

The Value of EU Marketing Programs

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Organic Trade Board



Campaign financed with aid
from the European Union

OTB in brief

- Established 2009
- 120 Members
 - Retail, Producer Groups, Brand Owners, Certifiers
- One Objective: Grow organic sales
- Industry / EU campaigns

EU Supported Campaign Funds

Row Labels	Column Labels			
	2011 to 13 Campaign	2014 to 16 Campaign	2017 to 19 Application	Grand Total
DK				
Sum of EU			€ 3,600,000	€ 3,600,000
Sum of Seed Fund			€ 900,000	€ 900,000
Sum of Total			€ 4,500,000	€ 4,500,000
UK				
Sum of EU	€ 1,045,240	€ 826,294	€ 4,739,559	€ 6,611,093
Sum of Seed Fund	€ 1,041,239	€ 826,294	€ 1,184,889	€ 3,052,422
Sum of Total	€ 2,086,479	€ 1,652,588	€ 5,727,789	€ 9,466,856
Total Sum of EU	€ 1,045,240	€ 826,294	€ 8,339,559	€ 10,211,093
Total Sum of Seed Fund	€ 1,041,239	€ 826,294	€ 2,084,889	€ 3,952,422
Total Sum of Total	€ 2,086,479	€ 1,652,588	€ 10,424,448	€ 14,163,515



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Objectives of EU Fund ^{#GrowOrganic17}

- Promote EU “Quality” marks – e.g. Organic / PGI
- Stimulate market to achieve EU Policy goals
 - Environment
 - Farming Employment
 - Reduction in Pesticide and Herbicide use
- More recently
 - Stimulate co-operation and exchange between member states
- Organic a sector that can add value to EU; commercially, politically, environmentally



@OrganicUK



@OrganicUKFood



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Evolving UK Campaign #GrowOrganic17

Beefed up on meds? Utter tosh. I'm organic, sweetheart, clean-living all the way.

Organic beef must always be produced to high animal welfare standards and without the routine use of medication. You get what you pay for, so buy organic today.

Organic. Naturally different.

Being cooped up indoors with the others never appealed. I'm organic, hun, I need my space.

Organic chickens live in smaller flocks, enjoy regular outdoor access and are raised without the routine use of antibiotics. You get what you pay for, so buy organic today.

Organic. Naturally different.

Artificial enhancements? How dare you. I'm organic, darling, this is all natural.

One way to reduce your exposure to pesticides is to eat more organic food. You get what you pay for, so buy organic today.

Organic. Naturally different.

Meds? I was raised on them.

Not me, I'm organic to the bone.

A lot goes into tasting this good.

A lot LESS goes into tasting this good, I'm organic.

Before you surrender to that sweet treat, think. They may look the same but one way to reduce your exposure to pesticides is to eat more organic food.

Organic. Naturally different.

Just had a bit of a spray. I don't like it.

Wouldn't know, love, I'm organic.

Chemicals? They're my bread and butter.

I wasn't raised that way, I'm organic.

They may look the same, but one way to reduce your exposure to pesticides is to eat more organic food.

Organic. If your food could talk, what would it say?

This latest high-protein diet is amazing, hun. You must try it.

No thanks, love, I'm organic. Only do natural.

OMG! The place was packed. Everyone who was anyone was there. Where were you?

Outdoors. Nothing personal hun. I'm organic.

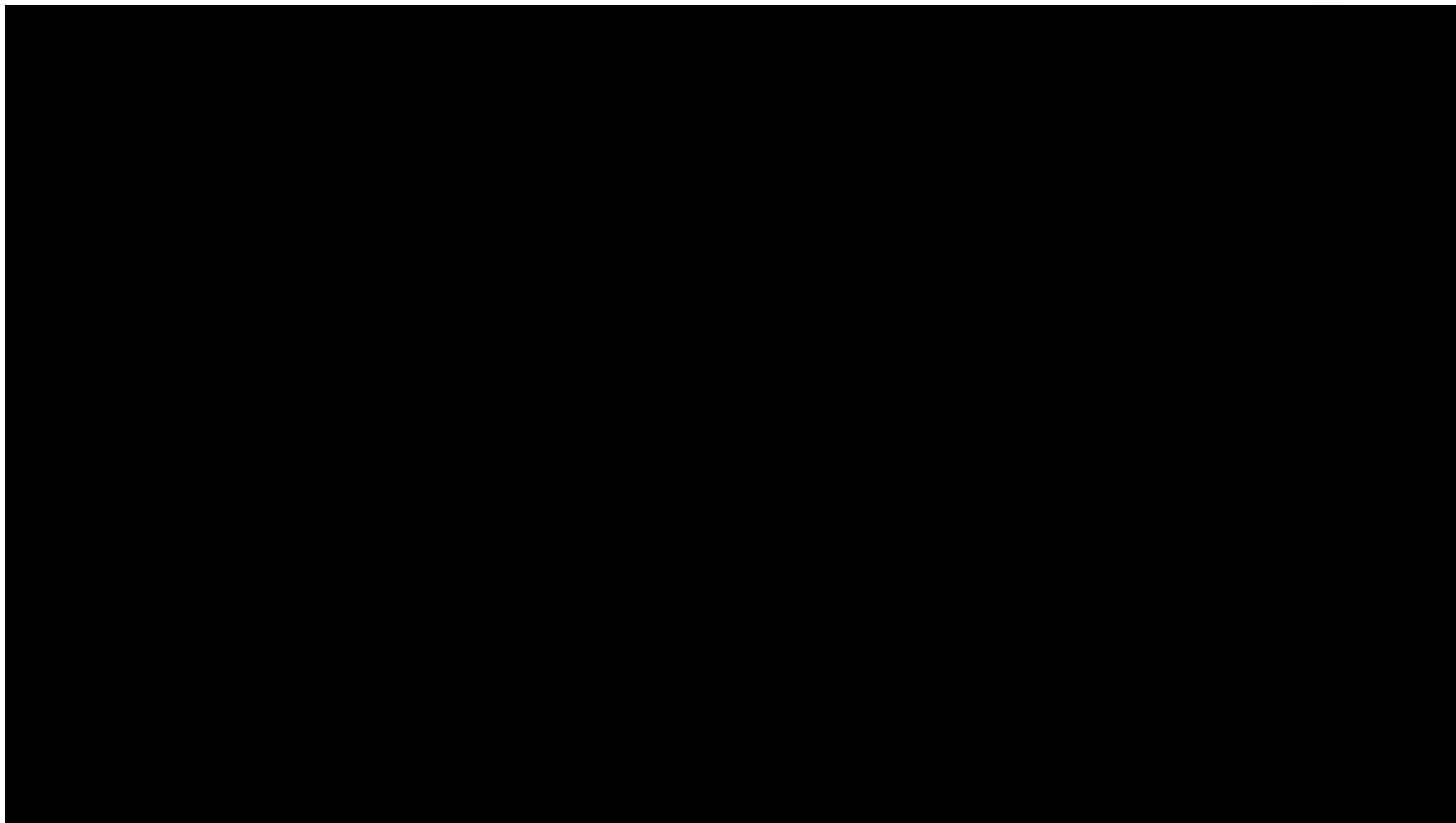
Yes, organic can cost more. One reason for this is the high animal welfare standards. Organic chickens live in smaller flocks, have more space and greater outdoor access. You get what you pay for, so buy something organic today.

Organic. Naturally different.



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UK Relative to the World

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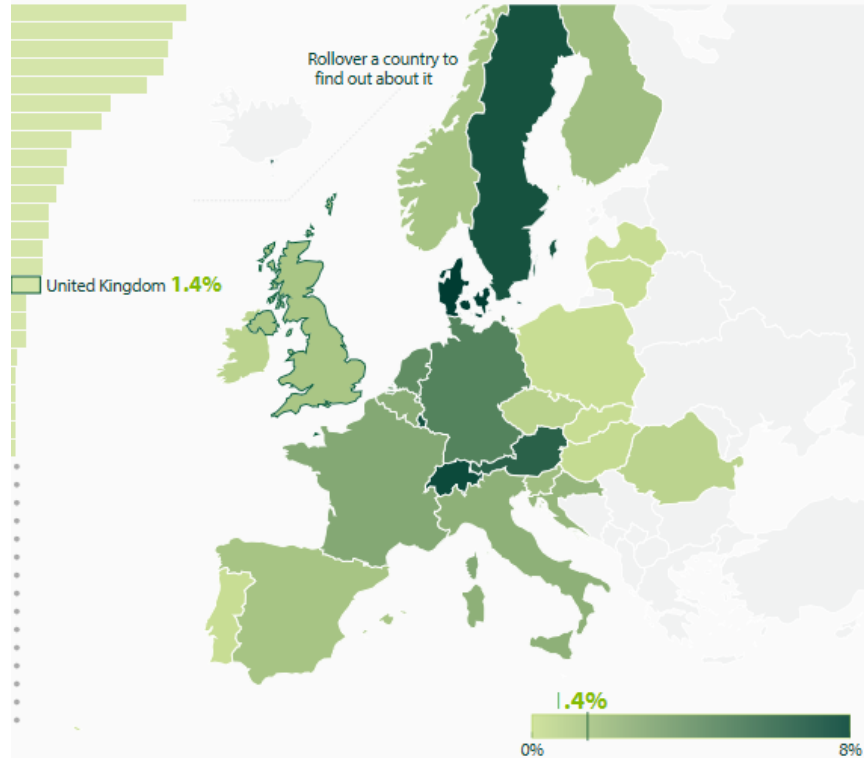
Organic in Europe

IFOAM
EU GROUP

Production

Retail Market

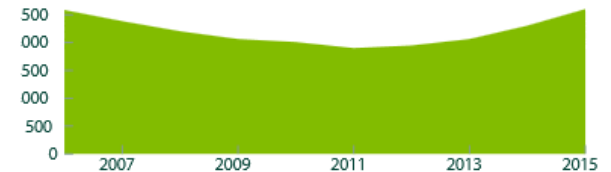
Percentage of retail sales that are organic



United Kingdom

€2,604
million
organic retail
sales in 2015

Organic retail sales in million euro



Retail sales growth

Annual growth
4.9%

Growth over time
8.8%



Equivalent spend per capita

€40.2 EU average €53.7



Global Market for Organic \$81 Billion (£64.52)

	Share%	Growth
US	47	+11.0
DE	11.4	+11.1
FR	7.3	+14.6
CH	6.2	+17.0
SW	2.3	+20.0
UK	3.5	+7.1



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