

# Better Organic Business Links

***Building better links throughout the organic business community to deliver profitability, sustainability and exemplary environmental performance.***



Cronfa Amaethyddol Ewrop ar gyfer Datblygu  
Gwledig: Ewrop yn Buddsoddi  
mewn Ardaloedd Gwledig  
The European Agricultural Fund for  
Rural Development: Europe Investing in  
Rural Areas



Llywodraeth Cynulliad Cymru  
Welsh Assembly Government



Canolfan Organig Cymru  
Organic Centre Wales

Organic Centre Wales (OCW) has succeeded in securing nearly £2M over three years for work to support the development of organic businesses in Wales.

There are five main elements to the work which will start over the next year. The project will have dedicated staff based at OCW, and use existing partners, consultancies and businesses to deliver major elements of the project.

## **1. SUPPORTING INNOVATION IN THE ORGANIC SECTOR:**

The project will support:

- carbon footprint analysis in organic supply chains
- quality improvement programmes
- developing fair and ethical trading models
- innovative distribution models



## **2. PROVIDING CONSUMER INFORMATION AND BUILDING AWARENESS OF ORGANIC FOOD AND FARMING**

- Promotion of organic PGI status for Welsh organic meat
  - Re-active and pro-active media relations management
  - Generic Organic Food promotions at food festivals
  - Support the UK bid to use EU funds for an education programme
  - Hold open organic farm events for consumers, ethnic minorities and socially excluded groups.
  - Reaching young people and families, particularly in urban areas
  - Pilot organic and local school meals
  - Increase awareness of organic land in Wales for visitors and tourists



### 3. DEVELOPING MARKETS FOR WELSH ORGANIC PRODUCE

- Production of generic material promoting Welsh organic businesses
- Trade Missions to support companies visiting overseas trade fairs
- Annual Trade Directory



### 4. SUPPLY CHAIN INFORMATION AND INTELLIGENCE

- Market reviews of meat, dairy, arable and horticulture sectors (2009 and 2012)
- Annual producer survey



- Annual processor survey
- Annual organic food and farming report
- Supplier development programme
- Training events for retailers and processors
- Studies to understand changing consumer demands
- Supporting businesses by signposting other support available.

### 5. ADDRESSING KEY STRUCTURAL PROBLEMS

- Lack of outlets for dairy calves
- Lack of cereals for livestock feed (particularly pigs and poultry)
- Lack of markets for light/store lambs
- Lack of Welsh horticultural production

Further proposals may be made to the Steering Group.



#### The Steering Group

The Steering group is made from organic businesses and experts within Wales. Its purpose is to ensure the project remains relevant and integrated with other activities in Wales, the UK and EU.

#### More information

See our website for more information:  
[www.organic.aber.ac.uk/markets/bobl.shtml](http://www.organic.aber.ac.uk/markets/bobl.shtml)



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Newsletter No 1, July 2009