

Nailing your buyer pitch

Susan Thomas

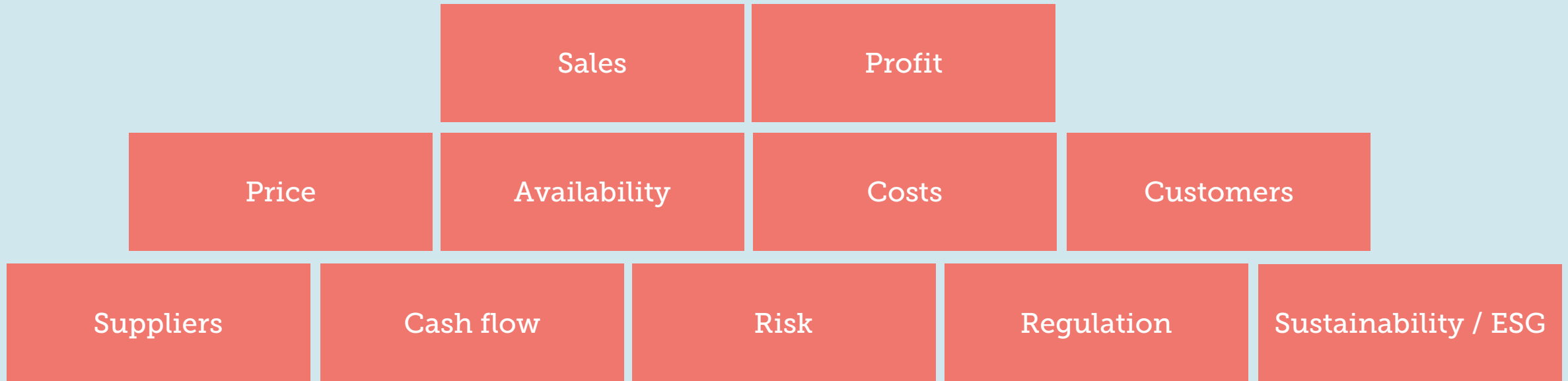
Snowstorm Consulting



Why buy organic?



What do your buyers care about?





A supply chain with genuinely
increasing costs

Squeezed shoppers driven by
price

Unprecedented volatility

#organictradeconference



Words buyers may not hear you say



Organic farming
enhances the health
of the soil

3.5 tonnes more
carbon stored per
hectare



No herbicides such as
glyphosate are
allowed

30% more species on
organic farms on
average

Re-expressing your credentials



“We do not use synthetic fertilisers” *

“Consumers trust the Organic label” *

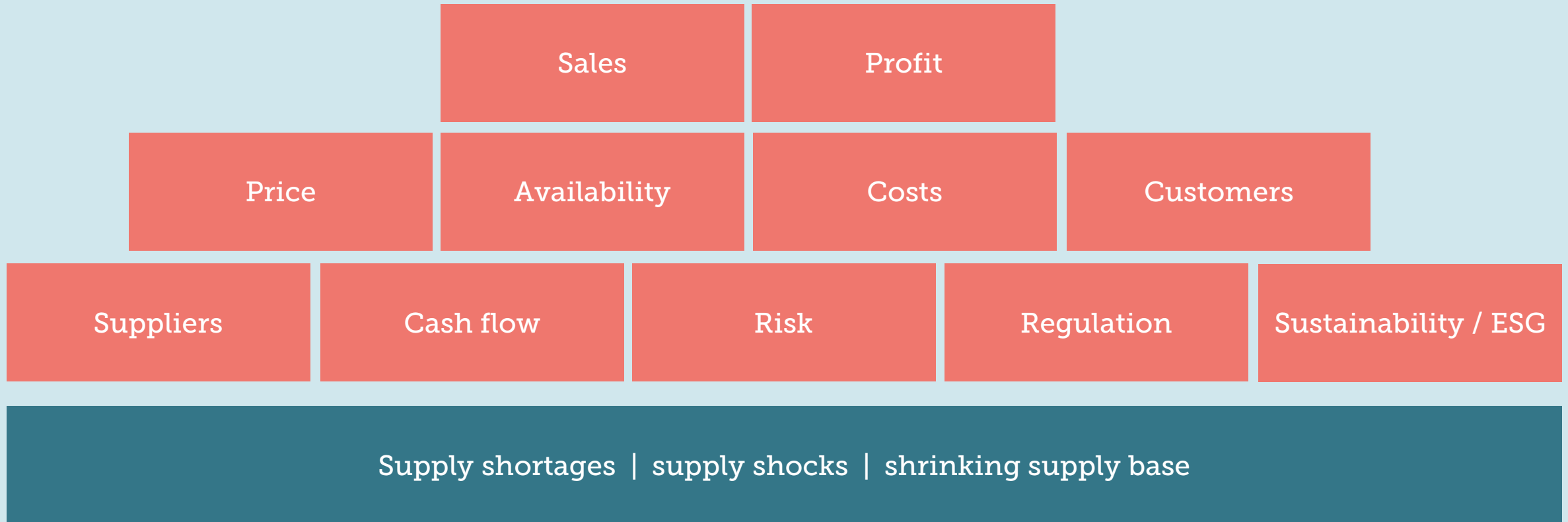
“We manage our land in partnership with nature” *

“We are immune to the huge price inflation in fertiliser imports which have driven up to 70% costs for some conventional producers – **our cost base is more stable**”

“Organic certification has a legal basis which is defensible under the Misleading Green Claims code where **finances can be issued** against less rigorous terms”

“Our farms suffered less and recovered faster from the drought, meaning yield and quality was stronger and we **met our supply commitments**”

What buyers might not yet fully care about



Prepared
fresh fruit
carefully selected for you



Many of our succulent
stone fruits
ripen in the sun on family run Spanish farms.
Mr. Ben's Farm



Organic as priced-in supply security



"Organic is structurally designed to limit the risk to cost and supply security"

Conventional	Regenerative	Organic
Degenerative impact on soil, water and biodiversity and dependence on synthetic inputs can decrease resilience of land / crop to cope with extreme weather and global import shocks.	Introduction of methods which protect or enrich the soil can help issues like flood or drought resilience. No formal definition or standard.	Long-term adoption of soil, water, biodiversity and welfare practice which are shown to enhance resilience and longevity, heavily regulated standards.



BREAKOUTS

In your groups practice together:

A typical way of expressing
Organic features

The buyer KPI it supports



A re-framed way of expressing the
buyer benefit

Share your insights with the whole group

WORKSHEET

A typical way of expressing Organic features	The buyer KPI it supports	A re-framed way of expressing the buyer benefit
		
We do not use synthetic fertilisers	Costs	We do not have to cover the massive cost inflation of fertiliser imports, our cost base is more stable.