Better Organic Business Links
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Gwell Cysylltiadau Busnes Organig

BOBL

Better Organic Business Links

An Organic Centre Wales Project

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

DIRECT SALES FOOD CONFERENCE

Diary Dates

Welsh Organic Producer Conference 'Production or Preservation'
21 October 2010
Royal Welsh Show-ground

Conwy Feast
23-24 October
Conwy

National Direct Food Sales Conference
11 November 2010
Hotel Plas Hyfryd
Narberth, Pembs

Workshop for Organic Horticulture Businesses
3 December 2010
CAT, Machynlleth

Organic Producers Conference
17-18 January 2011
Cirecncester, Glos

Food and The Big Society
9-10 February 2011
Town Hall,
Manchester

Marketing Organics in a Changing World

BOBL will publish a review of consumers' attitudes to organic produce at the Welsh Organic Producers' Conference, 21st October at the RWAS, Builth Wells. The review was carried out by Beaufort Research to monitor the current attitudes of consumers to organic produce from Wales. The work will help identify key messages for the BOBL communications campaign, as well as provide useful marketing information for Welsh organic businesses. The review provides an insight into the market for organic products and what has driven its growth over the last ten years. It also identifies reasons behind consumers' current purchasing decisions. The survey looks at the demographics of consumers and their attitudes to related issues, such as animal welfare, the environment and the provenance of food. The review will be soon be available on the OCW website: **www.organiccentrewales.org.uk**

Communications Campaign

StrataMatrix were appointed in July to lead the BOBL Communications work and we're now finalising the direction of the campaign. The campaign will take into account key points identified in the Beaufort Research Consumer Attitudes survey as well as provide Welsh input to the Organic UK campaign. The BOBL Communications campaign strategy will form part of the 'Getting the Message Across' seminar at the Welsh Organic Producer Conference on 21 October.

Sustainable Food Communities

The Soil Association (SA) has been appointed to develop BOBL's Sustainable Food Communities (SFC) in Wales. The project is modelled on the successful Food for Life Partnership programme in England. BOBL will also support the introduction of the SA Catering Mark into Wales through the SFC programme. The Catering Mark provides a pathway for greater use of local and organic produce in the catering sector.

Open Organic Farms

The Open Organic Farms programme has started and four school visits have been held in Pembrokeshire. The Open Organic Farms programme will introduce people to organic food and farming through farm walks, on farm events, and farmers' markets held at schools. The programme is an important contributor to the Sustainable Food Communities work.

Ethical Toolkit

BOBL have been working with The Food Ethics Council to develop an Ethical Toolkit for organic businesses. The toolkit will help organic businesses demonstrate that they're playing their part in promoting a fair and healthy society in addition to the contribution organic farming makes to the environment.

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The European Agricultural Fund for Rural Development: Europe Investing in Rural Areas

Canolfan Organig Cymru
Organic Centre Wales

Llywodraeth Cynulliad Cymru
Welsh Assembly Government

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

The project has dedicated staff based at OCW, and uses existing partners, consultancies and businesses to deliver major elements of the project:

1. SUPPORTING INNOVATION IN THE ORGANIC SECTOR:

- Sustainability analysis for organic supply chains
- Quality improvement programmes
- Developing fair and ethical trading models
- Innovative distribution models

2. PROVIDING CONSUMER INFORMATION AND BUILDING AWARENESS OF ORGANICS

- Promotion of organic PGI status for Welsh organic meat
- Re-active and pro-active media relations management
- Generic Organic Food promotions at food festivals
- Welsh input into the Organic UK campaign
- Open organic farm events
- 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: Supporting companies visiting overseas trade fairs
- Annual Trade Directory
- Develop public procurement projects working with schools and hospitals
- Develop markets into food service and catering
- Develop new markets and support existing tourism businesses

4. SUPPLY CHAIN INFORMATION AND INTELLIGENCE

- Market reviews of Meat, Dairy, arable and horticulture sectors (2009 and 2012)
- Annual producer and business surveys
- Annual organic food and farming report
- Supplier development programme
- Training events for retailers and processors
- Baseline and final studies on Understanding Changing Consumer demands
- Supporting businesses by signposting other existing 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
- Lack of organic pullets

Can we help you with...?

- Foot-printing
- Ethical Trading
- Attending trade shows
- Accessing public procure-ment markets
- Tourism
- Training and more

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Un o brosiectau Canolfan Organig Cymru

Meithrin gwell cysylltiadau trwy'r gymuned busnes organig i gyflenwi proffidioldeb, cynaliadwyedd a pherfformiad amgylcheddol penigamp.

GWERTHIANT BWYD UNIONGYRCHOL

Dyddiadur

Cynhadledd Cynhyrchwyr Organig Cymru 'Cynhyrchu neu Gadw'
21 Hydref 2010
Maes y Sioe Fawr

Gwledd Conwy
23-24 Hydref
Conwy

Cynhadledd Genedlaethol Gwerthiant Bwyd Uniongyrchol
11 Tachwedd 2010
Gwesty Plas Hyfryd
Arberth, Sir Benfro

Gweithdy i Fusnesau Garddwriaethol Organig
3 Rhagfyr 2010
CyDA, Machynlleth

Cynhadledd Cynhyrchwyr Organig
17-18 Ionawr 2011
Cirencester, Swydd Gaerloyw

Bwyd a'r Gymdeithas Fawr
9-10 Chwef. 2011
Neuadd y Dref,
Manceinion

Marchnata'r Byd Organig mewn Byd sy'n Newid

Bydd BOBL yn cyhoeddi arolwg o agweddau defnyddwyr tuag at gynnyrch organig yng Nghynhadledd Cynhyrchwyr Organig Cymru 21 Hydref ar Faes y Sioe, Llanelwedd. Cynhaliwyd yr arolwg gan *Beaufort Research* i fonitro agweddau presennol defnyddwyr tuag at gynnyrch organig o Gymru. Bydd y gwaith yn helpu i adnabod negesau allweddol ar gyfer ymgyrch gyfathrebu BOBL yn ogystal â darparu gwybodaeth farchnata ddefnyddiol i fusnesau organig Cymru. Mae'r arolwg yn cynnig cipolwg ar y farchnad i gynhyrchion organig a beth sydd wedi sbarduno'i thwf dros y deng mlynedd diwethaf. Mae hefyd yn adnabod rhesymau y tu ôl i benderfyniadau prynu defnyddwyr ar hyn o bryd. Mae'r arolwg yn edrych ar ddemograffeg defnyddwyr a'u hagweddau tuag at faterion cysylltiedig, megis lles anifeiliaid, yr amgylchedd a tharddiad bwyd. Bydd yr adolygiad ar gael cyn bo hir ar wefan y Ganolfan:
www.organiccentrewales.org.uk

Ymgyrch Gyfathrebu

Penodwyd StrataMatrix ym mis Gorffennaf i arwain gwaith Cyfathrebu BOBL ac erbyn hyn rydym yn gorffen pennu cyfeiriad yr ymgyrch. Bydd yr ymgyrch yn ystyried pwyntiau allweddol a nodwyd yn arolwg Agweddau Defnyddwyr *Beaufort Research* yn ogystal â darparu mewnbwn o Gymru i ymgyrch *Organic UK*. Bydd strategaeth Ymgyrch Gyfathrebu BOBL yn ffurfio rhan o seminar 'Cyfleu'r Neges' yng Nghynhadledd Cynhyrchwyr Organig Cymru 21

Cymunedau Bwyd Cynaliadwy

Mae'r *Soil Association* (SA) wedi'i phenodi i ddatblygu Cymunedau Bwyd Cynaliadwy BOBL (CBC) yng Nghymru. Mae'r prosiect yn seiliedig ar raglen lwyddiannus y bartneriaeth Food for Life yn Lloegr. Bydd BOBL hefyd yn cefnogi cyflwyno Nod Arlwyo SA i Gymru trwy'r rhaglen CBC. Mae'r Nod Arlwyo'n cynnig llwybr at ddefnyddio mwy o gynnyrch organig a lleol yn y sector arlwyo.

Ffermydd Organig Agored

Mae'r rhaglen Ffermydd Organig Agored wedi dechrau ac mae pedwar ymweliad ysgol wedi'u cynnal yn Sir Benfro. Bydd y rhaglen Ffermydd Organig Agored yn cyflwyno pobl i fwyd a ffermio organig trwy deithiau cerdded ar ffermydd, digwyddiadau ar y fferm a marchnadoedd ffermwyr a gynhelir mewn ysgolion. Mae'r rhaglen yn gyfrannwr pwysig i waith Cymunedau Bwyd Cynaliadwy.

Pecyn Cymorth Moesegol

Mae BOBL wedi bod yn cydweithio â'r Cyngor Bwyd Moesegol i ddatblygu Pecyn Cymorth Moesegol i fusnesau organig. Bydd y pecyn yn helpu busnesau organig i ddangos eu bod yn chwarae eu rhan wrth hyrwyddo cymdeithas sy'n deg ac yn iach, yn ogystal â'r cyfraniad y mae ffermio organig yn ei wneud i'r

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Mae Canolfan Organig Cymru wedi llwyddo i sicrhau bron £2M dros dair blynedd ar gyfer gwaith i gefnogi busnesau organig yng Nghymru.

Mae gan y prosiect staff pwrpasol yn y Ganolfan ac mae'n defnyddio ei phartneriaid presennol, asiantaethau ymgynghori a busnesau i gyflenwi elfennau pwysig o'r prosiect:

1. CEFNOGI ARLOESI YN Y SECTOR ORGANIG:

- Dadansoddi cynaliadwyedd ar gyfer cadwyni cyflenwi organig
- Rhaglenni gwella ansawdd
- Datblygu modelau masnachu teg a moesegol
- Modelau dosbarthu arloesol

2. DARPARU GWYBODAETH I DDEFNYDDWYR A MEITHRIN YMWYBYDDIAETH O'R BYD ORGANIG

- Hyrwyddo statws PGI organig i gig organig Cymru
- Rheoli cyswllt â'r cyfryngau'n adweithiol ac yn rhagweithiol
- Hyrwyddo Bwyd Organig Generig mewn gwyliau bwyd
- Mewnbwn Cymru i ymgyrch *Organic UK*
- Digwyddiadau agored ar ffermydd organig
- Cyrraedd pobl ifainc a theuluoedd, yn arbennig mewn ardaloedd trefol
- Peilotio prydau o fwyd ysgol sy'n organig ac yn lleol
- Cynyddu ymwybyddiaeth o dir organig yng Nghymru ymhlith ymwelwyr a thwristiaid

3. DATBLYGU MARCHNADOEDD AR GYFER CYNNYRCH ORGANIG CYMRU

- Cynhyrchu deunyddiau generig sy'n hyrwyddo busnesau organig yng Nghymru
- Cenadaethau Masnach: cefnogi cwmnïau sy'n ymweld â ffeiriau masnach tramor
- Cyfeiriadur Masnach Blynyddol
- Datblygu prosiectau caffael cyhoeddus gan weithio ag ysgolion ac ysbytai
- Datblygu marchnadoedd ym maes gwasanaeth bwyd ac arlwyo
- Datblygu marchnadoedd newydd a chefnogi busnesau twristiaeth sydd eisoes yn bodoli

4.GWYBODAETH AM Y GADWYN GYFLENWI

- Adolygiadau marchnad o'r sectorau cig, godro, âr a garddwriaethol (2009 a 2012)
- Arolygon blynyddol o gynhyrchwyr a busnesau
- Adroddiad blynyddol ar fwyd a ffermio organig
- Rhaglen datblygu cyflenwyr
- Digwyddiadau hyfforddi ar gyfer manwerthwyr a phroseswyr
- Astudiaethau sylfaenol a therfynol ar Ddeall Galw Newidiol Defnyddwyr
- Cefnogi busnesau drwy ddangos y cymorth arall sydd eisoes ar gael.

5. MYND I'R AFAEL Ã PHROBLEMAU STRWYTHUROL ALLWEDDOL

- Diffyg mannau gwerthu i loi godro
- Diffyg grawn i borthiant da byw (yn arbennig moch a dofednod)
- Diffyg marchnadoedd i ŵyn ysgafn/stôr
- Diffyg cynnyrch garddwriaethol yng Nghymru
- Diffyg cywennod organig

A allwn eich helpu gyda...?

- Cyfrifo ôl troed
- Masnachu moesegol
- Mynychu sioeau masnach
- Cyrchu marchnadau caffael cyhoeddus
- Twristiaeth
- Hyfforddiant a mwy

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