

Could the organic knockers change the record please!

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Friday, Sep 21 2012

MailOnline



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If the smug organic mob get their way, millions of families will never again be able to afford roast chicken for Sunday lunch



Who's really being smug here, Marco?

“trying to suggest that organic food is just too expensive on the one hand whilst we face an epidemic of diet-related illness just doesn't add up – even if it is a lazy argument to continually regurgitate”

It is surely a matter of personal choice where consumers spend their money – and that's the way it should be. God forbid we tell anyone how to live his or her life, but trying to suggest that organic food is just too expensive on the one hand whilst we face an epidemic of diet-related illness just doesn't add up – even if it is a lazy argument to continually regurgitate.

But let's not ignore the issue of price because there is a small premium to be paid of food that has been grown well. But if you shop around you can, and will, find real value – just this week, for example, organic gala apples in Tesco are on offer at 50p a bag cheaper than their conventional gala apples (£1.25 vs £1.75).

It's true that normally you would expect to pay this small premium (the average premium on gala apples in Tesco would be about 20p or £1.79 vs £1.99) – but in the real scheme of things, it really is a small and *worthwhile* premium.

So I ask again, why this urge to knock organics? It is benefiting, not harming. And if you really don't want to buy into the benefits that are on offer, then don't! It's your choice – and frankly choice is good. But Marco, calling the entire organic sector smug is really rather ... smug.

Adam Wakely

• OTB hits back at 'smug organic' charge – see p 3

Am I alone in becoming bored by the relentless and unimaginative knocking of organic food?

Yet again we see the regurgitation of a historical study (The Stanford Report) sensationally telling us that organic food is nutritionally no better for us than conventional foods.

Wow! The problem is, however, I don't recall any organic products or brands suggesting that their organic products *are* nutritionally better than their conventional counterparts. An apple is an apple at the end of the day.

As far as I am aware (and according to the Organic “Naturally Different” Campaign) 63% of people choose organic food to avoid harmful pesticide residues – followed by better animal welfare, and organic farming being better for the environment. Oh yes, and its tastes better! All pretty clear reasons to me. And all pretty good reasons to boot. So why knock it?

Marco Pierre White's recent *Mail on Sunday* piece ‘If the smug organic mob get their way’... seems to think that organic food is just too expensive and that a Sunday roast will be a thing of the past for the working man. However a few days earlier we read with alarm about the rising obesity levels across the UK as well as the issues of the nation's deteriorating health being directly related to excessive drinking and smoking (and of eating foods high in salt, fat and sugar).

If the same level of media attention was turned on those companies who market junk food to children, and those companies that refuse to reduce the salt in their food, we would be saving the NHS billions of pounds a year treating diabetes, heart disease and other diseases related to poor diets.

Organic food and drink just doesn't deserve the flak it's getting. Why castigate an industry for wanting to provide food for our children that hasn't been sprayed with pesticides? It's nonsensical.

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CAMPAIGN UPDATE

The OTB's three year organic consumer campaign continues to gather momentum under its theme this year of 'Organic. Naturally Different'.

Competitions crazy

Throughout the month of September we ran daily competitions on our facebook wall, alongside our popular caption competition and weekly giveaways that will be housed within our app. Our daily competitions typically launch around midday for two hours – so be quick to share with your fans!

Our caption competition has a fabulous prize of £200 shopping vouchers this month so please share with your fans.



They may look the same, but one way to reduce your exposure to pesticides is to eat more organic food.

Talking plums ...

You may have noticed that our popular and successful ad campaign featuring the taking carrots, apples and cows popped up again on the London underground. These ran until the 30th September. In mid-September, we launched a cheeky new creative featuring talking plums (see picture). We'll report back next time with news on how the

campaign went down with Londoners.

And 23,000 likes!

We now have over 23,000 LIKES on facebook. And we're continuing to get great engagement – 12% is our talking about figure now – when the industry average is 5%- 8%. Thank you to those companies who have already highlighted our competitions and giveaways.