Better Organic Business Links, Organic Centre Wales,
IBERS, Aberystwyth University SY23 3EB Tel: 01970 622248
bobl-project@aber.ac.uk www.organiccentrewales.org.uk

Gwell Cysylltiadau Busnes Organig

BOBL

Better Organic Business Links

An Organic Centre Wales project

Introduction to Better Organic Business Links

Organic Centre Wales has secured almost £2 million for the Better Organic Business Links (BOBL) project funded from the Supply Chain Efficiencies Scheme as part of the Welsh Government Rural Development Plan.

The BOBL project provides **opportunities**, **information** and **training** for businesses in the Welsh organic sector to help them deliver better profitability, sustainability and exemplary environmental performance. The BOBL project works in partnership with key industry specialists and runs over three years from 2009 to 2012.

BOBL is working with:

Farmers
Processors
Retailers
Agri-tourism Operators
Wholesalers

...in five key areas:

Addressing sector weaknesses
Innovation
Promotion & education
Developing markets
Market intelligence

BOBL in action:

To help organic businesses thrive in a changing world, BOBL has projects looking at resources, the marketplace, processes and the wider role of businesses in the community.

Addressing sector weaknesses

- Outlets for dairy calves
- Cereals for livestock feeds
- Markets for light/store lambs
- Horticulture production
- Quality standards training for processors

Innovation

- Sustainability footprinting
- Ethics in business
- Local food projects

Promotion & education

- Public open farm events
- Local and organic school meal initiatives
- Signs on organic land
- National press office
- Organic food promotion at events
- Provision of generic promotional material
- Support for the UK *Why I love organic* advertising campaign

Developing markets

- Hospitality & tourism
- Food service & catering
- Public procurement

Market intelligence

- Market reviews
- Annual producer survey
- Annual processor survey
- Consumer attitudes surveys

Who benefits?

BOBL provides...

- Pilot projects in key areas for Welsh **organic farmers**.
- Practical tools to help Welsh **organic businesses** do better business.
- Food education opportunities for Welsh **school children** through school meal initiatives and farm visits.
- More information about organic food and farming for Welsh **consumers**.
- Innovative schemes to secure organic food supplies for **local communities**.

Who delivers?

A Steering Group made up of organic businesses and advisors provides a guiding hand for BOBL. To deliver BOBL's goals, expertise comes from Farming Connect, ADAS, IBERS, Weir Total Supply Chain Sustainability, Food Ethics Council, Horticulture Wales, Beaufort Research, MGB PR, the Soil Association, the Organic Research Centre and the Organic UK campaign.

IBERS
Sefydliad y Gwyddorau Biolegol, Amgylcheddol a Gwledig
Institute of Biological, Environmental and Rural Sciences

FARMING connect
cyswllt FFERMIO

ADAS CYMRU WALES

Soil Association
healthy soil, healthy people, healthy planet

GARDDWRIAETH CYMRU
HORTICULTURE WALES
DEVELOPING SUPPLY CHAINS • DATBLYGU CADWYNAU CYFLENWI

weir
total supply chain sustainability

ORGANIC RESEARCH CENTRE
ELM FARM

beaufortresearch

mgbPR

FOOD ETHICS COUNCIL

Find out more

Visit us online at:
www.organiccentrewales.org.uk/business-bobl.php
Or call the BOBL Project c/o Organic Centre Wales:
Tel: 01970 622248

ORGANIG
Canolfan Organig Cymru
Organic Centre Wales

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 Cymru
Welsh Government

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Un o brosiectau Canolfan Organig Cymru

Gwell Cysylltiadau Busnes Organig

Mae Canolfan Organig Cymru wedi sicrhau bron £2m ar gyfer y prosiect Gwell Cysylltiadau Busnes Organig (BOBL) gan gynllun Effeithlonrwydd y Gadwyn Gyflenwi fel rhan o Gynllun Datblygu Gwledig Llywodraeth Cymru.

Mae'n cynnig **cyfleoedd**, **gwybodaeth** a **hyfforddiant** i fusnesau yn sector organig Cymru, i'w helpu i gyflenwi gwell proffidioldeb, cynaliadwyedd a pherfformiad amgylcheddol rhagorol. Mae'r prosiect BOBL yn gweithio mewn partneriaeth ag arbenigwyr allweddol yn y diwydiant ac mae'n rhedeg dros dair blynedd tan 2012.

Mae BOBL yn cydweithio â:

Ffermwyr
Proseswyr
Manwerthwyr
Gweithredwyr Amaeth-Dwristiaeth
Cyfanwerthwyr

Mae BOBL yn gweithio mewn pum maes allweddol:

Mynd i'r Afael â Gwendidau'r Sector
Arloesi
Hyrwyddo Ac Addysg
Datblygu Marchnadoedd
Gwybodaeth am y farchnad

BOBL ar waith:

I helpu busnesau organig i ffynnu mewn byd sy'n newid, mae'r prosiect BOBL yn chwilio am adnoddau, y farchnadfa, prosesau a rôl ehangach busnesau yn y gymuned.

Mynd i'r afael â gwendidau'r sector

- Mannau gwerthu i loi godro
- Grawn ar gyfer bwydydd da byw
- Marchnadoedd ar gyfer ŵyn ysgafn/stôr
- Cynhyrchu garddwriaethol
- Hyfforddiant safonau ansawdd ar gyfer proseswyr

Arloesi

- Cyfrifo ôl troed cynaliadwyedd
- Moeseg mewn busnes
- Prosiectau bwyd lleol

Hyrwyddo ac addysg

- Digwyddiadau fferm agored cyhoeddus
- Mentrau prydau ysgol lleol ac organig
- Arwyddion ar dir organig
- Swyddfa'r wasg genedlaethol
- Hyrwyddo bwyd organig mewn digwyddiadau
- Darparu deunydd hyrwyddo generig
- Cefnogaeth i ymgyrch hysbysebu yn y DU *pam dw i'n dwlu ar organig*

Marchnadoedd sy'n datblygu

- Lletygarwch a thwristiaeth
- Gwasanaeth bwyd ac arlwyo
- Caffael cyhoeddus

Gwybodaeth am y farchnad

- Adolygiadau o'r farchnad
- Arolwg blynyddol o gynhyrchwyr
- Arolwg blynyddol o broseswyr
- Arolygon agweddau defnyddwyr

Pwy sy'n elwa

Mae BOBL yn darparu...

- Arloesedd ac astudiaethau peilotarloesi, ymchwil a threialon mewn meysydd allweddol ar gyfer **ffermwyr organig** Cymru.
- Offer ymarferol i helpu **busnesau organig** Cymru i gynnal gwell busnes.
- Cyfleoedd addysg fwyd ar gyfer **plant ysgolion** Cymru drwy fentrau prydau ysgol ac ymweliadau â ffermydd.
- Rhagor o wybodaeth am fwyd a ffermio organig ar gyfer **defnyddwyr** Cymru.
- Cynlluniau arloesol i sicrhau cyflenwadau bwyd organig ar gyfer **cymunedau lleol.**

Pwy sy'n cyflenwi?

Mae Grŵp Llywio sy'n cynnwys busnesau a chynghorwyr organig yn cynnig canllaw i BOBL. I gyflawni nodau BOBL, mae arbenigedd yn dod o Cyswllt Ffermio, ADAS, IBERS, Weir Total Supply Chain Sustainability, Cyngor Moeseg Bwyd, Garddwriaeth Cymru, Beaufort Research, MGB PR, Cymdeithas y Pridd, y Ganolfan Ymchwil Organig ac Ymgyrch Organic UK.

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FOOD ETHICS COUNCIL

I gael gwybod mwy

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