

BUILDING A COMMON VISION FOR THE  
FUTURE OF FOOD & AGRICULTURE

# **20 24** EUROPEAN ORGANIC CONGRESS

#EUorganic2030

#EOC2024

**10-12 SEPTEMBER  
BUDAPEST, HUNGARY**



# Spotlight & Visibility 2024

Promoting and communicating organic



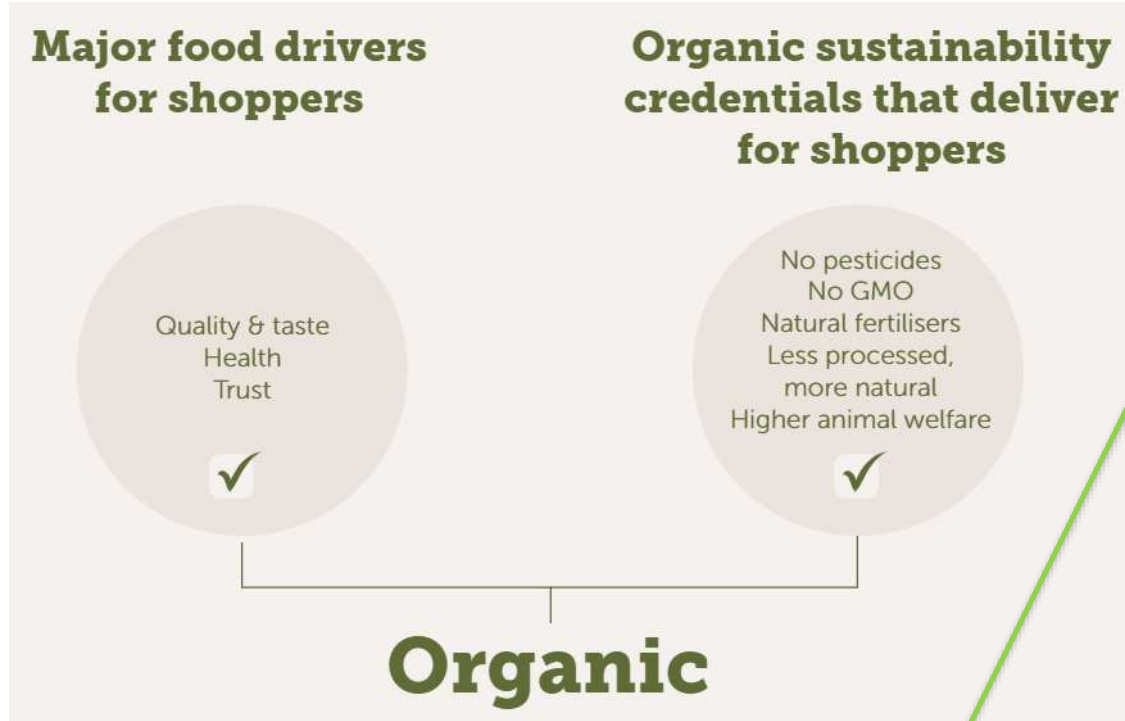
**Lee Holdstock**

Senior Business Development & Trade Manager

Soil Association Certification

# Talk about how organic tackles the big issues

But start from the core motivation at PoP



55% of adults are looking to brands to develop healthier products

HEALTH

14m adults have been looking for more environmentally friendly products in the last 6 months

ENVIRONMENT

NPD/INNOVATION

# Effectiveness of real-world marketing of organic

## A systematic review of recent evidence



Price promotions positively impacted sales and were particularly effective in fresh organic categories



Arranging organic products in a cluster or by brand had a significant, positive impact on organic market share and also positively impacted customers' attitude towards the organic range.



Both local news coverage (7%) and national news coverage (4.5%) of organic stories positively impacted organic sales (organic milk sales)



Social media is a great tool for increasing organic sales. The following topics: price posts (6%), health posts (9%) and environmental posts (5%) all statistically significantly increased organic sales.



# Research from the Netherlands

What drives consumers to buy more organic?



## Behaviours that determine the purchasing frequency of organic food within supermarkets

### Habitual behaviour

This is the strongest determinant of behavior. This is also the biggest challenge and can be hard to break.

### Self-image

Self-image plays a large role in purchasing organic products. Do you see yourself as one of those people who buys organic ?

### Social norm

The more people are convinced that their friends and housemates are positive about buying organic and do so themselves, the more often they buy organic.

### Emotions

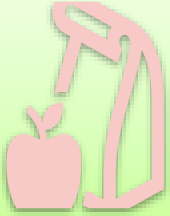
Positive emotions also contribute to more frequent purchases of organic products. Make people feel satisfied, responsible and accepted.

Connect emotionally... and reaffirm good choices



# Making PR work

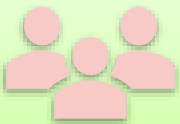
Whats the topical hook ...and how can you make it fun?



Capitalise on the conversation around **gut health**



Use January to **show how organic supports a healthy gut** microbiome



Engage nutritionists, press & lifestyle influencers to discuss “**what’s good for the soil is good for me**” supported by scientific rationale



Combine food and beauty to capitalise on the **holistic aspect of organic**

167m  
total  
coverage  
circulation

4m est.  
views

43  
Pieces of  
coverage







# Hey! We're not just 'consumers'!

Widen engagement, and build trust by talking to people about the issues as citizens and how they are already 'organic' (and not just shoppers)



Ask your child's school or nursery to certify as Food for Life Served Here



I want to make a bigger social change

## How this helps:

- ✓ Helps children, parents, cooks, caterers and teachers learn more about healthy, sustainable food
- ✓ Promotes a healthy food culture in schools
- ✓ Schools and local communities work together

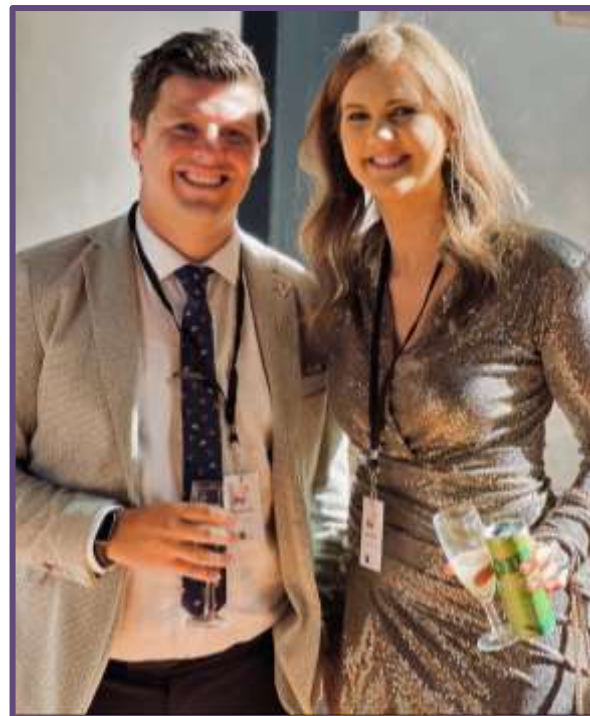
I need some more information >



I want to pledge







# Thank you

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