

Organic Ambitions

What has been achieved so far?

Knowledge



Strength



Resilience



Skills

Actions



Make Scottish
Organic easy to
understand



Make it
easy to
get
Scottish
Organic
from farm
to plate



Make sure
everyone
involved
has the
tools &
skills they
need



Build a
system
that can
survive &
thrive



Knowledge

Making Scottish Organic easy to understand

		Current & imminent work	Additional expertise
1.1	Awareness & understanding	Certification bodies SA Charity FFL Nourish Scotland OTB Businesses	SF&D SFDF Scottish Enterprise
1.2	Scottish organic brand	None	SF&D SFDF Scottish Enterprise SAC



Strength

Getting Scottish Organic from farm to plate

		Current & imminent work	Additional expertise
2.1	Market intelligence	Soil Association	Limited
2.2	Cooperative marketing strategy	OTB – Soil Association Industry partnership	SF&D SFDF Scottish Enterprise
2.3	Supply chain infrastructure	SAC – partnership Breadshare	SAOS
2.4	Barriers to entry & expansion	None	
2.5	Routes to domestic market	Soil Association Certification bodies	SF&D SFDF Scottish Enterprise
2.6	Exports	Soil Association Certification bodies	SF&D SFDF Scottish Enterprise SDI



Skills

Providing what's needed for
competitiveness & productivity

		Current & imminent work	Additional expertise
3.1	Specialist organic advice	SAC (via Riccardo) SAC discussion group Certification bodies	Internet etc.
3.2	Online advisory hub	ORC/SRUC (Agricology)	
3.3	Addressing technical & practical challenges of production & distribution	Main research providers via strategic research programme ??? Soil Association	
3.4	Training & employment schemes	Nourish Scotland Soil Association SRUC	Scottish Enterprise AgriFood Partnership



Resilience

Climatic and economic change

		Current & imminent work	Additional expertise
4.1	Working relationships with “natural capital” bodies	Soil Association	Natural capital forum
4.2	Understanding & implementation of organic farming practices that add resilience to natural capital and food/farming businesses	Soil Association	Main research providers
4.3	Maximise benefits of AECS	Soil Association	SNH, GWCT, SAC
4.4	Base level of financial support for organic farmers	SOPA	



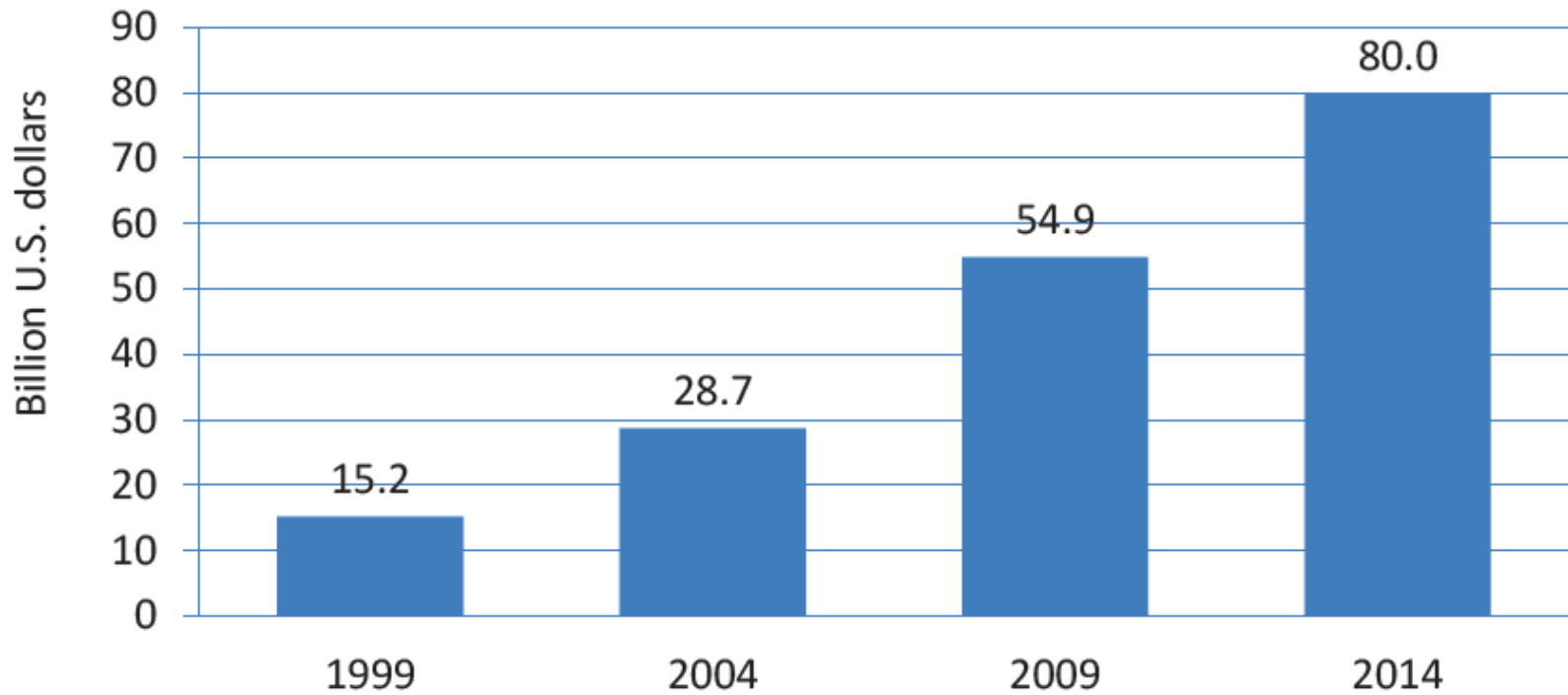
Action 2.3 – Strengthen the infrastructure throughout the Scottish organic supply chain

- Building a strategic development plan for the Scottish organic supply chain (SAC consulting and independents)
- Building an online grain forum (Breadshare)

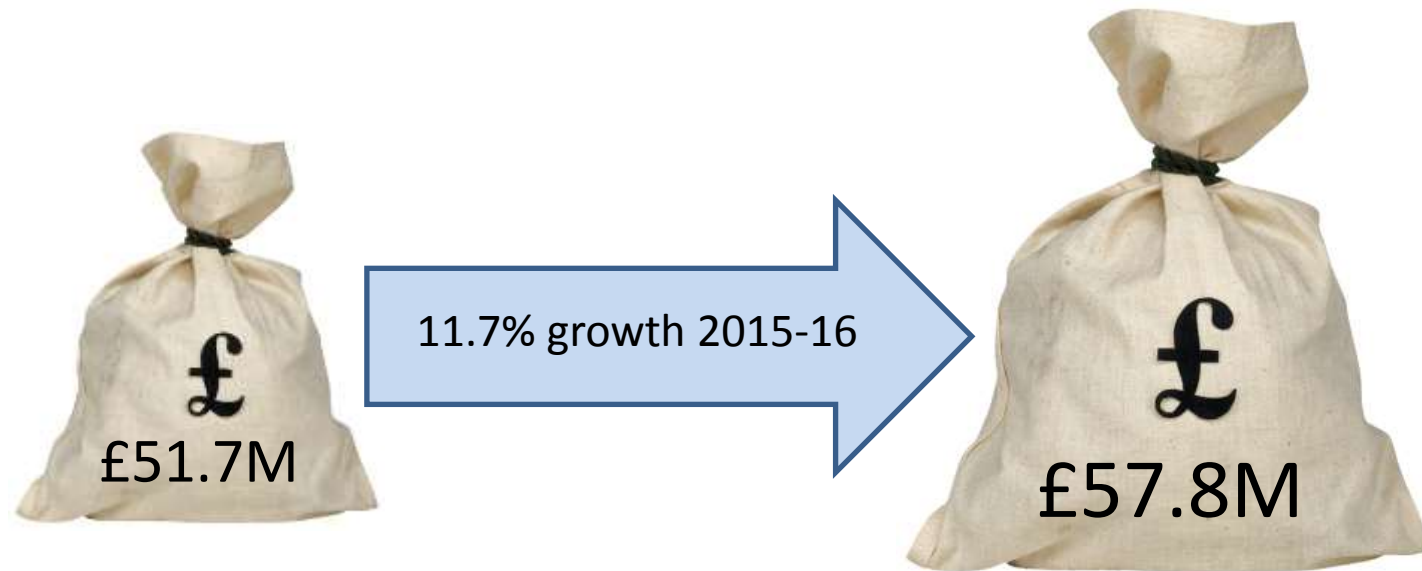
Part of the context - a rising world market

World: Growth of the global market for organic food & drink, 1999-2014

Source: Organic Monitor

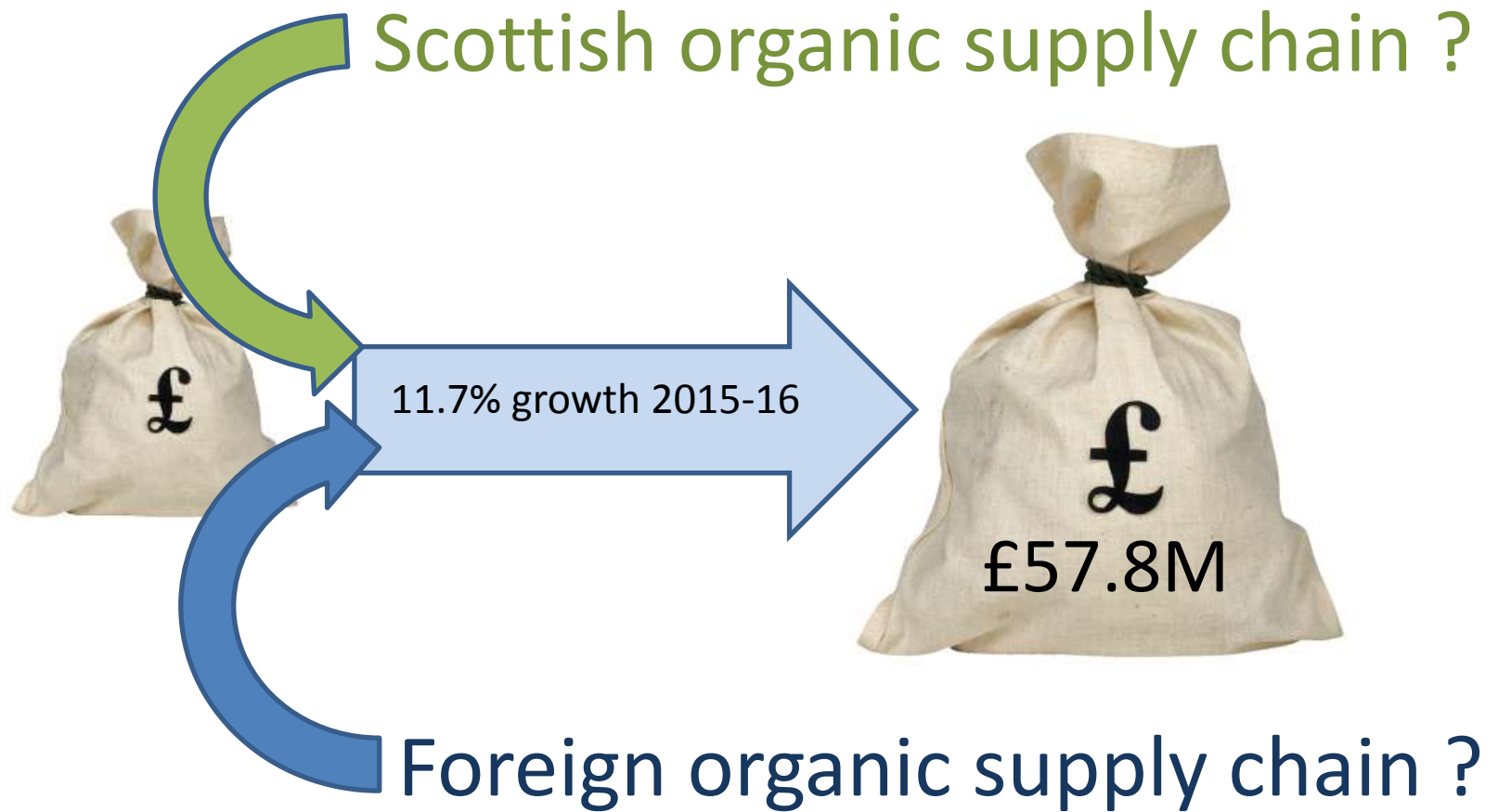


Good news for organic sales in Scotland



Net growth = £6.1M

But who is supplying the growth of sales in Scotland?



Strategic development plan

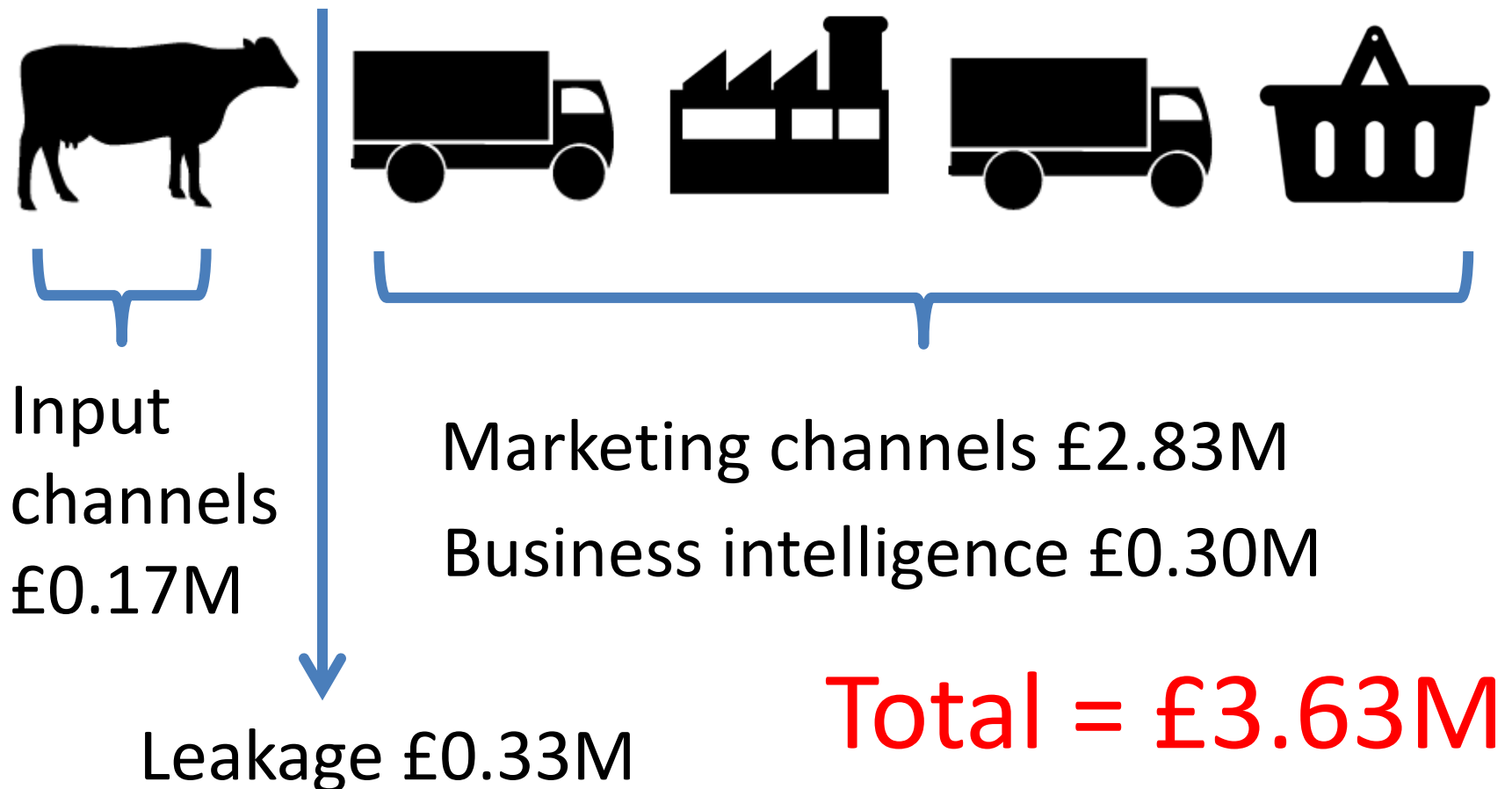


Increase the amount of organic food produced and consumed in Scotland

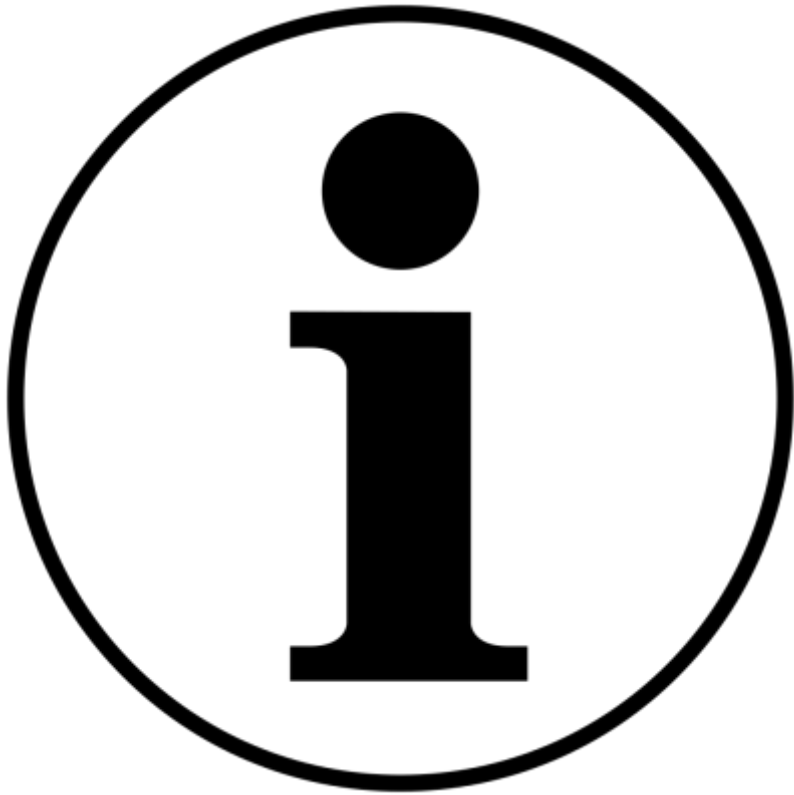


Allow Scottish organic food businesses to compete within UK and beyond

Producer's estimated cost of supply chain inadequacies



Emphasis on business intelligence



grows in
importance
along the
chain

what, where, when, quantity, cost

Find Organic Ambitions online

www.gov.scot/Publications/2016/01/4353/0