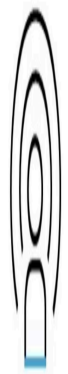


Highlights from the Soil Associations Organic Trade Conference

On 23rd October 2019 we attended the Soil Association Certification's annual Organic Trade Conference in London along with 200 delegates from across the organic industry. The event was designed to share up-to-date market and consumer information as well as inspire the audience with good news and best practice stories from within the industry and across the global organic sector. Opening the conference, Mike Watkins, Head of Retail and Business insight at Nielsen, revealed another year of growth with organic sales at supermarkets up 3.8%* so far in 2019. The findings of the research confirm that consumer choice is moving from individual centric to planet centric decision making, as shoppers are increasingly considering the impacts they can have on the planet, rather than purely what a product can do for them as an individual.

Mike Watkins also presented the key drivers shaping the industry and providing opportunities for organic include:

DRIVERS OF CHANGE SHAPING THE INDUSTRY



DIGITAL
REVOLUTION



EXPLOSION OF
SMALL BRANDS



GENERATION Z



HEALTHY
PLANET



RISE OF
LOCAL

Alex Walters our Chief Commercial Officer took part in a lively panel discussion.

[Get in touch](#) today if you'd like to find out how we can help your business.