

Better Organic Business Links
Organic Centre Wales, IBERS,
Aberystwyth University
SY23 3EB
Tel: 01970 622953

bobl-project@aber.ac.uk
[www.organiccentrewales.org.uk/
business-bobl](http://www.organiccentrewales.org.uk/business-bobl)

Diary Dates

Real Food Festival

7-10 May 2010
Earls Court 1, London
www.realfoodfestival.co.uk

Food in the city , IWA conference

24 May 2010
Cardiff
www.iwa.org.uk

Carbon Neutrality & PAS 2060, BSI

18-19 May 2010
London
www.shop.bsigroup.com

Cereals 2010

9-10 June 2010
Royston, Cams
www.cerealsevent.co.uk

Westminster Food & Nutrition Forum

Food security, innovation and research
17 June 2010
London
www.westminsterfor-umprojects.co.uk

Royal Welsh Show

19-22 July 2010
www.rwas.co.uk

Project Update



The aim of the Better Organic Business Links (BOBL) programme is to develop new, emerging and existing markets for organic produce whilst driving innovation and reducing environmental impact along the supply chain from producer to consumer.

The project is gathering pace with progress being made in key areas. Work on a consumer attitude survey has begun which adds to the importance of appointing a specialist PR company to help develop key messages

and a strategy to support media relations management on behalf of organic producers. These projects will support the Organic UK campaign to promote organic produce and help publicise the EU logo for organic food.



EU logo

A key area for BOBL is working with schools and procurement officers. The Soil Association has been commissioned to carry out a feasibility study on extending their very successful Food for Life project into Wales. The study will map out existing initiatives by the Welsh Assembly Government or other bodies and review potential locations in which

to establish the project. The objective is to establish and strengthen supply chains by providing a regular market for local suppliers as well as giving schools, and other public bodies, access to healthy food. Experience with existing Food for Life initiatives shows that a successful project will help deliver schools' own education objectives and provide a route for social or health campaigns to reach and help their target audiences.



Biofach



The BOBL project includes providing resources to help organic producers develop

markets in the UK and abroad. Field Officers can help guide organic businesses towards appropriate support from BOBL and training available through other projects and initiatives. One possibility is a significant presence at the annual international exhibition for organic producers at Biofach in February 2011.

Any businesses interested in attending meetings at which organic producers can learn more about exhibition programmes and find out more about the support available to attend Biofach should contact their local Field Officer or email [Dafydd Owen at odo@aber.ac.uk](mailto:odo@aber.ac.uk)



Can we help you with...?

- Foot-printing
- Ethical Trading
- Attending trade shows
- Training , and more

The BOBL project runs until July 2012 and its success depends on the active participation of people from all parts of the supply chain. To learn more please email: odo@aber.ac.uk

Project Team

Project Manager:

Dafydd Owen
odo@aber.ac.uk
 01970 622953

Field Officers:

North Wales
 Mari Jones
mzj@aber.ac.uk
 07791 442498

South Wales

Phil Jones
pjij@aber.ac.uk
 01970 622100

Mid Wales

Tony Little
jll@aber.ac.uk
 01970 621632

Forthcoming Activities

Business Survey

As part of its core funding the BOBL project is conducting a survey of the interests of individuals and businesses involved in the organic supply chain. Better knowledge of business interests will enable Field Officers to optimise the participation of those businesses in the projects which will deliver BOBL activities. Contact: **Mari Jones**.

Schools on farms

The BOBL project has commissioned a programme of visits to organic farms which includes holding a farmers market at participating schools. The target is for 4,700 people to participate in the visits over a two year period.

Structural issues

Other issues being progressed by BOBL include an event to discuss dairy calves and identify case studies demonstrating best practice. Contact: **Philip Jones**.

Autumn events to look at producing cereals for livestock feed in North and South Wales are being planned. The events would seek practical solutions and bring buyers and

sellors together. Contact: **Tony Little** or **Philip Jones**.

Are you interested in...?

Ethical trading – BOBL is looking for 10 businesses that want to develop fair/ethical trading models.

Carbon foot-printing – Sustainability is at the heart of organic systems. BOBL will work with businesses to help them assess and improve their use of resources.

Training – Knowledge of Standards and Certification is invaluable for people who want to embark on organic production, and for established businesses who want to keep abreast of changes.



Market Intelligence



One of the strands of the BOBL project is market intelligence. To assess the value of organic production in Wales, and identify its most important mar-

kets, reports on the key sectors have been commissioned. These will help inform the work of the project along with other Welsh Assembly Government initiatives. Summaries of reports on the dairy and red meat sectors have been prepared and reports on horticulture and arable, which includes pig and poultry production, have been commissioned.

Information on the value of tourism to organic producers is being reviewed, with a summary of the different 'flavours' of agri-eco-farm tourism having been prepared. The work includes highlighting case studies of successful farm tourism businesses and a survey is being conducted to provide more information on the importance of food to their clients.



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



Canolfan Organig Cymru
 Organic Centre Wales



Llywodraeth Cynulliad Cymru
 Welsh Assembly Government