

Better Organic Business Links

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Gwell Cysylltiadau Busnes Organig



Better Organic Business Links

VOLUME 1, ISSUE 5

THE WINTER FAIR 2010

2010 Diary Dates

Winter Fair, Builth

Wells,

29-30 November

BOBL Training

Engaging with your
customer.

2 December. Lucy
Watkins on 01970
8.31582

Horticulture Wales

Marketing your busi-
ness on-line.

13 December in
Llanarthne, 15 De-
cember in Conwy. Tel
Jane Morgan on
01978 293967

Elm Farm Conference

17 & 18 January

Soil Association Con- ference

9 & 10 February.

Food festivals:

Saundersfoot St

Nicholas Fayre

3-5 December

Mumbles Market

Christmas Festival

11 December

See [www.wales
thetrueatetaste.co.uk](http://www.wales
thetrueatetaste.co.uk) for
more events.

BOBL Update Winter 2010

The BOBL project has now been running for 12 months, and in addition to establishing the project much of the effort in Year one has been focussed on two key areas. One was assessing the position of the organic sector in Wales following a period of dramatic change and the other has been commissioning specialists to work on priority areas.

The assessment included market reviews of the main commodity sectors in Wales and a survey by Beaufort Research into the attitudes of consumers to organic produce from Wales. The lessons from the consumer attitude survey are

built into a communications programme and development of a generic marketing toolkit. See below to find out how this could help your business engage with customers.

The largest single project commissioned during 2010 is Sustainable Food Communities, which is a holistic approach to the development of local sourcing of food and supplying the public sector. (See page 2)

Work commissioned during the first year includes reports on the use of organic food in tourism enterprises. During 2011 this work will be disseminated through the pro-

duction of a guide and a series of workshops across Wales.

Support has also been provided to producers interested in developing Secure Alternative Markets based on the principles of community agriculture.

Producers who want to benefit from the work being done by BOBL should contact Dafydd Owen on odo@aber.ac.uk.

Ethical toolkit

The Food Ethics Council has been commissioned to adapt its publication *Ethics, A toolkit for food businesses* to organic businesses in Wales. The Council will hold three workshops across Wales in the New Year and follow this up by mentoring ten businesses.

The programme will help businesses build on the increasing interest of consumers in the source of the product they buy. The growth in sales of Fair Trade and locally sourced produce is clear evidence of the willingness of consumers to pay extra for non-food values.

Helping businesses understand ethical issues will enable them to secure their place in a growing market. The workshops and mentoring will not be based on imposing standards or certification, but will include an overview of the schemes which are available should businesses decide there is value in following this route. Contact: Dafydd Owen.

Engaging with your customer

The BOBL project has organised a media training course for people playing an active part in the organic supply chain, the course combines lessons on engaging with customers and practical sessions on media interviews. Participants will gain an insight into engaging with consumer clusters and take away an action plan tailored to their business.

The programme will underpin a toolkit of generic marketing materials designed to help develop the market for organic products from Wales. There are two objectives, the first is to explain the benefit of organic production systems and raise the commitment of

consumers to buying organic. The second is to develop positive messages in a consistent style that reinforce consumers positive perceptions of organic produce. The training will provide an opportunity to test the key messages being developed and identify the target audiences organic businesses need to engage with.

Each course will encompass a cross-section of the organic supply chain. To achieve this some selection is necessary, so please register an early interest with Lucy Watkins on luw1@aber.ac.uk to be sure of a place on a course convenient to yourself.

Sustainable Food Communities

Can we help you with...?

- Foot-printing
- Ethical Trading
- Attending trade shows
- Assessing public procurement markets
- Tourism
- Training, and more.

Project Team

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Supply Chain

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The BOBL project and Soil Association are set to launch an exciting initiative based on the successful Food for Life programme and associated Catering Mark. The project will be known as *Sustainable Food Communities* (SFC) and will introduce a holistic approach to sustainable food sourcing in four areas in Wales.

The areas have been selected because they encompass a range of com-

munities and circumstances, this will ensure the lessons learnt are relevant to all of Wales. The project includes support for local food initiatives run by community groups and applications will be invited after the programme kicks off in January 2011.

SFCs will build on other BOBL programmes including training and Open Farm Events, which enable primary school pupils to visit farms and see where food comes from. An

integral part of *Sustainable Food Communities* will be the introduction of the Soil Association's Catering Mark to Wales. The entry level Bronze Standard Catering Mark provides chefs and cooks with certification that helps them to demonstrate to others they are following good procedures.

Institutions that source set proportions of local and organic produce will be able to achieve the Silver and Gold standards of the Catering Mark. Contact: Lucy Watkins.

BOBL Training courses

In addition to media training the BOBL project is developing a prospectus of courses on topics relevant to the organic supply chain. This includes a course for producers on the benefits of a Permaculture approach to growing food. There is also training for local shop keepers on how to display produce to its best advantage.

Training needs are being identified as the results and feedback from the Business Dialogue are collated. The dialogue is giving every organic business in Wales the opportunity to find out more about what BOBL can do for them and to shape the support it provides.

Contact: Dafydd Owen.

Carbon footprinting

Farmers who want to calculate their own carbon footprint now have a guide to help them select the one that's most appropriate for their holding.

The *Farmers Guide To Carbon Footprint Calculators* is an easily digestible four

page summary which explains how the calculators work, what they are used for and how they differ from one another. The options are listed in an easy to use matrix.

Contact: Tony Little.

Farms & Schools

Primary school children across Wales are able to see where their food comes from thanks to the BOBL project.

The Open Farm Events programme is working with clusters of schools across Wales to teach children about food and farming. To support this work schools are holding mini farmers' markets on their premises.

The mini-markets give parents the chance to try and buy fresh food as part of their normal routine and help schools to raise money. Successful mini-markets can be held regularly and should continue to benefit schools and producers after the initial support has ended.

Contact: Lucy Watkins



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