



The Road to 2020



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Towards healthy, humane
and sustainable food,
farming and land use



Soil Association
healthy soil, healthy people, healthy planet



SOIL ASSOCIATION CERTIFICATION

- Soil Association Certification is the UK's largest organic certification body, responsible for certifying over 70% of all organic products sold in the country. We certify organic food and farming, organic textiles and organic beauty products. Since 1973 our team has built up extensive practical experience and provide unrivalled support before, during and after certification.



THE SOIL ASSOCIATION LOGO

- The Soil Association organic logo on pack is the most recognised in the UK – a guarantee that products meet the highest standards of sustainability and quality. The Soil Association is committed to helping get the UK organic market back to growth and working with businesses across the sector to achieve success.





Our remit:

Lobbying government and the retailers on behalf of organic consumers and businesses to invest in organic production and products

Supporting market development by bringing together all the links in the supply chain and leading initiatives such as the Food for Life Catering Mark

Organising Organic September and other marketing events to provide opportunities for organic businesses and retailers to work together in promoting organic products

Staging the annual Organic Food Awards and supporting the organic categories in the Natural and Organic Products Awards to highlight outstanding products and recognise enterprise

Staging 'meet the buyer' events with retailers to enable producers and their products to reach a wider market

Organising regular trade briefings to share the latest news and market data with leading companies in the organic market, supporting well informed and effective marketing of organic products

Providing a series of learning and networking events for organic farmers, growers and newcomers to the industry, facilitating the sharing of best practice

Publishing *Living Earth* and *Organic Farming*, leading magazines for organic consumers and producers respectively

Providing dedicated business development support across all sectors to help market development, including specialist advice on export opportunities.



Facing the future

We want to bring food systems, farming and land use closer to organic principles of care, ecology health and fairness

Good food for all

We want everyone to be able to access food that is good for them and good for the planet

Enabling change

We want to support and promote best practice among the pioneering businesses we work with

Building our organisation

We need a solid foundation of motivated staff, a strong network of supporters and a secure business model

The Road to 2020



The financial, practical and regulatory costs of operating organically are clearly outweighed by the benefits

The benefits of organic systems are well-evidenced and widely endorsed

Increase uptake of organic systems

More UK farmland is certified organic, and the trend is upward

Share organic practices

Key organic practices become the norm in British farming and supply chains, and the industry looks to the SA for innovative best practice

Improve organic systems

Organic systems are sustainable whatever the future holds, and farming organically means always finding ways of doing better

There is wide uptake of practices with the greatest potential impact in line with organic principles

The SA and the organic movement are the go-to source of solutions for sustainable agriculture

Research and innovation policy supports key improvements in the sustainability of organic systems

SA standards promote sustainable outcomes in line with organic principles

Organic producers & processors engage in training, benchmarking and other activities to continually improve performance



Facing the Future

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UK organic sector desires SA logo due to increased public demand

Industry recognises SA for growth in organic food market

Industry recognises SA for demand in new markets

Build markets

Market for organic food
And other certified
Products will be
growing and
vibrant

Organic sector values using SA Cert resources to find new markets

Develop Food Service sector into a significant market for organic food

Organic & sustainable certification

Build and maintain UK's largest customer base of food, farming and land use pioneers

Grow sense of added value to licensees to make charging model competitive

Develop profitable income streams from growing international market

Optimise operational efficiency and minimise customer bureaucracy

Supply chain (Finding new markets)

Increased number of viable SA licensed businesses

Rapidly extend new schemes

Promote innovations and new schemes to the widest possible audience

Diversify income streams to ensure a sustainable business model

Catering Mark adopted as best practice across cost sector catering



Enabling change

Ensure SA Certification is fully and appropriately certified

Retain and gain all required national and international accreditations to offer all schemes

Grow sense of added value to licensees to make charging model competitive

Build reputation as 'business partner' not just certification provider

Optimise operational efficiency and minimise customer bureaucracy

Develop profitable income streams from growing international market

Use SA's reputation to develop profitable income streams from growing international market