

Business and markets – concluding workshop

Chair - Oliver Rubinstein (ORC)

Rapporteur - Roger Kerr (OF&G)

STORIES

- 1. Research: more granular research – different messages for different product groups.**
- 2. Online directory promoting small producers/ retailers. Food hubs.**
- 3. Education of general population & children.**
- 4. Targeting the time-poor consumers with meal solutions/menus.**
- 5. All UK organic producers to put their stories online (OTB?).**
- 6. National, coordinated events e.g. ‘Turn the cows out’, Open Farm Sunday, in-store grower events.**

11th Organic Producers’ Conference 1-2 February Aston

Arable – concluding workshop

Chair - Steven Jacobs (OF&G)

Rapporteur - John Pawsey (Shimpling Park Farms)

Stop taking to ourselves. Step out of our bubble, challenge ourselves and challenge others.

Regulatory

Lobbying for:

Plant Breeding for Organic Arable. Which Way Forward?

Need different measurement systems beyond yield. Nutrition.

Rebuilding community-based breeding programme.

Organic and non-organic seed companies have to be involved.

Need more diversity in crops to cope with climate change.

George Eustice said at our meeting the other day that the need "access to the best genetics". Fine, but that suggests a narrowing of genetics and we need the broadest set of genetics to give us the greatest resistance to climate change.

Financial support

Recognition of public good that organic farming/agroforestry delivers.

Mustn't over egg conversion payments to encourage in/out organics.

Silvo-arable agroforestry

Need to optimise grants for options which could be included in agroforestry - wildflower mixes etc..

Markets

Diversifying arable systems

Need to access/create markets for a diversified cropping system.

Need to encourage development of home grown protein.

Changing people's diets? Where do we start?

Great presentation by Hodmedods who on a local, even national level, are changing people's diets?

How do we scale this up? Getting novel foods into celebrity chefs cookery books?

How do we support farmers growing innovative crops other than financially? Knowledge exchange? Shared risk with buyer?

However, we recognise that these markets take time to evolve and that we can't dismiss the value of traditional mixed farm systems and the value of the animal feed industry in terms of volume and environmental delivery.

However, however..the point was made that if Tim Lang was in the room he would say that we only have 50 years so we had better get on with it.

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Technical/quality

Arable weed surgery (OK Net Arable)

No one innovative technique to control weeds. As usual there is no one answer. No silver bullet. I'm afraid that it comes down to good diverse organic rotations. To quote Dwayne Beck, "Don't make your system predictable or Mother Nature will find her way around it."

Research/innovation

Silvo-arable agroforestry

More research into the profitability of fruit, woodfuel and timber based silvo-arable systems

Farmer Principles of Health Project

Research is all important but gut feeling/intuition should be listened to.

Good health is a process and not an end point

Noted that participants were all white and male in the English group.

Livestock/grassland – concluding workshop

Chair - Mark Measures (IOTA)

Rapporteur – John Twyford (Plaw Hatch farm)

Differentiate/Communicate

- Bold claims
- Carefully crafted
- Price



Market

Make sure it's real

- Producer development
- Research
- Advisory structures
- Developmental approach by certifying bodies
- Landscape level management

Highly transparently

- Tangible quality
- Open farms approach
- Engage with citizens

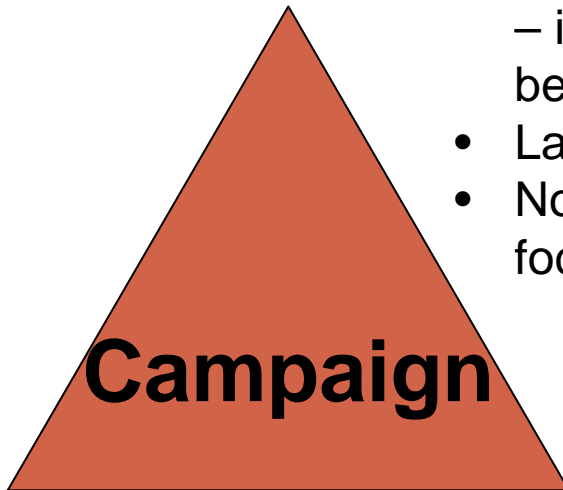
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- Public benefits
- Holistic Metrics – influence benchmarks
 - Land use
 - Not organic focused



Campaign

Re-direct funding

- Away from land ownership
- Toward public benefits

Offer the solution

- Organic delivers
- Demonstrate delivery

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Growers – concluding workshop

Chair - Tony Little (Sustainable Farming Consultancy)

Rapporteur - Alan Schofield (OGA)

1. **Regulation:** opportunities for a new Citizens AP More supportive seeds regulations and certification that recognises the differing strands of horticulture
2. **Support:** continue funding for OP seeds Funding for the costings project. Who leads on these ?
3. **Markets:** we need to maintain our integrity on production systems and support 'Keep the soil in Organics'
4. **Technical:** research into tillage equipment for green manure based systems. Great soils 2 to continue the work.
5. **Research:** Costings project, but who leads ?

Policy post-Brexit – concluding workshop

Chair - Nic Lampkin (ORC/English Organic Forum)

Rapporteur - Wendy Seel (Vital Veg/Scottish Organic Forum)

- 1. Diversity of voices with similar message – identify common goals/outcome**
- 2. Contribution of organic to these goals can then be highlighted**
- 3. Mechanism of conversation – policy commission or coalition?**
- 4. Change existing decision-making institutions**
- 5. Build UK initiatives taking best examples from individual nations**