

The Organic Research Centre

Lucy MacLennan, Chief Executive

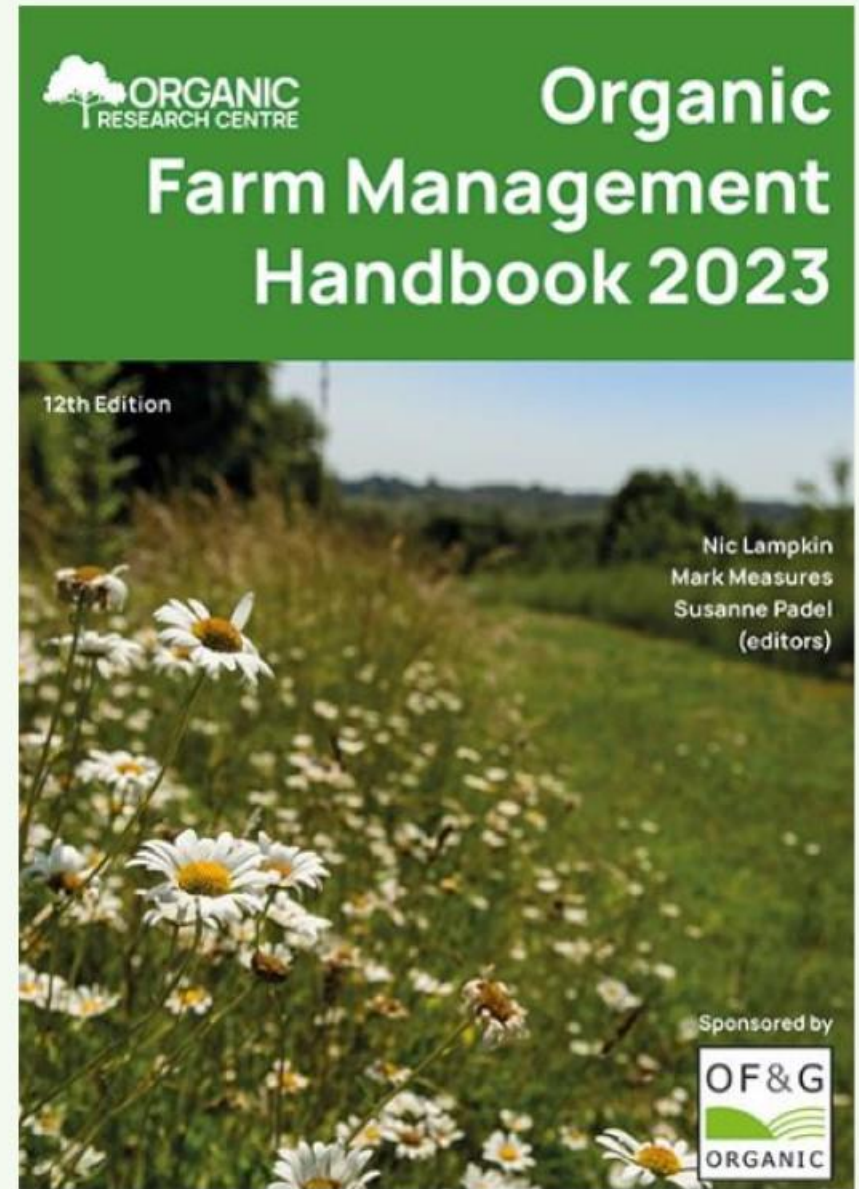
Who we are

- 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

