



**ORGANIC FARM MANAGEMENT
HANDBOOK
SPONSORSHIP OPPORTUNITIES**

Summer 2023

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ORGANIC RESEARCH CENTRE

Background

The Organic Research Centre (ORC) is the UK's leading, independent, research charity working for better farming, food and health, promoting environmental sustainability, quality food and health and wellbeing for all. Based on organic and agro-ecological principles we work in the UK and internationally in collaboration with over 200 organisations from the farming sector to research and develop practical, sustainable land management and food production systems. We also work to foster knowledge exchange with (and between) current and future producers, food businesses and related professionals. This in turn is used to influence policy and public debates on the future of food and farming based on sound evidence.

As a charity we try to make our research as widely available to everyone wherever possible. Our knowledge exchange programme is what sets us apart from many other research institutions. Our value is recognised by the fact that we work efficiently and effectively with different stakeholders to bridge the gap between pure academia and the practical application of research.

We pride ourselves on actively listening to what farmers have to say and working with them to find the right solutions for the industry. This gives us the authority and respect to be the voice of farmers in research projects, to ensure that their input is heard. This has an appeal and value to other organisations who choose to collaborate with us as a direct result.

Our value is recognised by the fact that we work efficiently and effectively with different stakeholders to bridge the gap between pure academia and the practical application of research. We do this by collaborating with farmers to generate new ideas and innovate practical ways of solving problems based upon research from on-farm trials and workshops where our researchers work alongside our growing network of +120 farmers to test solutions (based on scientific approaches so they are replicable). From soil health to agroforestry, crop diversity to animal wellbeing, our research is dedicated to finding better ways to farm and manage our land.

Everything we do has to deliver impact in order to drive change. In order to deliver impact, we need to engage the farming community by communicating valuable, easily accessible information more effectively.

ORGANIC FARM MANAGEMENT HANDBOOK

Since the Organic Farm Management Handbook (OFMH) was last produced in 2017 much has changed in the sector. The UK's organic market is now worth £3.05 billion, after a 23% growth in sales since 2019 with shoppers now spending almost £60m on organic products every week.

However, the land area used has remained largely static over the last few years in England. So, what is preventing more farmers moving into organic when the sector is experiencing such growth?

Information is the key

One of the key barriers is the lack of current information on the costs and business performance of organic farms and related management issues that is vital to anyone contemplating the seismic shift to organic farming. The revised OFMH will provide that information – utilising in depth historical data and expert opinion.

It is the essential tool for understanding the economics of organic farming in the UK. It can:

- Help with business plans and budgets
- Provide a means of assessing the viability of specific crops and livestock
- Advise on conversion related innovations such as new marketing approaches.

“I have been using the Organic Management handbook for many years. It has been extremely useful in my teaching career to help learners access valuable information about the viability of Organic agricultural and horticultural enterprises and to develop business plans for their future endeavours. As a grower and a farmer, I used the book regularly. It has been very useful in keeping up-to-date industry information, gross margins and benchmarks for specific agricultural crops and more.” – Nir Halfon

As the **only authoritative compendium** of the business aspects of organic farming in the UK, its continuation is vital for the organic farming sector in Britain.

SPONSORSHIP OPPORTUNITIES

A 12th edition, of the OFMH, completely revised and updated, will cost **£28,500** to produce and we are offering a range of sponsorship opportunities for like-minded companies and organisations.

Our dedicated fundraising and PR and Communications team will work closely with our sponsors to tailor a partnership to ensure key corporate, CSR and philanthropic objectives are delivered in order to:

- meet commercial objectives
- protect and enhance brand values
- add a genuine purchase incentive, where relevant
- provide a relevant point of difference in competitive markets

These can be achieved through:

- Brand association with one of the agricultural and food industry’s most high-profile organisations, enhancing customer and community perceptions of your organisation
- Increased sales revenue associated with this activity.

We will work with you to create a bespoke package and agree the level of support that works for your company ensuring ongoing PR coverage through our media connections and key industry publications through a comprehensive media campaign. A detailed breakdown of the generic benefits is available, but a summary is as follows:

CHAPTER SPONSOR - £1,000

No tailored opportunities are available at this level. Chapter Sponsors will receive the following benefits package:

OFMH

- 1 page black and white advert at front of sponsored chapter
- Sponsor acknowledgement/logo on header of each page throughout the chapter
- Acknowledgement at front of handbook

Branding

- Acknowledgment on the ORC website

Events

- Invitations to attend networking opportunities at ORC events
- An invitation to the ORC Annual Conference

Media

- Our dedicated PR team will support you to develop a media plan to meet your objectives



SPONSOR - £500

You will join ORC sponsors and receive the following benefits package:

OFMH

- 0.5 page black & white advert

Branding

- Acknowledgment on the ORC website
- Acknowledgement in the ORC Annual report and accounts

Events

- Logo and acknowledgment in the ORC Annual Conference programme



EVENT SPONSORSHIP

ORC organises a number of farm visits and events throughout the year. Events sponsors will have a package of bespoke benefits developed in partnership to deliver key objectives. If you would like to find out more about our forthcoming events, national, local, general and/or sector specific, please contact the office via supporters@organicresearchcentre.com

THE WAY FORWARD

Thank you for considering this proposal.
Please contact us to discuss how we can tailor a corporate partnership to suit you.

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The Organic Research Centre

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