

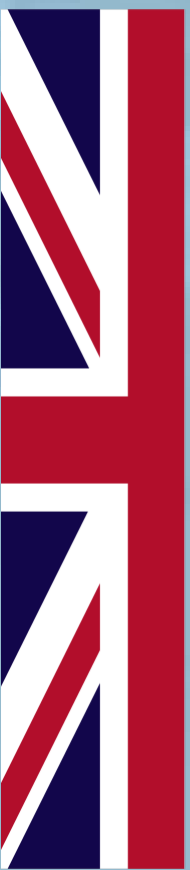


Organic Export

Lee Holdstock

Soil Association Certification





**EXPORTING
IS**

GREAT



EXPORTING
IS
GREAT

ORGANIC

Why Export?



- Businesses that export see a **34% increase in productivity** within their 1st year of exporting
- Businesses that export **11% more likely to survive** if doing business overseas.
- Gov. focus - **Dedicated support** and promotion campaigns in key markets





- Virtually every other developed organic market been **performing better** than in the UK.
- Organic food export is an **under-indexed channel (9%)** – (UK food export 19%)
- Recognition of UK integrity in business matched by **product integrity**





LEADING MARKETS FOR ORGANIC PRODUCTS WORLDWIDE



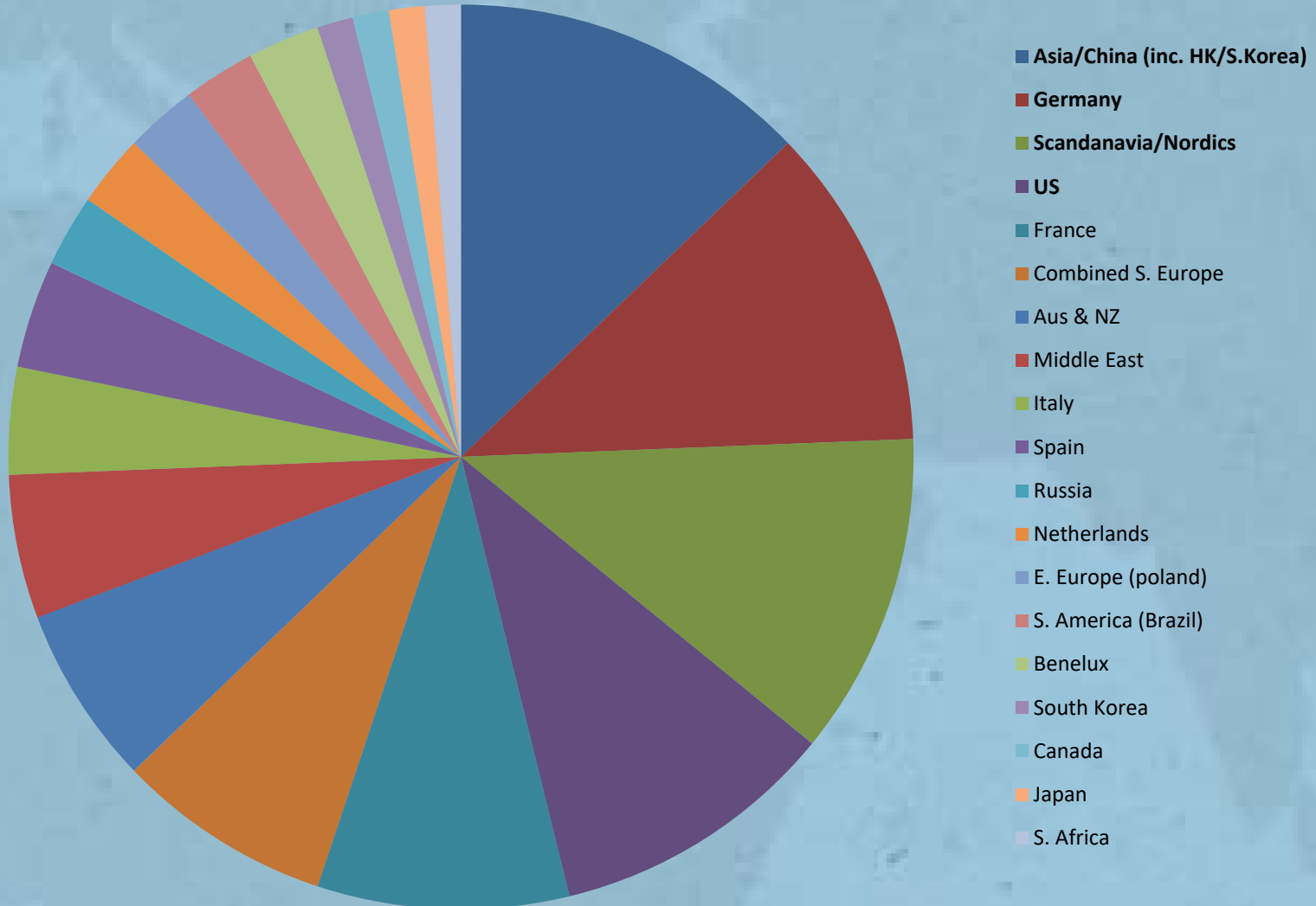
Key global trends

Sweden 38% in 2015

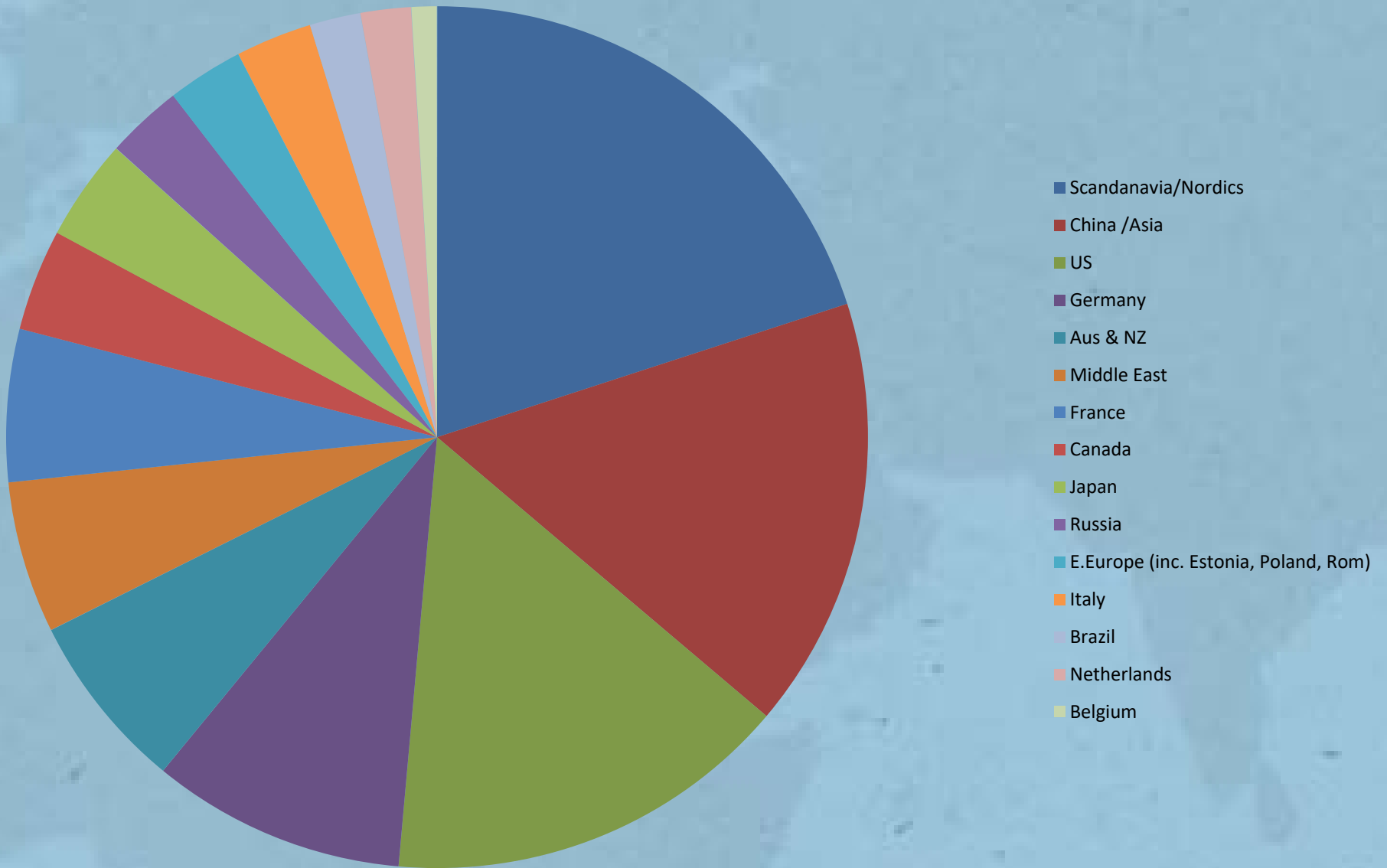
US, France and Germany are growing at >10%

Sales of >£3B, China growth thought to be growing at >50%

Organic Export - Where?



Organic Export – Where next?





Organic Export Support




With global sales in organic now worth £46 billion, are you looking beyond the UK? For expert advice and professional support please get in touch.

Find out more: www.soilassociation.org/export



Export Support- Why?

- Business are **not always aware of opportunities** or requirements to access overseas markets
- Opportunity to support **growth** in the UK market, by building organic business capacity
- To deliver **added-value** to Soil Association Certification licensees



UK Food and Drink - International Action Plan 2016-2020

*Ongoing input into
government plans ELG
and Export Action Plan*





Hosting key export networking events.





Delivering **regular news and event based content** to community via webpages, Trade News and Press - shared via partners channels.

- *Support opportunities*
- *Prospect opportunities*
- *Specific guidance*
- *Case studies*
- *Export News*
- *Critical acceptance updates*
- *Events*



**The demand is out there.
You should be too.**

The UK market for your products and services might seem big enough. But think bigger. The payoff could be considerable, and diversifying your sales across more than one market gives you security. Borders needn't be blockers - let us help you grow beyond them.

85% of companies say exporting has led to a level of growth not otherwise possible

Find out how to [finance your exports](#)

Access all our trade services from [GREAT.gov.uk](#)

GROWING UK FOOD AND DRINK EXPORTS

FIVE STEPS TO SUSTAINABLE EXPORT SUCCESS

Soil Association heads out west with oldest licensee Aspall

by Jim Manson on February 26, 2015 in Industry News, News

Share this:



The Soil Association will be flying the flag again for UK organic when it rolls into California for this year's Expo West Natural Products West event (4-8 March).

Lee Holdstock, trade relations manager at the Soil Association, says the initiative will show off the tradition, passion and innovation of British organic products to a huge American audience.

"This year we're taking four fantastic Soil Association licensees to the US to showcase British organic at the world's largest organic and natural trade event. We will be joined by our longest standing licensee, Aspall Cider, and I am excited to combine our joint heritage alongside the three other highly innovative UK brands, to take the US by storm!"



Flexibility

BiovaFlex® water soluble egg membrane (WSEM) dissolves in seconds, delivers results in days. Discover why Biova is...

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The Clear Choice™



UK organic brands hit Expo West to explore US opportunities

Soil Association report reveals that the UK organic market

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UK/CHINA: Soil Association hails China export deal

By Dean Best | 15 April 2014

Font size Email

UK organic companies will be able to export to China in a "cheaper and simpler" way through a new trade deal with Beijing, says the [Soil Association](#).

China's organic certification body, Organic Food Development Centre (OFDC), and the Soil Association, the organisation that certifies organic suppliers in the UK, have signed an agreement that will see help British exporters ship products to the growing market.

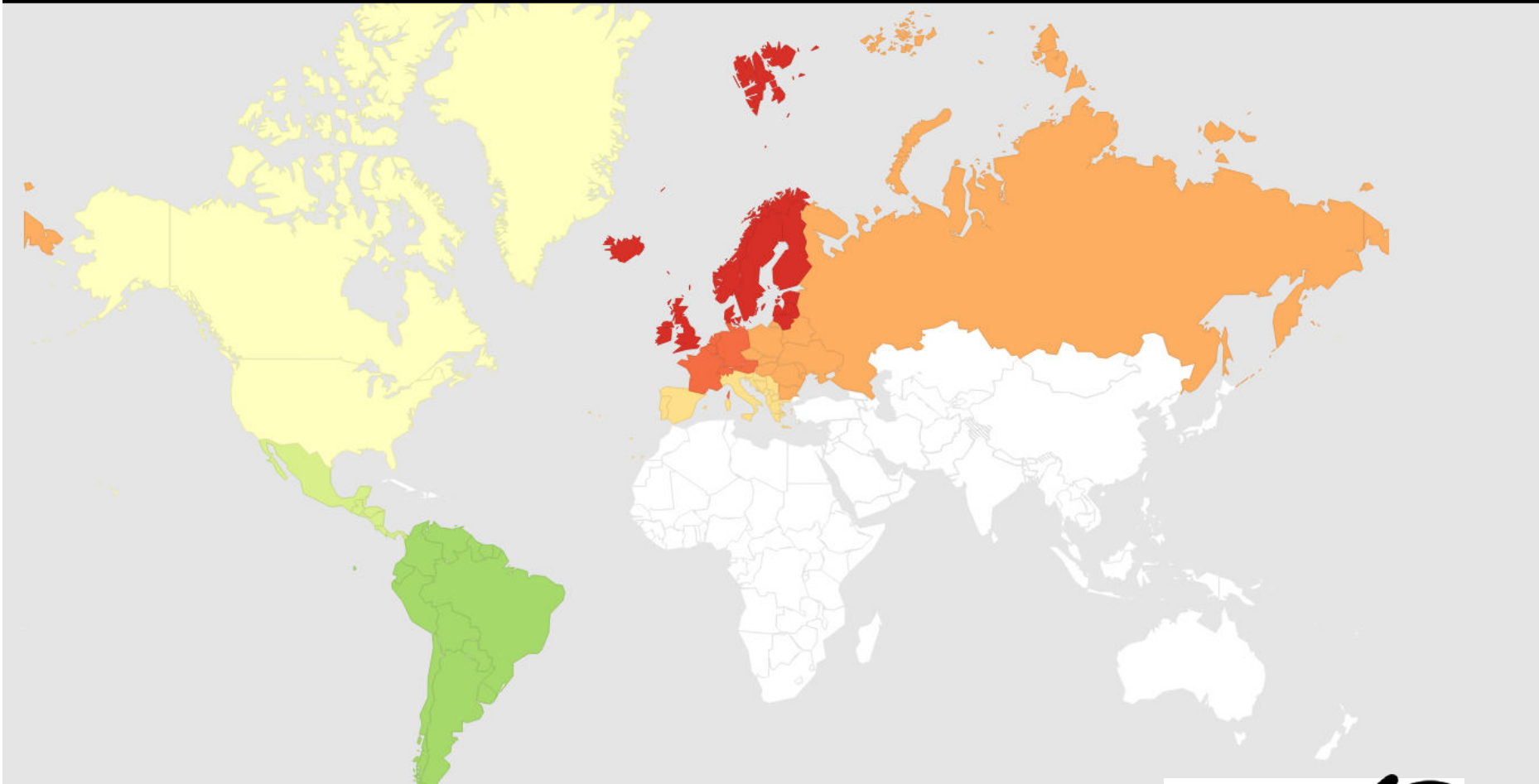
Nordics and Asia top UK organic export wish list

by Jim Manson on December 2, 2016 in Industry News, International News, News

Share this:



The Nordic region is considered by UK organic producers and brands as the most desirable export market, with Asia/China and the United States coming in second and third place.



Organic Online **Global Guide**



Focus on Asia

Our Asia Access
Workshop - April

NOPA Pavilion - Aug



Back to the US?



Export Certification Support

- *Introductory Session*
- *Benchmarking*
- *Application support*





Challenges & Opportunities

- New post–brexit **bilateral agreements** to aid equivalence/acceptance – e.g. China
- Specific gov. focus on **France, Germany, India** - the organic halo effect
- **Reliance on import** to export – development of our domestic production and supply chains
- Changes in labelling requirements and increased **red tape**



Thank you



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