

# THE ORGANIC TRADE BOARD

**Farmers & Growers in our  
2020 Marketing Campaign**





# Our 2020 Marketing Campaign 'Nature has the answer' saw the contribution of many of our members farmers and growers. Here a selection of how we were able to tell their stories:

## Dignity in Food

In this interesting and, in some places, challenging article by guest writer Lizzie Rivera, she examines the question - what does dignity in food mean to you?



## The climate crisis is the problem. Could organic farming be the answer?

Today marks the end of the Organic September 'Nature has the answer' campaign and in this incredibly informative and thought-provoking article by Lizzie Rivera, we explain why organic farming could be the answer to the climate crisis.



## Organic and the Climate Crisis with Jen Gale

In this two-part episode, Jen talks to Anna de la Vega from The Urban Worm about the role organic systems can play in the climate crisis and then to Tim Mead from Yeo Valley organic and regenerative agriculture works on their farm.



## Why organic is the eco choice

There are many reasons to choose organic and increasingly, people are doing so for the benefit of the planet. Kathy Slack takes a look into what makes organic farming better for the environment.



## To read the articles click on the image or visit [www.GoOrganicUK.com](http://www.GoOrganicUK.com)

### Shimpling Park Farm - Organic Farming through COVID-19

As with many businesses this year, Shimpling Park Farm has not had an easy ride. We spoke with John Pawsey about how they've coped, what obstacles they have had to overcome and how the farm has learned to adapt.



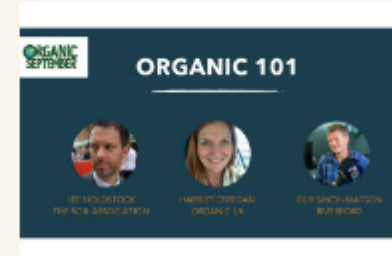
### Yeo Valley - Putting Nature First

Yeo Valley Organic is Britain's largest organic dairy brand and this Organic September it has put the word 'organic' back in the centre of its iconic logo heart, along with their new campaign to Put Nature First. In this article by Tim Mead, dairy farmer and owner of Yeo Valley, explains why now is the time for organic, and how 'regenerative organic agriculture' should lead the debate in trying to help reverse climate change.



### Organic 101

In the second episode of our mini series of podcasts with Jen Gale, aka Sustainable(ish), Jen is joined by Lee Holdstock from The Soil Association, Harriet O'Regan from Organic UK, and Guy Singh-Watson from Riverford to discuss all things organic.



### Scotland's Organic Feast - Converting to Organic

During November, we are championing and thanking Scotland's organic farmers and producers with SOPA (the Scottish Organic Producers Association) by showcasing the range of amazing things being grown, nurtured and created within the #organicscotland community.



### Celebrating 20 years of Rhug Estate!

Rhug Estate is celebrating its 20th anniversary of farming organically this month. Lord Newborough and his team successfully transformed the farm from being a low input / low output traditional beef and sheep farm in 2000, to the successful, organic, farming business it is today.



### The Plight of the Humble Bee by Jen Gale

Here's the first episode of our mini series of podcasts in collaboration with Jen Gale who writes and podcasts about all things Sustainable(ish).



### Sustainable Eating - Jen Gale

For our third podcast Jen Gale of Sustainable(ish) hosts a panel discussion about eating sustainably with Melissa Hemsley, Ben White from Coombe Farm Organic and Tim Field from Daylesford.





# TESTIMONIALS

We value working with OTB as it provides a forum for organic producers to communicate with both brands and retailers to share ideas and discuss opportunities and challenges. Too often the views of producers are unheard in the supply chain and so an OTB initiative to redress this is very, very welcome.

My reason for being an OTB member is when you are involved in growing crops that are taken by others and then processed for retail you don't always have a connection to the end product even though you are an important part of that link in the food chain. The OTB recognises that involvement, makes the connection which in turn helps us further down the chain feel valued.

When I was appointed Membership Director of the OTB, one of the first things I wanted to do was to make the organisation representative of all parts of the supply chain in the organic sector. I know from experience that organic farmers, like my business, are passionate about the food they produce and the way it is grown organically and I see the OTB as the perfect conduit to bring those stories to the consumer and also to enable farmers to engage, network and share knowledge with other players in the supply chain



**Andrew Trump**  
Organic Arable



**John Pawsey**  
Shimpling Park Farms



**William Burgess - RB Organics**  
OTB Membership Director





**The Organic Trade Board (OTB)** started in 2009 with the clear vision to make organic an everyday choice, forever. We are an independent and membership-funded organisation, with one purpose: bring the efforts of the UK organic industry together to collectively raise awareness and grow sales for organic. Representing the UK organic market, members include farmers, certifiers, processors, co-ops, retailers, and we all work together towards a unified industry to achieve our common goals.



**For further info please do not hesitate to contact our  
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