

# Looking to the Future: Marketing and Business Potential of Organic Farming

Date: 26<sup>th</sup> March 2014 10.00am to 16.00pm

Venue: Organic Research Centre, Elm Farm, Hamstead Marshall, Newbury RG20 0HR

The premium organic market has been a significant reason for producers and other supply chain businesses adopting organic methods and becoming certified according to the EU organic regulations. In recent years, the UK organic market has been under pressure, while markets in other EU countries have expanded. Now there is evidence of growth returning to UK organic markets. In the first part of this course, we will look at market trends, case studies of organic business and market channel options, and consider the potential impacts of future EU regulation changes.

Despite the market pressures, organic producers have managed to maintain their financial performance relative to conventional systems. The course will examine the cost and pricing factors contributing to this performance using survey data and it will consider the likely directions that key variables will take. It will include a review of CAP direct payment and RDP implementation plans as they affect organic producers in England.

Participants will receive copies of the latest Soil Association Organic Market report to be published in March as well as the 2014 Organic Farm Management Handbook published in February.

## Course cost (lunch included):

- Reduced price for eligible participants (see below) £50 + VAT
- Full price for participants not-eligible for funding £100 + VAT

On-line booking will be available shortly. You can register directly and pay by cheque, BACS or credit card by contacting Gillian Woodward at ORC.

## 50% fee reduction for English producers and others obtaining a living from agriculture or agricultural products

Eligibility includes producers and employees of producer groups, supply chain businesses, direct retailers, small consultancy businesses, but not multiple retailers, government departments, agencies or public bodies including universities. Participants must be living/working in England. To benefit please complete and sign the form overleaf and send to Gillian Woodward at ORC. You can still register and pay on line when facilities are available.

## 100% fee reduction available for young people from Berkshire

If you are 26 or under, resident in Berkshire and training (student/apprentice) to or starting a career in agriculture, you may qualify for one of our **Gordon Palmer Memorial Trust bursaries**. Please contact Gillian Woodward with details of your address, age and circumstances to check eligibility.

Contact: Phone 01488 658298 or e-mail: [gillian.w@organicresearchcentre.com](mailto:gillian.w@organicresearchcentre.com)

This project has been supported through the Rural Development Programme for England, which is jointly funded by Defra and the European Union

## Trainee Registration Form v1.6

### TO BE COMPLETED BY DELIVERY PARTNER

Title of the Course:

Training Course Unique ID:  Training Provider:

Duration of course (total hours):  Start Date:  Finish Date:

### PLEASE COMPLETE IN INK (OR ELECTRONICALLY) USING BLOCK CAPITALS

First Names(s):  Surname:

First Line of Home address:  Home Postcode:

Home Phone or Mobile No:  Personal E-mail:

Age: Less than 25  25-40  Over 40  Gender: Male  Female

Are you: Employed  Self-Employed  Employer

Employment Status: Full-time  Part-time  Casual  Seasonal

Please tick your ethnicity: White  Indian  Black Caribbean  Other Black  Other Ethnic Group   
Mixed  Pakistani  Other Asian  Black African  Chinese  Prefer not to say

### Business Details

Business Name:

Business Address:  Business Postcode:

Business Telephone No:

Are you happy for us to contact your employer if we require further information?: Yes  No

State type of Business (livestock, agriculture, food industry, forestry etc.):

No of Full-time employees: Less than 10  10 – 50  51 – 249  250 or more

Please tick all relevant descriptions for your business: Agric - Livestock  Agric - General  Forestry   
Individual Farmer  Dairy Farmer  Micro Enterprise – balance sheet less than EUR 2 million   
Non-profit Organisation  Public Organisation  Other

Turnover of company: Over £42 Million  Under £42 Million  Don't know

### Declaration – the information I have provided is correct to the best of my knowledge. I understand that:

- I have had the programme eligibility explained to me and acknowledge that the information provided is true and accurate, and is required for equal opportunity monitoring purposes when training is undertaken.
  - Data Protection Act 1998: CCA LandSkills, the CCA LandSkills consortium of training providers & Defra will process this information for the purposes of accounting and auditing for this programme only. In certain circumstances, individuals may be approached to pursue further marketing and publicity opportunities. However your personal details will not be used for publicity purposes unless you give your written permission to do so.
  - I am either, currently in an advanced technical, management or Advanced Management role/supervisory role, or I aspire to progress to this level in the future and work in the agricultural, horticultural or forestry management sectors.
  - I agree that any match funding required by the delivery partner is to be paid
- This programme is funded through the European and UK government and as such the information you have provided will be passed to DEFRA and other government business support and training programmes, who may contact you to monitor your attendance on courses run through the CCA LandSkills Programme.*

Participant Signed:  Date: