

## Organic Food - UK - October 2011

Report Price: £1750 / \$2837 / €1995



"The organic market too needs to engage with people's emotions rather than their vague ideas about whether pesticides are harmful or not, by clearly communicating tangible benefits. Happily, this is what the Organic Trade Board is looking to do with its Why I Love Organic campaign."

– Alex Beckett, Senior Food Analyst

### In this report we answer the key questions:

- How can the market tackle the consumer perception that organic foods are overpriced?
- How can marketing most effectively convey the benefits of organic?
- Which age-groups offer the most potential to the organic market?
- What can the organic market learn from Yeo Valley's 'rapping farmers'?

- This report covers the UK retail market for organic food produced according to organic principles and standards. The main sectors covered include fruit and vegetables, meat and poultry, dairy products, fish and seafood, eggs, prepared foods and groceries, cereal products, baby and toddler foods and infant formula. It includes organic foods that are fresh, frozen or ambient.
- Organic farming involves the development of management practices that aim to avoid the use of agrochemical inputs and to minimise damage to the environment and wildlife.
- To be certified organic, products must derive from sustainable management practices that rely on crop rotation, biological pest control and use of animal and plant manure as fertilisers. Management practices avoid the use of artificial herbicides, pesticides and fertilisers, genetic modification and, for livestock production, the routine use of antibiotics, growth promoters and other drugs. For organic processed products, not less than 95% of the ingredients must be certified as organic. Products made with between 5% and 30% of non-organic ingredients can highlight the organic content – legally the label must state the percentage of total organic agricultural ingredients.

### Your business guide towards growth and profitability

A Mintel report is your one, best resource for information and analysis on consumer markets and categories.

### Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

If you have any questions or require further information, send an email to [oxygen@mintel.com](mailto:oxygen@mintel.com) or call one of our regional offices:

**EMEA:** +44 (0)20 7778 7151  
**Americas:** +1 (312) 932 0600  
**APAC:** +61 (0)2 8284 8100