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Organic Products Market Report

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Special Certification - Organic/Kosher/Halal
Fresh Fruit
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Snack Foods
Retail Foods

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Report Highlights:

Exports of U.S. fresh organic produce to the United Kingdom (UK) increased in 2012, and vegetables particularly may be required again in 2013. Simpler import procedures, due to the implementation of the U.S. - EU organic agreement, may have contributed, but the main driver was the poor UK harvest, and for some products, a reduced European Union (EU)-wide availability. UK specialty organic or up-scale independent stores seek new and innovative processed products to differentiate their product range from major supermarket chains. This sector has the most loyal following of organic consumers, but U.S. products must be prepared to address the traceability requirements, labeling law and import duty hurdles that come with packaged grocery imports. Shelf-stable baby food and vegetable/seed oils are growing sectors. With a decline in UK organic farming, there are fewer organic raw ingredients produced domestically. This is another area that may represent opportunities for U.S. product.

General Information:

Disclaimer: This report presents analysis and views of the authors and does not reflect the official views of the U.S. Department of Agriculture (USDA).

Definition: As a Member State of the European Union (EU), the UK conforms to the definition of the word 'organic' as laid down in EU law. European Council regulation 834/2007, based on Commission regulation 889/2008 was adopted on January 1, 2009. This regulation set detailed rules on organic production, control and labeling, EU-wide. The first EU regulation on organic aquaculture (710/2009) went into effect on July 1, 2010. Further information on how the UK regulates organic can be found at: http://www.defra.gov.uk/food-farm/crops/organic/

Coverage: This report covers food and feed products. Products for personal care are not currently covered by EU legislation. The UK can be considered as both a competitor and a market for U.S. organic products. Food and drink manufacturing is the UK's largest manufacturing sector, and as a sophisticated and highly regulated industry, it has considerable food safety credentials to trade on the world stage. This report aims to help U.S. companies in understanding the variables at play in the UK organic sector to assist in market viability studies and market entry.

Sources of Information:
Euromonitor: *Organic Packaged Foods Report Sept. 2011*
Soil Association: *Organic Market Report 2012*
Department for Environment, Food & Rural Affairs website: www.defra.gov.uk
Food Standards Agency website: www.food.gov.uk
European Commission, Agriculture and Rural Development: *U.S.-EU Organic Equivalence Arrangement Frequently Asked Questions and Answers.*
Organic Trade Association (U.S.A.): *International Trade Policies: European Union, Cotton and the Environment*
USDA Foreign Agriculture Service website: www.fas.usda.gov and GAIN Report: *The EU-U.S. Organic Equivalence Cooperation by FAS The Hague, February 15, 2012*
USDA National Organic Program
The Grocer; Fresh Produce Journal (Trade Magazines)

PRODUCTION

Investment in organic farming in the UK has declined. This is mainly due to a reduction in shelf-space given to organic products by major supermarket chains, but also attributable to the difficult climatic conditions for UK production. Total organic farmland decreased by 2.8 percent in 2011 (Euromonitor), and the UK market experienced a four-percent loss in organic producers. In total, there are 718,345 hectares of organic land in the UK. Northern Ireland and England experienced increases in total area of organic farmland, while Wales and Scotland saw declines in total organic farmland (Soil Association). Organic farming is concentrated in the south west of England, where livestock production is also prevalent.

Organic farming is supported in England through the Organic Entry Level strand of Environmental Stewardship, managed by Natural England. Aid for converting conventionally farmed improved land and established top-fruit orchards to organic farming is provided at rates of £175 ($280) per hectare per year for the first two years of the agreement. There is also a fixed payment – of £60 ($100) per hectare, per year – for all organic land entered into the scheme.

Separate schemes are available for farmers in Wales, Scotland and Northern Ireland. The UK government has provided minimal marketing and incentive to increase the sector, preferring instead to let the market dictate the course of organic adoption. The amount of land being converted to organic cultivation across the UK has dropped by two-thirds since 2007, according to Department for Environment, Food and Rural Affairs.

UK organic production
Supermarket sales and agricultural output
2010 to 2011

		Sales*	Output**
Cereals			-2.4%
	Bread	-13.6%	
Horticulture		-5.1%	-5.5%
Beef		-0.5%	8.2%
Lamb		16.1%	0.6%
Pork		-34.9%	1.4%
Poultry		5.8%	
	Chicken	2.6%	-19.3%
	Turkey	56.0%	5.5%
Eggs		-18.8%	-9.7%
Milk		-9.9%	-15.0%
Fresh fish		-24.6%	-20.0%

*Source Kantar Worldpanel - as reported in Soil Association Market Report 2012
** Figures for arable and horticulture represent the land area under organic production at the start of 2011, compared to a year previously. Figures for all the other categories represent volume of production. Sources: Defra (arable, horticulture, eggs); Soil Association Abattoir Survey (meat categories); Organic Milk Suppliers' Cooperative (milk); Aquascot (aquaculture).

The longer-term outlook for UK organic production is mixed. Input costs, such as fertilizers and pesticides, are an increasing burden for conventional farmers, and some commentators say that the organic approach can provide increased food supply with greater environmental and animal welfare benefits. However, others suggest that more high-tech farming is the way forward and unpredictable weather events may make farmers more dependent on farm chemicals to protect quality and yields.

Today, as long as uncertainty remains in the economy and major supermarkets have a cost/value emphasis, increased investment in UK organic production looks limited.

MARKET SIZE

The Soil Association Market Report 2012 estimated that UK sales of organic products were £1.67 billion (USD 2.6 billion) in 2011, down 3.7 percent from the previous year. The drop in organic sales can be partially attributed to a reduction in organic farmland, and the number of producers and processors. In turn, this is due to the economic downturn and the perception (often reality) that organic is more expensive. In response, major retailers have cut shelf space resulting in fewer choices of organic products. This has reduced availability and new product development of organic lines in the most affordable supermarkets. In addition, there has been widespread news coverage of research reviews in both the UK and U.S. that indicate no clear nutritional benefit to eating organic food. That said, 83 percent of the population in the UK bought some form of organic product in 2011 (Soil Association).

Although small, there are indications of a core consumer base for organic food. According to the Soil Association, seven percent of the UK population is made up of loyal organic buyers. These consumers are extremely valuable to the organic market, because of their dedication and willingness to buy organic products. This group is typically interested in buying local food that is produced in an environmentally friendly way, with consideration for animal welfare, and in an ethical manner generally. They like to buy organics fresh and locally; and many purchase from specialty organic stores and local farmers markets. These consumers have a preference for natural/unprocessed food, with many of their organic purchases being of fruit, vegetables, grains, fish, and meat, rather than of packaged food. This seven percent of consumers accounted for 52 percent of organic sales value in 2011.

Despite over 70 percent of organic sales being achieved through supermarket chains, specialty stores for organic products should be considered when exploring the potential of the UK as an export market, as this is where most loyal organic customers regularly purchase. In many cases, U.S. exporters will find it advantageous to partner with a UK importer that distributes to organic specialists. Establishing trade with these specialty stores is important, because purchases of organics there will be more immune to the condition of the economy. Also, these stores are keen to list new products and differentiate their offerings from regular supermarkets. Successful sales in these smaller stores can pave the way for supermarket listings, if this suits the product characteristics and market demand.

CONSUMPTION

Of all organic products, organic baby food and milk formula had the greatest sales growth in the past few years in the UK. In 2011, organic milk formula increased in sales volume by nine percent; dried baby food increased by eight percent, and prepared baby food by seven percent (Euromonitor). These statistics demonstrate the willingness of the UK population to buy what they perceive to be the best available product for their babies and the initiative of the manufacturers to equate their brand with a more natural image. The majority of ready-prepared baby food is now organic in the UK, but there is still room for growth; and could be a good opportunity for shelf-stable, meat-free U.S. products.

Vegetable and seed oil sales saw growth over the past few years and are projected to continue to increase in the future. Organic poultry and lamb had substantial growth last year in the UK The Soil Association stated that the increase in turkey sales was due to families spending more money on special occasions and entertaining. However, locally produced livestock is preferred by UK outlets, and EU technical requirements on poultry production currently make it challenging for the United States to ship poultry to this market.

Organic textiles and health and beauty products exhibited significant growth in 2011, (up by 8.7 percent in 2011) from 2010. These two sectors of the organic market demonstrate potential for U.S. Although neither the EU nor U.S. organic programs have specific standards for cosmetics, beauty or health care products, these products may be certified organic, if they meet the USDA/National Organic Program production, handling, processing and labeling standards (USDA National Organic Program).

Organic cotton makes up 90 percent of the entire organic textile market in the UK. This development and demand could be an opportunity for the United States. Celebrities and clothing companies driving environmentally friendly organic textiles will only continue to progress organic textiles in the UK, albeit from a currently small base.

The most popular organic products in the UK continue to be fresh fruit/vegetables and dairy products, "accounting for 29 percent and 23 percent, respectively" (Soil Association Market Report 2012). Fresh fruit and vegetables, dried fruit and nuts are the most shipped U.S. organic products to the UK. Competition from Spain, Italy and other countries closer (and import duty free), makes importing organic produce from the U.S. challenging, but it can be a rewarding niche for USA produce.

Besides the products mentioned above there has also been a growing demand for organic wine, beer, and other types of meat and poultry (Euromonitor).

In 2012, the most common reason for buying organics in the UK was reported to be 'organic food has fewer chemicals' (62 percent), followed by 'they were natural and unprocessed' (57 percent), and the third 'organics were healthier for them' (52 percent). In contrast, another study for why non-buyers did not buy organics in the UK was that "organic food is too expensive" (91 percent responded with this answer) (Soil Association Organic Market Report 2012).

The majority of organics consumers are from an affluent social class, however, the "under-35's" from all socioeconomic classes are predicted to account for almost 15 percent of the organic market by 2016 (Mintel)" (Soil Association). Products targeted toward younger consumers are important for the UK organic market, because if this demographic continues to buy organics then they will continue to do so in the future and influence future generations to do the same. Recent research by the Institute of Grocery Distribution also found that "shoppers aged under 35 are twice as likely to want organic food as those over 35" but also that "younger shoppers … are more concerned with ethics, the environment and animal welfare". Purchasing reality is likely to continue to be led by the products available and new product development of the food industry.

Trade

Until recently it was only possible to estimate the magnitude of trade from the number of import authorizations granted. However, since 2011, the U.S. Bureau of the Census has collected data on 20 certified organic products imported into the U.S. and 23 products exported by the U.S. Analysis of the latest U.S. export data (see next table) shows that vegetables and salad items, such as onions, broccoli and head lettuce lead organic shipments to the UK, followed by fruit, such as strawberries, apples and grapes.

It is interesting to note that many of the items sourced from the U.S. are also grown in the UK. These figures illustrate that the British market strives to ensure consistency of year-round supply of all produce items, including organic. Eating only that which is “in season” is a growing trend that may have a small impact in the future.

Trade in many of the products listed below increased in 2012. Simpler import procedures from implementation of the U.S. - EU organic agreement may have contributed, but the main driver was the poor UK summer of 2012 when wet weather caused smaller than average produce and significant losses in UK production due to fungal disease. The outlook for 2013 for these fresh produce items is therefore dependent on UK availability. The vegetable row crops may once again be in demand as UK farmers have had a mixed ability to plant effectively.

U.S. Organic Exports to the UK (based on currently available codes)

Ranked by Value Jan to Sept 2012	**Volume 2011 in MT**	**Value 2011**	**Value Jan to Sept 2011**	**Value Jan to Sept 2012**	**Percentage Change**
0703100010 **ONION SETS**, CERTIFIED ORGANIC, FRESH OR CHILLED	890	794,585	399,330	1,674,034	319.21
0704904025 **BROCCOLI**, INCLUDING SPROUTING BROCCOLI (BRASSICA OLERACEA VAR. ITALICA), CERTIFIED ORGANIC, FRESH OR CHILLED, EXCLUDING HEADED BROCCOLI	225	429,499	429,499	1,460,354	240.01
0705110010 **HEAD LETTUCE** (CABBAGE LETTUCE), CERTIFIED ORGANIC, FRESH OR CHILLED	35	113,913	103,904	1,237,947	339.79
0810100010 **STRAWBERRIES**, CERTIFIED ORGANIC, FRESH	39	170,808	148,460	641,242	331.93
0808100010 **APPLES**, CERTIFIED ORGANIC, FRESH	309	418389	37,074	499,645	1247.7
0806100010 **GRAPES**,	303	610,324	421,236	289,083	-31.37

CERTIFIED ORGANIC, FRESH					
0810400026 **BLUEBERRIES**, CULTIVATED, CERTIFIED ORGANIC, FRESH	0	0	0	174,920	-
0704100010 **CAULIFLOWER AND HEADED BROCCOLI** (BRASSICA OLERACEA VAR. BOTRYTIS), CERTIFIED ORGANIC, FRESH OR CHILLED	2	7,200	7,200	128,651	1686.82
0709600010 FRUITS OF THE GENUS CAPSICUM (**PEPPERS**) OR OF THE GENUS PIMENTA (E.G., ALLSPICE), CERTIFIED ORGANIC, FRESH OR CHILLED	28	54,150	37,050	110,761	198.95
0709700010 **SPINACH**, NEW ZEALAND SPINACH AND ORACHE SPINACH (GARDEN SPINACH), CERTIFIED ORGANIC, FRESH OR CHILLED	2	2,816	0	38,971	-
2103204010 **TOMATO SAUCES**, CERTIFIED ORGANIC, EXCLUDING TOMATO KETCHUP	211	180,399	147,440	23,347	-84.17
0809200010 **CHERRIES**, CERTIFIED ORGANIC, FRESH	294	1,538,121	1,538,121	0	-
0706103010 **CARROTS**, CERTIFIED ORGANIC, FRESH OR CHILLED	135	269,878	269,878	0	-

Source: U.S. Department of Commerce, Bureau of Census/GTIS Data Services
Value in U.S. Dollars;
Volume in Metric Tons

Additional codes for organic exports from the U.S. may be released in the future. In the meantime, it is not possible to estimate trade in packaged organic products. However, store checks reveal that organic raisins continue to do well, and specialist organic stores are continually listing innovative, raw food or healthy organic items that are not readily available in the mainstream UK market.

Competition for the United States in the UK market is predominantly from the other Member States in the European Union. For additional trade information, U.S. exporters should contact FAS London indicating the products that they are interested in shipping: AgLondon@fas.usda.gov

POLICY AND REGULATION

The UK follows the European Union's standards for certifying organic products. For information on EU regulation, please see the organic pages of the U.S. Mission to the EU's website:

http://www.usda-eu.org/trade-with-the-eu/eu-import-rules/eu-labeling-requirements/organic-labeling-requirements/

To compare and contrast the UK market with other markets within the EU, please read EU-27 Reports or individual Member State reports on the organic sector available at: http://gain.fas.usda.gov/Lists/Advanced%20Search/AllItems.aspx

The Department for Environment, Food & Rural Affairs (Defra) is the lead UK government agency for organic food and farming. U.S. exporters should ensure that they partner with a UK importer that is certified with one of the recognized UK certifying bodies, as that is a requirement under the legislation for placing organic products on the market. See: List of certifying bodies on Defra website

There are some certifiers in the UK which require further verification. The Soil Association is the largest certification association in the UK; it not only maintains the EU's organic certification standards for farms and businesses but requires additional verification on animal welfare and environmental standards. U.S. suppliers should be aware that many UK organic consumers value these standards and the Soil Association logo. However, these additional standards do not limit U.S. access to the UK market.

As is the case across EU Member States, organic products must have 95 percent organic ingredients in order to be labeled organic. Products made from 70-95 percent organic ingredients may have 'organic' ingredients mentioned on their ingredient list.

After the implementation of the U.S. and EU Organic Equivalence Agreement on June, 1, 2012, U.S. certified products are now able to be marketed and sold as organic throughout the European Union. As a result, more U.S. certified organic products could potentially be sold within the European Union and the UK.

The recent Agreement enables easier trade of organic products between the European Union and the United States, but there are some exceptions and limitations. For example, there are continuing discussions on how wine will be covered under the arrangement and, until there has been an agreement reached, "organic wine exports must respect the winemaking and labeling rules of the destination market" (European Commission; Agriculture and Rural Development). In addition to wine, crops treated with antibiotics are not allowed to be exported from the United States to the EU. On the opposite side, animal products treated with antibiotics and aquatic animals may not be exported from the EU to the United States. (OTA).

Many organic apple and pear trees produced in the United States are treated with streptomycin, an antibiotic to control fire blight, which prevents much of U.S. organic apples and pears from being exported to the EU and UK (OTA). U.S. organic apple and pear exporters wanting to supply the EU must bear this in mind. Fruits and vegetables are the most commonly purchased organic products in the UK.

OPPORTUNITIES AND CHALLENGES

Opportunities	Challenges
To supply UK with organic fresh produce out of UK season or in a short year	Distance, freight costs and import duties
UK specialty organic or up-scale independent stores seek new and innovative goods to differentiate their product range from major grocery chains	Major grocery chains have reduced their focus on organic to concentrate on value for money
Promotion of organic products may help consumers to understand and value the difference in their production	With high profile news stories of research indicating no additional nutritional benefit, and agronomic benefits a complex area to communicate, consumers struggle to see the benefit in purchasing organic
With a decline in UK organic farming, there are fewer organic raw ingredients produced domestically, and therefore available to make organic processed foods	Opportunity for U.S. to provide organic ingredients to the UK will be tempered by preference for local and import duty payable on non-EU products
Each year the Soil Association runs "Organic September" to highlight organic products	Having 'Organic' on pack in the UK is generally not enough, additional information on nutrition, origin, responsible production is necessary. The product also has to meet a market need.

Promotion of organic products has been limited in the UK, but beginning in 2010, through 2013, an initiative was started, using private and public funding, to advertise organic products. The 'I Love Organic' campaign (funded equally between 70 organic companies and EU funds) has a £1.8 million ($2.9 million) budget to promote good value and the positive environmental impacts. This promotion is applicable to all organic products and will not specify or promote a certain brand.

MARKETING

Multinational companies have had success in the organic market when they launched organic variants of leading packaged products (Soil Association). Incorporating organic ingredients and products into popular brands would be a lucrative way for the United States to get more involved and strengthen its presence in the UK organic market. Consumers with loyalties to certain brands may be more apt to buy an organic product if it was produced by the company to which they are loyal.

Organic, whole food, or natural food retailers are continually looking to differentiate the product lines they carry from those of the major supermarkets. These smaller, but more numerous routes to market are a good test-bed for U.S. products. The top supermarket chains often send their buyers on scouting missions to independent stores to seek out innovative and new products that are already being sold successfully in the UK.

As noted earlier in this report, mainstream British consumers generally fail to embrace organic food. On a more positive note, however, organic has become equated with the manufacturer taking great care over the sourcing of the product's ingredients. Organic has slotted into a certain tier of category management within UK general grocery, invoking provenance, quality, and usually premium price.

Organic products, like all U.S. products, must compete for listings in the UK based on filling a gap in the market, and delivering at the right price, quality, packaging and taste. Organic is increasingly seen as a 'message' on-label to UK consumers that must be in concert with other messages about the product such as ethical, environmental, or nutritional communications.

MARKET SECTORS

Retail Sector

Tesco, the largest UK retailer, with highest market share of organic products, at 27.1 percent, experienced a sales drop of 5.9 percent between 2010 and 2011. Tesco's best-performing organic products were grocery and health and beauty. Sainsbury's, the second largest retailer, also experienced a sales drop of over 5 percent in the same time period; it's best performing categories were fruits/vegetables, meat and poultry. Waitrose (with a disproportionate share of the organic market relative to its general grocery share) traded well in organic yoghurt, confectionery, beer and spirits, but its consumers are more affluent than the general population (2012 Organic Market Report, Soil Association). Ocado, an up-scale on-line delivery company also out-performed the general market.

Leading multiple retailers in the UK organic market 2011

Retailer	% Market Share	% Sales change 2011 v 2010	% Organic component of total sales	% Share of Total Grocery *
Tesco	27.1	-5.9	1.0	30.7
Sainsbury's	23.1	-5.1	n/a	16.5
Waitrose	18.8	-2.2	5.9	4.5
Asda	8.7	-22.6		17.3
Morrison's	6.8	-22.0	0.3	11.9
Co-operative	3.6	-22.0	0.5	6.6
Marks & Spencer	2.6	-7.6	n/a	n/a
Lidl	1.0	+16.7	n/a	2.9
Ocado	n/a	n/a	10.0	n/a

Source: Soil Association

n/a = not available

* Source = TNS Data, market share summary, 12 weeks to July 8, 2012

Compared to many other well-developed food markets, the UK has a particularly high proportion of private label products in its major supermarket stores. In 2011 own-label, as it is known in the UK, accounted for 54 percent of new food and drink product launches. "*Customers trust us to make the right choices in order to develop own brand products that have the highest health, environment and social standards - these are issues that are very important to our customers, even now, when household budgets are under pressure*," Cheryl Kuczynski, spokeswoman for Sainsbury's, told International Business Times UK in May 2012. This trust in the supermarket brand has become greater than trust in any one message such as ‘Organic’ or ‘Fairtrade’. In responding to the economic crisis with budget and price promotion strategies, supermarkets have reduced the shelf space given to organic products. There continues to be a lack of investment in own-label organic product lines.

As mentioned earlier in this report, specialty stores for organic products should be considered when exploring the potential of the UK as an export market, as this is where most loyal organic customers regularly purchase. In many cases, U.S. exporters will find it advantageous to partner with a UK importer that distributes to organic specialists. Establishing trade with these specialty stores is important, because purchase of organics there will be more immune to the condition of the economy. Also, these stores are keen to list new products and differentiate their offering from regular supermarkets. Successful sales in these smaller stores can pave the way for supermarket listings, if this suits the product characteristics and market demand.

Farmer’s markets: There are over 500 farmers’ markets in the UK. This is a struggling sector in a flat economy, according to the Soil Association. National Farmers’ Retail and Markets Association (FARMA) released research that showed that organic sales fell by about 3.5 percent in 2011.

Restaurants and Catering: Organic sales in restaurants and catering increased by 2.4 percent in 2011. The Soil Association’s reason for this increase is due to their accreditation system, which rewards schools, caterers, and restaurants for providing healthier food choices. They also note that many chains are beginning to use organic milk for tea and coffee. Notably, every McDonalds in the UK serves only organic milk for tea and coffee (Soil Association Organic Market Report, 2012). If more restaurants begin to adopt policies like McDonald’s, then there will no doubt be a larger space for organics in restaurants.

Chains, such as Pret a Manger, advertise that they are healthy with fewer additives and preservatives in their food. These moderately priced “healthy”, environmentally aware, yet grab-and-go type, restaurants are a growing trend in the UK. U.S. organic producers should view this as an opportunity to establish their products in these types of restaurants and chains, but organic will be just one of a number of attributes that the product will need to have.

Non-food products: Textiles, and health and beauty products, were two market sectors of the organic market that exhibited growth in 2011 in the UK. These sectors will continue to grow in the future, especially if more celebrity designers and brands come out with organic lines. Establishing connections with these companies will be important to get more U.S. organic ingredients into non-food products, since this sector is just beginning to flourish.

PRICES

Prices of selected organic/non-organic products as of December 7, 2012

Product	BPS	USD	BPS/lbs	USD/lbs
Organic Carrots 700g	1.86/kg	2.98/kg	4.09	6.55
Carrots 600g	1.56/kg	2.50/kg	3.43	5.49
Tesco Organic Gala Apple 5 pack	0.50 each	0.80 each		
Tesco Gala Apples 6 pack	0.32 each	0.51 each		

Hipp Organic Cottage Pie (baby food jar) 190g	4.69/kg	7.50/kg	10.32	16.51
Cow and Gate Cottage Pie (baby food jar) 200g	3.95/kg	6.32/kg	8.69	13.90
Tesco Organic Plain Flour 1kg	1.26/kg	2.02/kg	2.77	4.44
Tesco Plain Flour 500g	0.80/kg	1.28/kg	1.76	2.82
Nairn's Organic Rough Oatcakes 250g	0.44/100g	0.70/100g	0.97	1.55
Tesco Rough Oatcakes	0.36/100g	0.58/100g	0.79	1.27
Green & Black's Organic Milk Chocolate 100g	2.06/100g	3.30/100g	4.53	7.25
Tesco Finest Fair Trade Organic 39% Milk Chocolate 100g	1.39/100g	2.22/100g	3.06	4.89
Cadbury Fair Trade Milk Chocolate Bar 120g	1.16/100g	1.86/100g	2.55	4.08

Source: www.tesco.com

Exchange rate used: 1 BPS = 1.6 USD

IMPORTING ORGANICS INTO THE UK

In order to import organics into the UK, U.S. companies are likely to need to use an importer, unless a large company orders direct. For a list of organic food importers in the UK that are registered with a UK certifying body, please contact FAS/USDA London at AgLondon@fas.uda.gov .

Organic Retail Stores: If visiting London, it would be useful to visit stores, such as:

Wholefoods 63-97 Kensington High Street, The Barkers Building, London, W8 5SE
http://wholefoodsmarket.com/stores/kensington/

Planet Organic 42 Westbourne Grove, London W2 5SH www.planetorganic.com

Trade Shows: Forthcoming trade shows taking place in London/the UK that provide an opportunity to highlight organic products:

Natural & Organic Products Europe Show
7-8 April 2013, Olympia, London
http://www.naturalproducts.co.uk/

International Food and Drink Exhibition (IFE)**
17-19 March, 2013, ExCel, London
www.ife.co.uk

**IFE has an Organic Pavilion and a U.S.A. Pavilion

Speciality & Fine Food Fair 2013
8-10 September, 2013, Olympia, London
www.specialityandfinefoodfairs.co.uk/

USEFUL LINKS

Department for Environment, Food & Rural Affairs:
http://www.defra.gov.uk/food-farm/crops/organic/

Food Standards Agency:
http://www.food.gov.uk/

European Commission, Agriculture and Rural Development:
http://ec.europa.eu/agriculture/organic/splash_en

Soil Association:
http://www.soilassociation.org/

Organic Farmers and Growers Ltd.:
http://www.organicfarmers.org.uk/

The Organic Food Federation:
http://www.orgfoodfed.com/

Organic Trade Board:
http://www.organictradeboard.co.uk/