

THE ORGANIC TRADE BOARD

New Farmers & Growers Membership and other News

January 2021





OTB NEWS

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.

We are in an exciting new phase of our history and lots of news to announce. The following are just the start!

01

NEW FARMERS & GROWERS MEMBERSHIP

£100+VAT/pa
for Farmers & Growers
(non-processing /
packing)

OTB Membership Director William Burgess, 4th generation farmer and CEO of Produce World, introduced this membership to include the roots of the UK organic sector.

Our marketing campaign '**Nature has the answer**' shared stories from our **farmers** members, and we know consumers need more. 2020 has brought huge changes to our world, and now more than ever society is seeking solutions that help restore nature, health, and climate.

We want to bring consumers closer to those passionate farmers who measure their success in terms of bees and trees, healthy soil, happy fulfilled lives, and pride in growing great food. Now is the time to share more stories about what it means to grow organic and why farmers are doing it; for themselves and for all of us, for Nature and for our planet.

**NATURE
HAS THE
ANSWER**



OTB NEWS

02

NEW LOWER MEMBERSHIP RATE

**New rate of £200+VAT/pa (was £400+VAT/pa)
For organisations with turnover up to £1M**

The OTB is opening the membership to smaller businesses, organisations and start-ups. We are building a more inclusive membership-organisation where smaller companies are encouraged to join and to play an important role, together with all other members, united in the same vision and mission.

03

WEBINARS, WORKSHOP AND ROUNDTABLED

Part of the new set of membership benefits coming in 2021

We are working together with our members to promote sustainable and innovative supply chains, to create demand for organic, engage with trade and support the organic policy. We are building a 2021 calendar of events, from members to members to discuss the above and bring the efforts of the organic industry together. Every member is encouraged to participate as well as to suggest subjects we should cover with our events.

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OTB NEWS

04

NEW CONSUMER WEBSITE & MEMBERSHIP BENEFITS

New set of membership benefits coming in 2021

Our new consumer website (live early 2021), will be the perfect platform to share all the stories, news and information about organic. Every member will be encouraged to contribute. The website will also bring a whole set of new membership benefits (please see 'membership benefits 2021' doc)

05

OTB & GOTS PARTNERSHIP

In Nov 2020 we signed a partnership with GOTS (Global Organic Textile Standard) which will focus on increasing awareness and sales of organic textile products certified to GOTS in the UK. In 2020, for the first time since 2009 we been able to include brands as well as non-food sectors such as textiles and health and beauty in our campaigns. This partnership reinforces the OTB commitment to open campaigns to more non-food and to build a lifestyle message around organic.

06

NEW STRATEGIC PLAN

To reflect the changes happening in the OTB we reviewed our strategic plan where members are (even) more at the center of our success.

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HAS THE
ANSWER**

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





**For further info please do not hesitate to contact our
Membership & Comms Manager Annie Seeley**

annie@organictradeboard.co.uk

www.organictradeboard.co.uk

