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**CHOOSE THE EUROPEAN
ORGANIC LEAF
FOR A BETTER WORLD.**
Good choices matter.



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Organic for All Ages - Navigating the Current Market with Multi-Generational Communication

Sarah Compson – Soil Association

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Understanding of fruit and vegetables amongst UK 6-12 year-olds



23%



1/4

The starting point for engagement

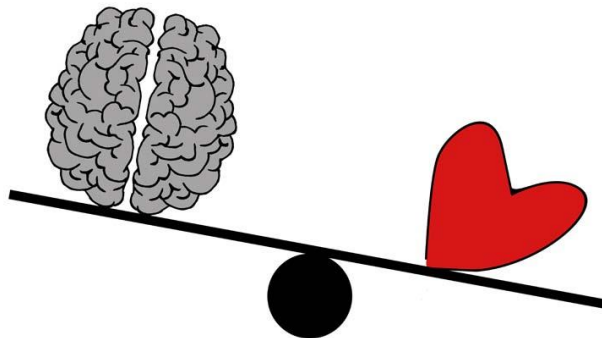


To be able to present the **solution**, people need to know and care about the **problem**

So, what do people care about?

Top 6 reasons for buying organic

1. **No pesticides**
2. **Better for the environment**
3. **Perceived better quality**
4. **Taste is better**
5. **Better for animal welfare**
6. **Perceived health benefits**



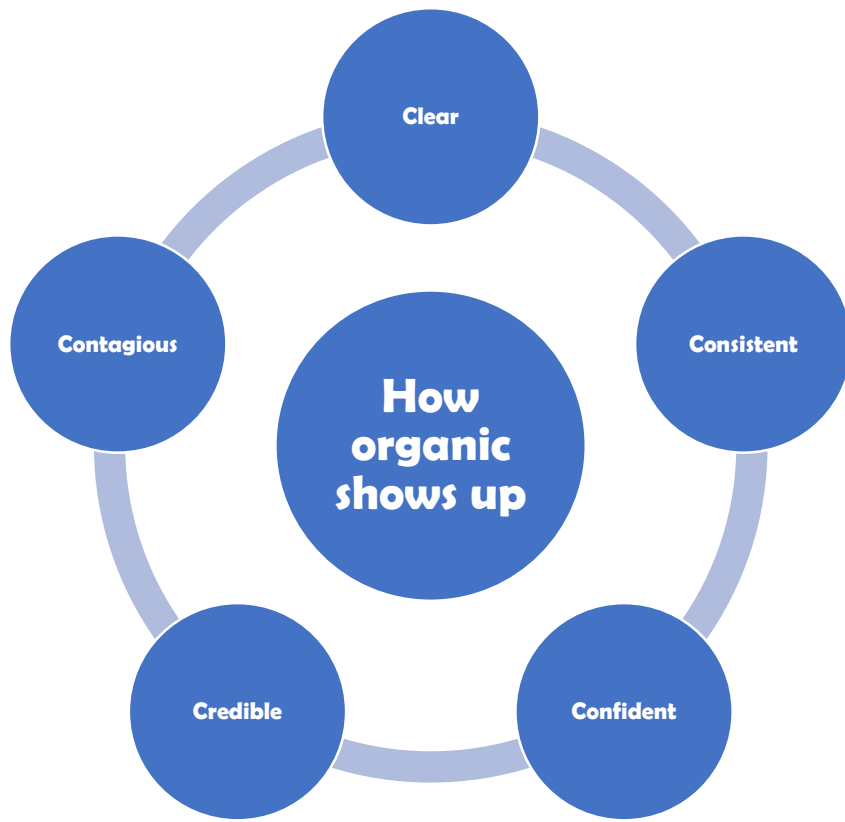
Emotional brand levers

“A brand I love”

“It’s for people like me”

“It’s distinctive”

“I have a personal experience of it”



Meeting people where they are



Showing up in popular culture



LADY EVE BALFOUR DECIDED TO BE A FARMER BY AGE 12, IN AN AGE WHERE FEW WOMEN WERE. SHE FOUNDED THE SOIL ASSOCIATION AND PIONEERED THE ORGANIC MOVEMENT

NETFLIX

1 out of 10 women quit their jobs due to MENOPAUSE

#DavinaMenopause





Thank you

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www.beingorganic.eu



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