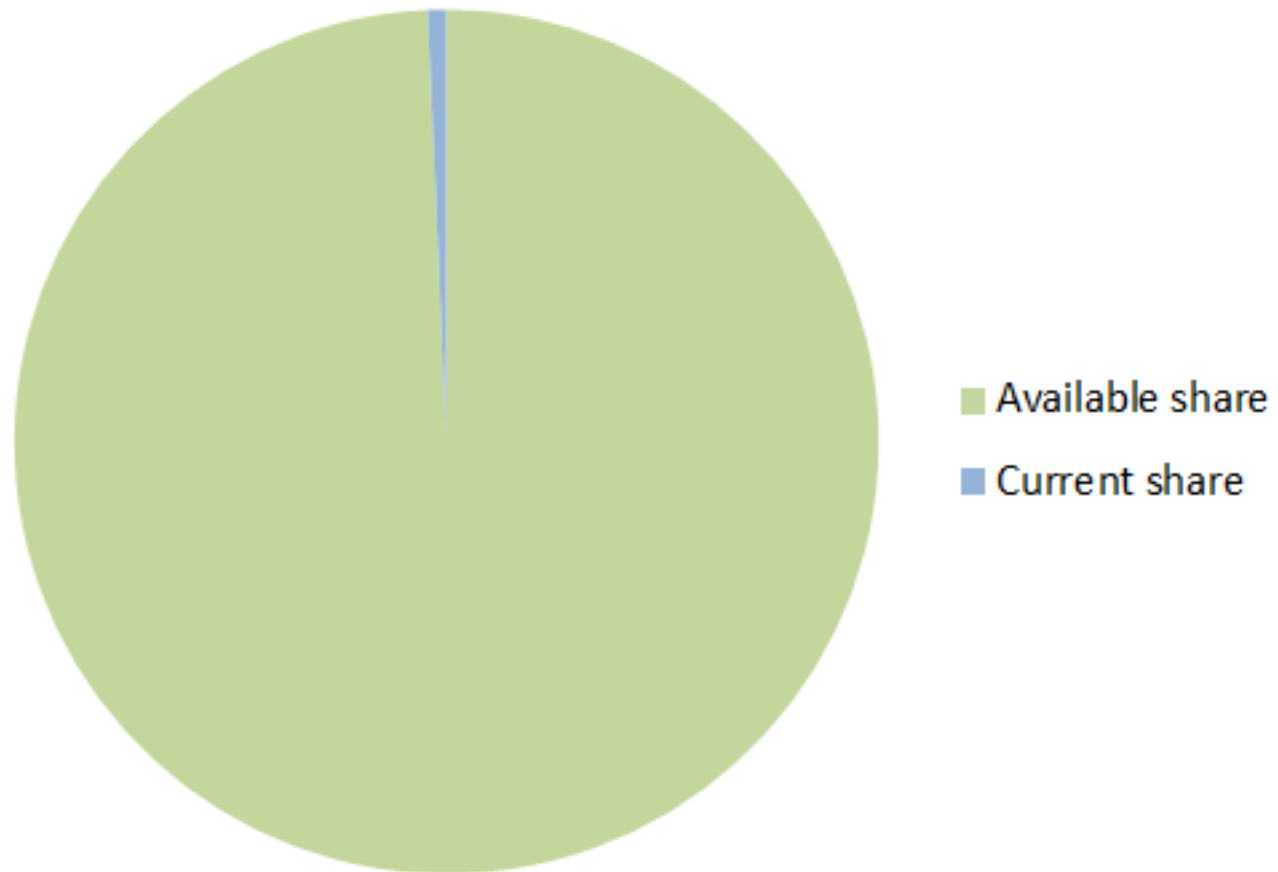


Building a new Organic Action Plan for Scotland – process, progress and insights

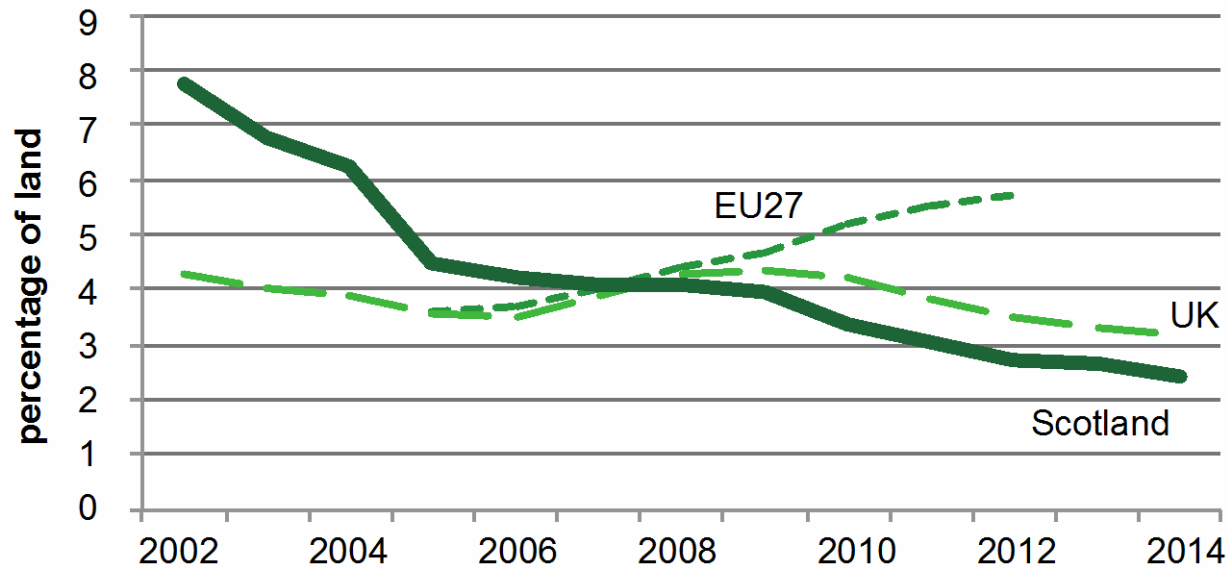
Wendy Seel,
Caroline Mohamed Shahin,
Antonia Ineson, David Michie

The current situation:

MARKET SHARE



The trend – organic land in Scotland



Two “easy” steps

1. Identify the obstacles
2. Set a course of action to remove the obstacles

Who to ask?

1. Farming & growing
2. Eating
3. Food processing
4. Retailing or wholesaling
5. Food service/catering
6. Public procurement of food
7. Policy making concerning food farming or environment
8. Education
9. Research concerning food, farming or environment
10. Advisory service concerning food, farming or environment
11. Suppliers of inputs to the food & farming industry

SWOT

Strengths:

Benefits provided
Groundwork
Great examples

Weaknesses:

Lack of clarity
Fragmented infrastructure
Skills
Funding requirement

Opportunities:

Public interest
Industry interest
Targets of others
Funding structure

Threats:

“Sustainable” food
Politics and TTIP
Economy

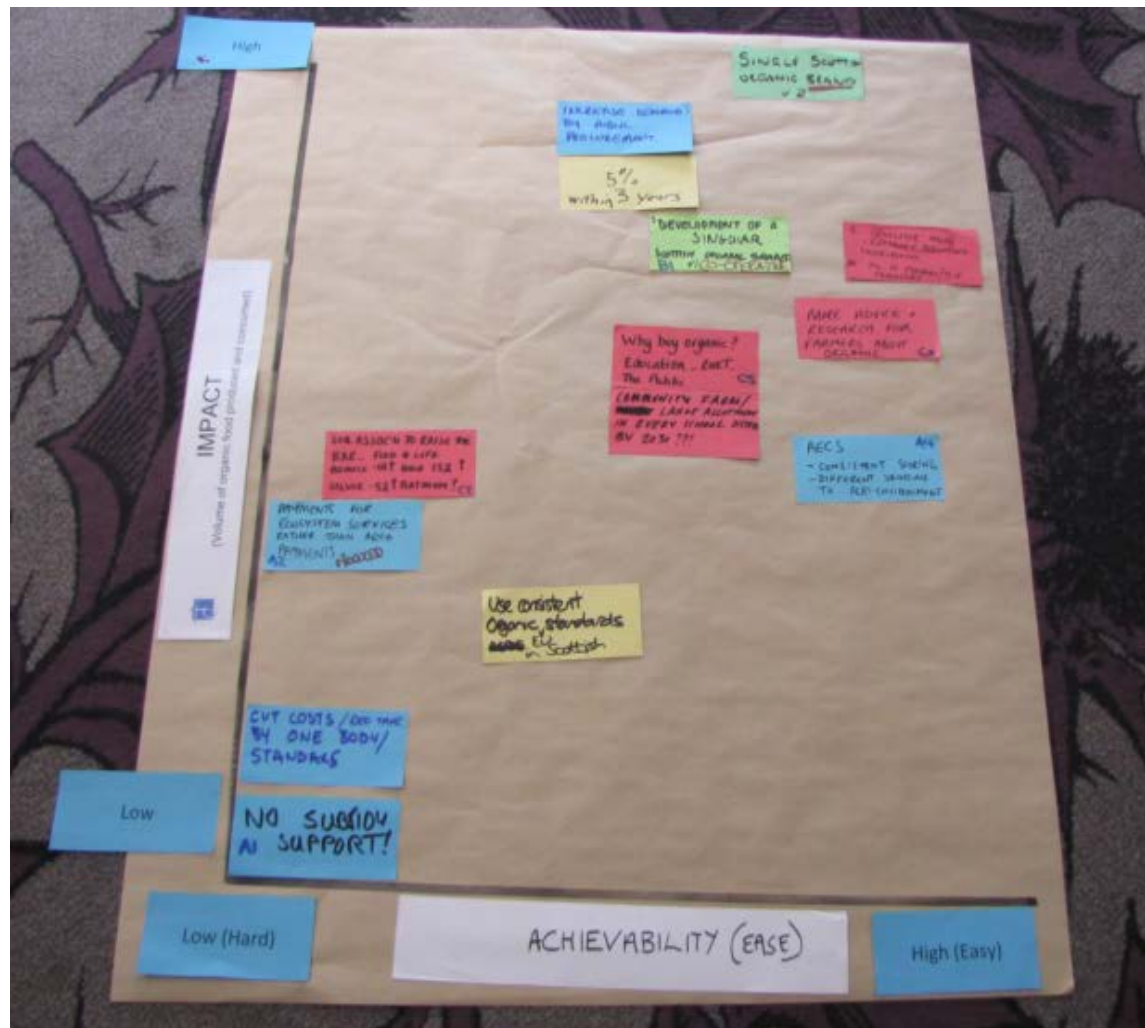
Diagnosis

- Hurdles ranked in terms of importance to stakeholders

Identifier	Sustainable growth of the organic sector	Votes
New growth 15	Inadequate infrastructure in production and processing is a major hurdle to growth of the sector	12
Growth 3	Fragmented production and lack of critical mass is a major hurdle to growth of the sector	11
Growth 12	Leakage of producers back to conventional sector is a significant factor jeopardising the strength of the sector	9
Growth 2	The organic sector is not capitalising on Scottish Government initiatives such as recipe for success and 5-a day	8
Growth 4	Fragmented supply chains are a major hurdle to growth of the sector	8
Growth 5	Short-supply-chains, including direct marketing and farmers markets are poorly supported and poorly developed	7
Growth 8	Lack of certainty of market and contracts is inhibiting investment in the sector, which limits growth	7
New growth 13	The organic sector does not work co-operatively enough, and so lacks bargaining power with multiple retailers	5

- Ranking issues – who engages, who shouts loudest, seasonal variation, articulation, weighting.

Choosing the right things to do



2020 Challenge for Scotland's Biodiversity



A Strategy for the conservation and
enhancement of biodiversity in Scotland



Setting within the policy context

*Goal - A vibrant, successful,
sustainable, world-renowned Scottish
organic food and farming sector*

Strategy - Collaborate to
produce more Scottish organic
food using best practice

PROGRESS

- 16 actions
- Four themes
- One goal

Knowledge



Wendy Seel

Scottish
Organic
Forum

Knowledge

1.1) Promote awareness of and increase understanding of the value provided by organic produce across the whole of Scottish society

1.2) Conduct a feasibility study for a Scottish Organic brand designed to strengthen understanding and economic value of Scottish organic produce

Strength



Wendy Seel

Scottish
Organic
Forum

Strength

2.1) Improve the collection and dissemination of market intelligence on Scottish organic food and drink throughout the Scottish supply chain

2.2) Conduct a feasibility study for a cooperative Scottish organic marketing strategy linking both vertically and horizontally within the whole Scottish supply chain

2.3) Strengthen the infrastructure throughout the Scottish organic supply chain

2.4) Reduce the barriers to entry into and expansion within the Scottish organic sector

2.5) Develop new, and strengthen existing routes to the domestic market

2.6) Increase support for Scottish organic exports

Skills



Wendy Seel

Skills

3.1) Provide dedicated, specialist advice for everyone interested in the Scottish organic sector

3.2) Develop an accessible online hub for Scottish organic farming and agroecological research and advice for Scottish organic producers, processors and researchers

3.3) Work alongside universities and research institutes to identify and address the key technical and practical challenges of Scottish organic production and distribution

3.4) Provide a range of training and employment schemes for those working in, or wanting to enter, the Scottish organic supply chain

Resilience



Wendy Seel

Resilience

4.1) Strengthen working relationships between the Scottish organic farming sector and organisations that protect and enhance Scotland's natural capital

4.2) Develop understanding, and promote implementation of those organic farming practices which make a positive contribution to Scotland's natural capital, address climate change challenges, and add resilience to Scottish food production systems

4.3) Ensure that organic farming and Agri-Environment Climate Scheme (AECS) options can be undertaken together in a way that ensures maximum environmental benefit

4.4) Provide base level financial support for organic production and for conversion to organic farming

ORGANIC AMBITIONS

Scotland's Organic Action Plan 2016-2020

KNOWLEDGE

Understanding the benefits that organic produce can bring to everyone and to our environment

SKILLS

Ensuring that everyone interested in learning about innovative organic production will have access to advice and training

STRENGTH

Building a stronger Scottish organic supply chain to increase the availability of organic produce for everyone

RESILIENCE

Strengthening the ability of organic farming to conserve and enhance Scotland's biodiversity and natural resources, and in turn to build more resilient farms

Organic Ambitions: Scotland's Organic Action Plan 2016-2020 will be launched on 27th January 2016

Funded by the Scottish Government as part of its Food Marketing and Organic Farming Advisory Activity

Stage two

Implementation plan

- Human and financial resources
- Detailed delivery plans
- Monitoring and evaluation procedures

<http://www.sruc.ac.uk/sof>

The discovery phase of the new Scottish Organic Action Plan was funded by the Scottish Government and undertaken by the Scottish Organic Forum

Wendy Seel
Chair, Scottish Organic Forum