Who we are

- The UK’s leading independent organic research organisation
- Founded 40 years ago
- ‘Together we’ll deliver the transition to naturally healthy and resilient farming systems’
Our Business and Markets Programme

- How do we create a fairer food supply chain?
- What are the market opportunities for the organic sector?
- Providing information to improve organic business decision making
Marketing of Organics Project

- Providing a deeper understanding of consumer perceptions of and associations with organic and sustainable food brands.
- Identifying major barriers to buying organic and sustainable food from a consumer perspective.
- Sharing knowledge that can unlock change in organic and sustainable value chains.
- Highlighting points of agreement between key food system stakeholder groups.
- Providing practical solutions to greater consumer engagement with organic produce.
- Learning lessons from organic sectors abroad.
The 5 workstreams

1. Consumer understanding of the organic brand - review of existing literature and evidence, alongside a consumer survey.

2. Other needed changes in the supply chain from farm to fork for growth of the organic market - food retail industry expert interviews, stakeholder workshops.

3. Threats and opportunities for the organic brand - series of in-depth interviews beginning with Q-methodology. Participants to include both policy makers and industry experts.

4. Levers for consumer behavioural change - case study approach.

5. Learning lessons from overseas - unstructured interviews and participant observation in select overseas nations in collaboration with ORC Nuffield Scholarship.
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A True Collaboration

- UK Organic (Organic Trade Board)
- Better Food Traders
- Sustain
- Soil Association
- Ooooby
- Yeo Valley