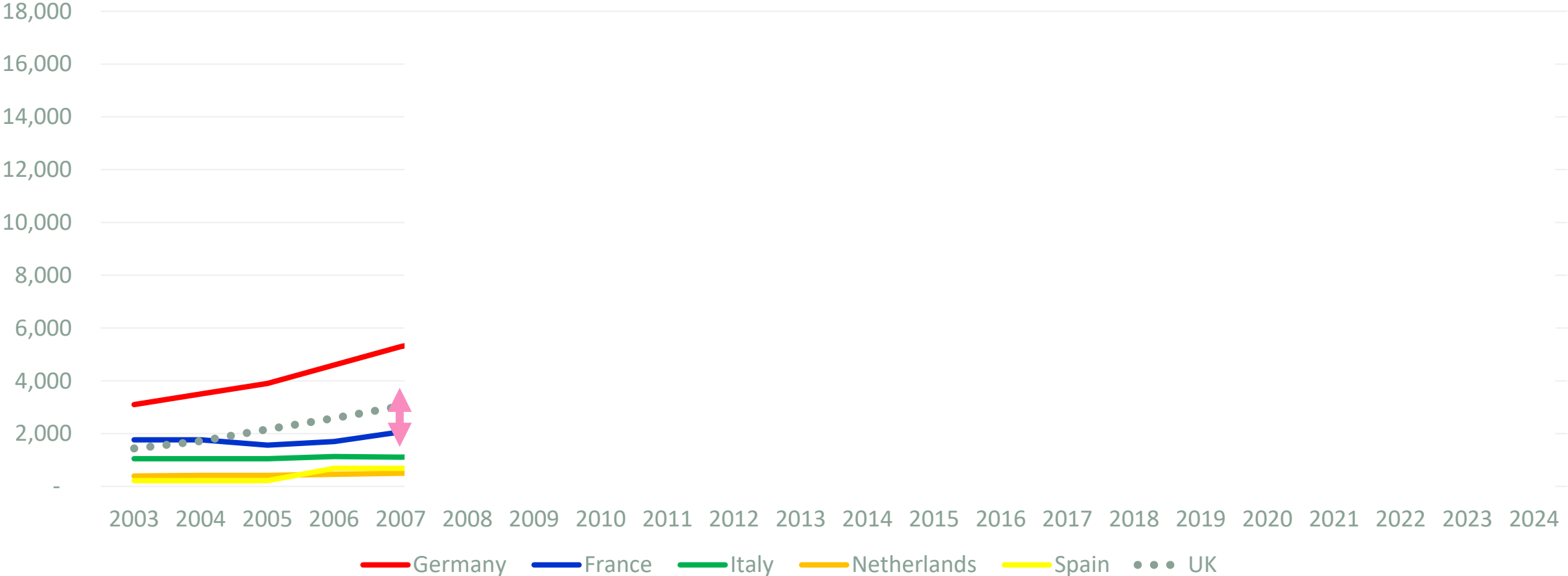




**In 2023 we introduced
Organic for All**

The UK market still has significant potential

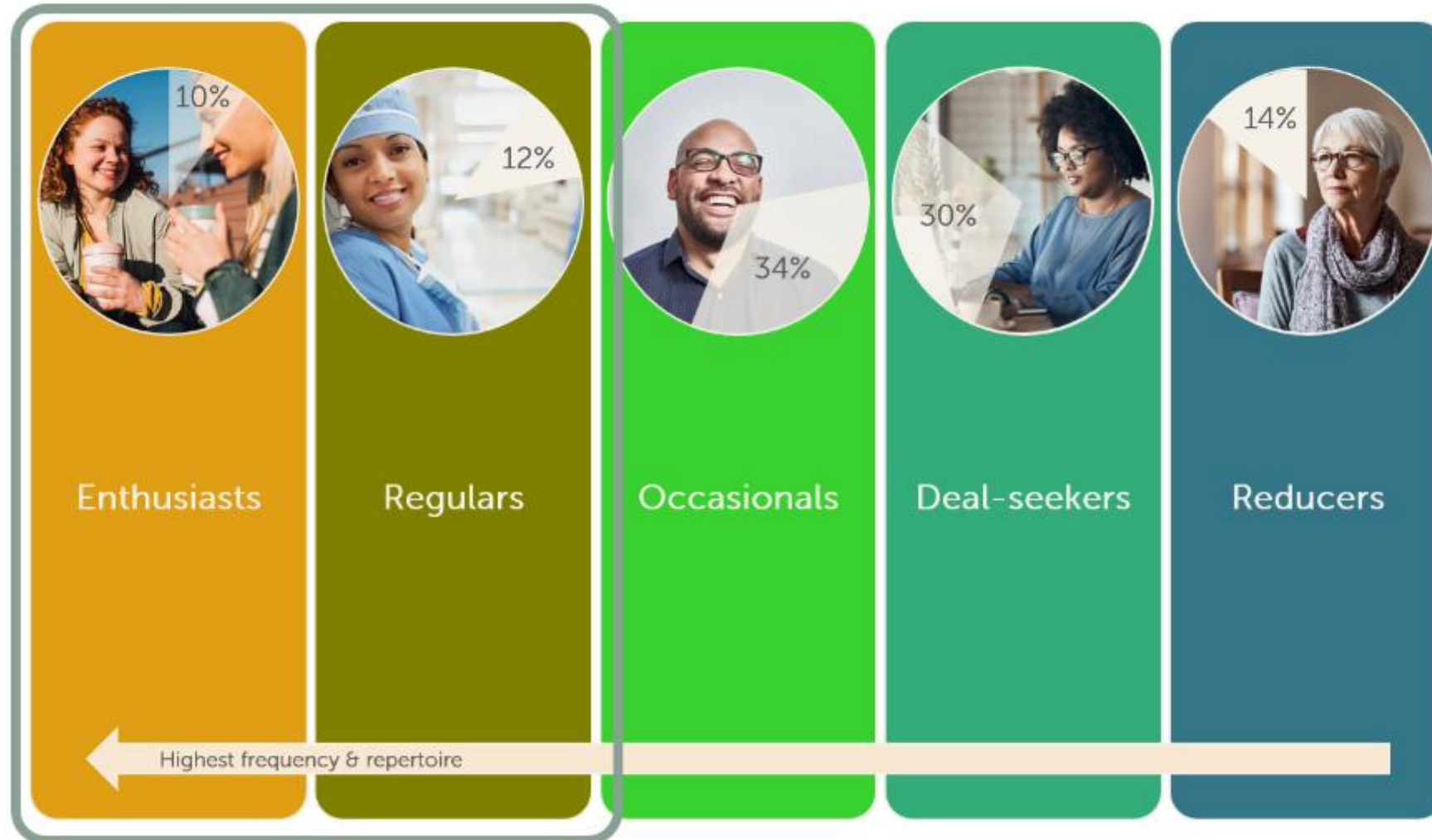
International Retail Sales 000€



**The changes
needed to make
organic valued,
supported &
available to achieve
its full potential**



The most active organic shopper segments are younger, low and middle income HHs



Source: Organic Research Centre quant research, Spring 2024, 2,000 UK respondents



wholefoodwarrior and soilassociation
Tesco Extra

wholefoodwarrior (ad) September is officially 'Organic September', which made it an ideal time to look into what a few organic swaps would/ could achieve. I focused on items I would typically buy and used the opportunity to really look at the latest data. This one took A LOT of research and produced a few surprises. The basket cost is included at the very end for ease.

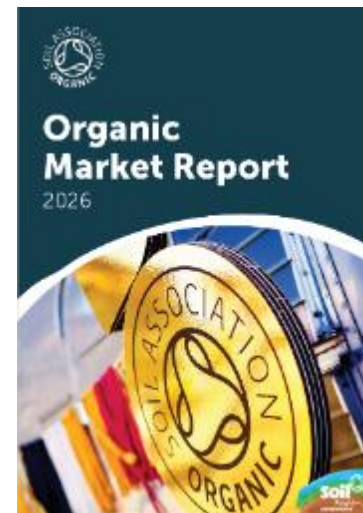
What do you routinely switch to organic?
Sw

soilassociation The list of treatments on the non-organic lemon is shocking! 🤢 a great example of where one small swap can make a big difference

♥️ 💬 ↺️ 🚩

Liked by soilassociation and 6,416 others
September 3

😊 Add a comment... Post





**The health of soil, plant, animal
and man is one and indivisible.**

Albert Howard



$$\begin{array}{rcl} \text{£1} & + & \text{£1.10} \\ \text{public} & & \text{customer} \\ \text{spend} & & \text{spend} \\ & = & \text{£8.78} \\ \text{economic, health} & & \\ \text{\& climate returns} & & \end{array}$$





**Organic farmland in Scotland
rises 62% since 2021**



	Food Cupboard	M&S	20% Off
	Frozen	Ocado Own Brand	Beauty & Toiletries

THE REAL DIRT ON ORGANIC

What does it mean and why does it matter?



[Learn more](#)



Explore Tesco Organic

New



New



Dairy and eggs



Food cupboard



Fruit, salad and vegetables



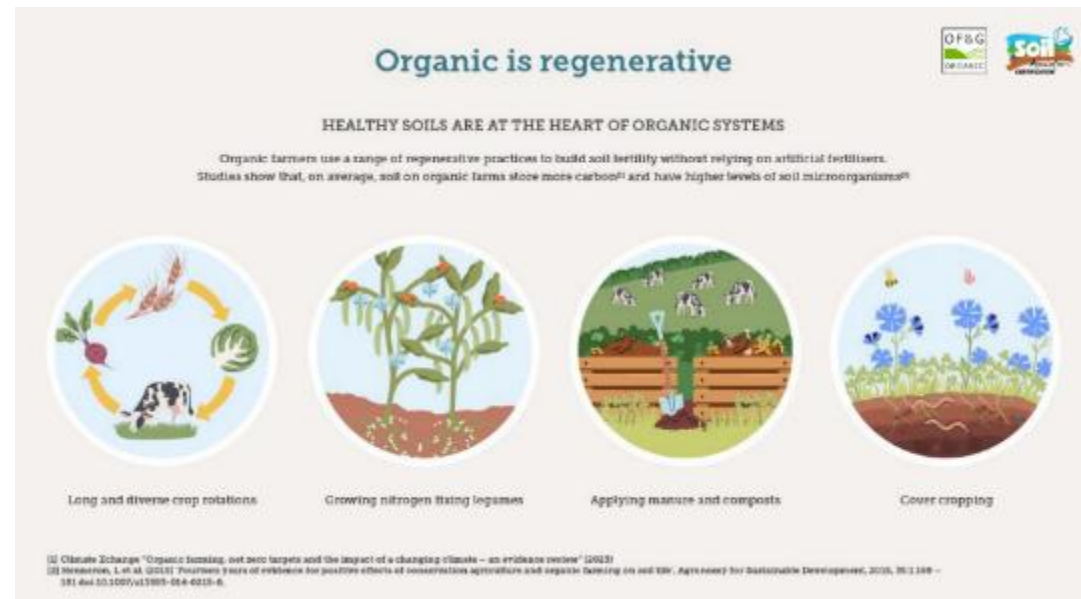
Meat





What

- Is organic regenerative?



What

Why

- Do organic standards deliver outcomes?





What

Why

How

- What's the plan to scale?



Why → How

**Sector working
groups will drive
joined up
priorities across
supply chains**





**International plans identify
3 factors for growth**

**The best
of the rest**



**Learning the
hard lessons**

The logo for BORD BIA (Irish Food Board) is displayed on a dark teal background with a pink rectangular border. The text 'BORD BIA' is in large, white, bold, sans-serif capital letters, and 'IRISH FOOD BOARD' is in smaller, white, sans-serif capital letters below it.

BORD BIA
IRISH FOOD BOARD

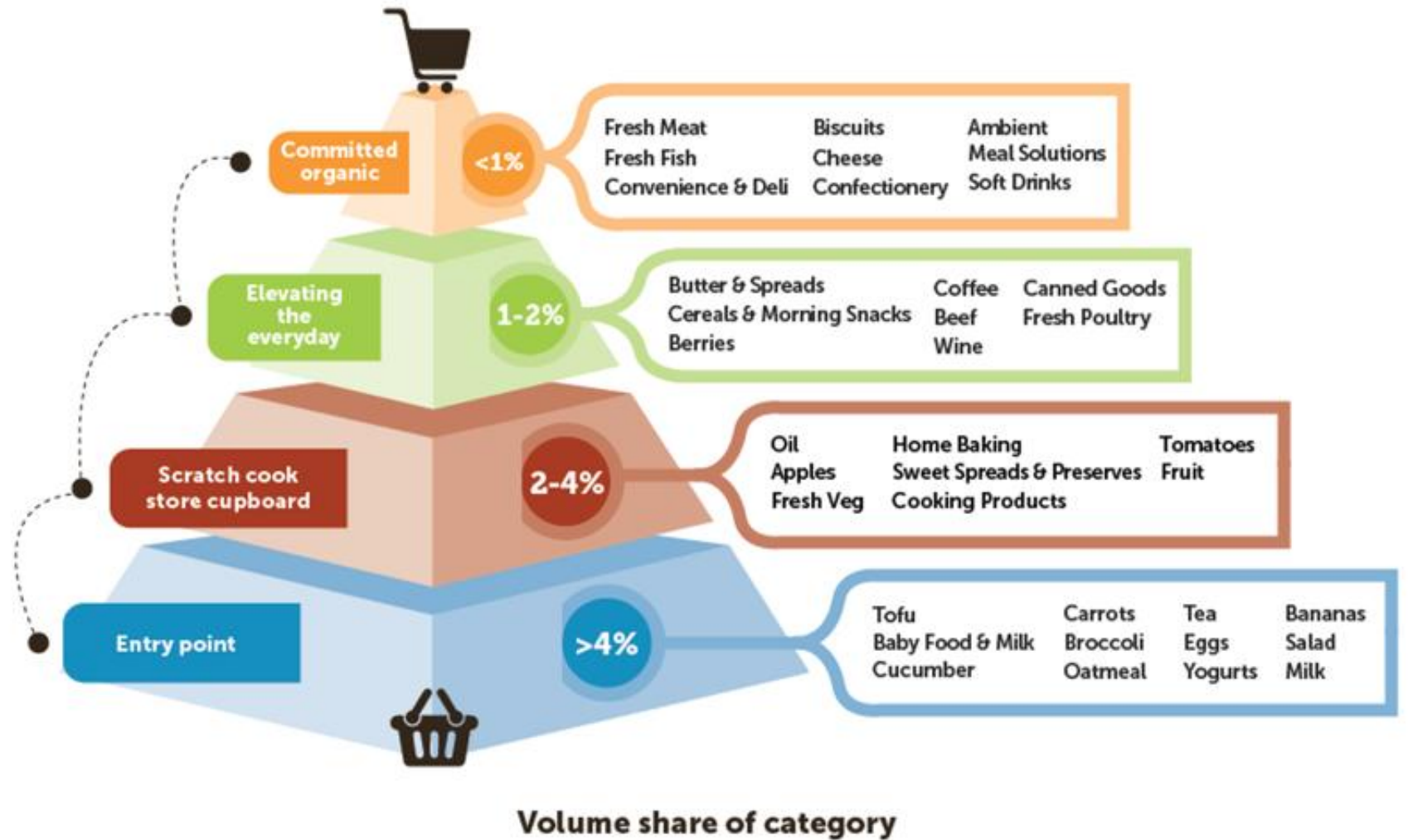




**Each sector has its
own role to play**

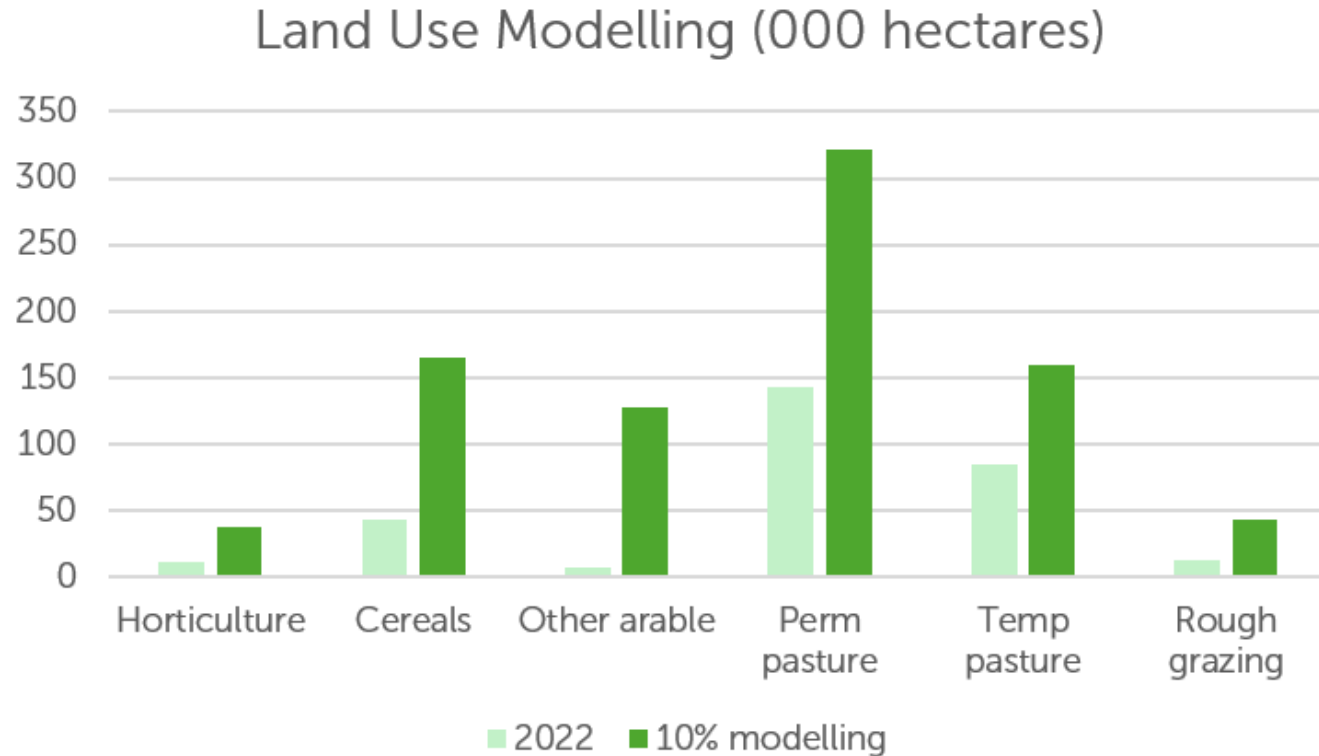
Horticulture,
Dairy & Eggs
driving
mainstream
consumption
and
addressing
import
substitution

Organic pyramid



Source: NielsenIQ Scantrack data for the Organic Food & Drink category Soil Association Certification defined for the 52 week period ending 27 December 2025, GB Total Coverage © 2026 The NielsenIQ Company. Categories chosen with Organic Market value >£27m

**Dairy, Cereals,
Other arable &
red meat driving
the biggest
hectare
increases in
organic land**



**Market Gardens
driving the
highest social
value through
shorter supply
chains &
community
connections**





What are your priorities?

Today is about writing your business organic action plan

- Market insight
- Marketing & Comms
- The buyer pitch
- Routes to market





Organic is a team sport