



HOW YOU CAN SUPPORT OUR NEW CAMPAIGN

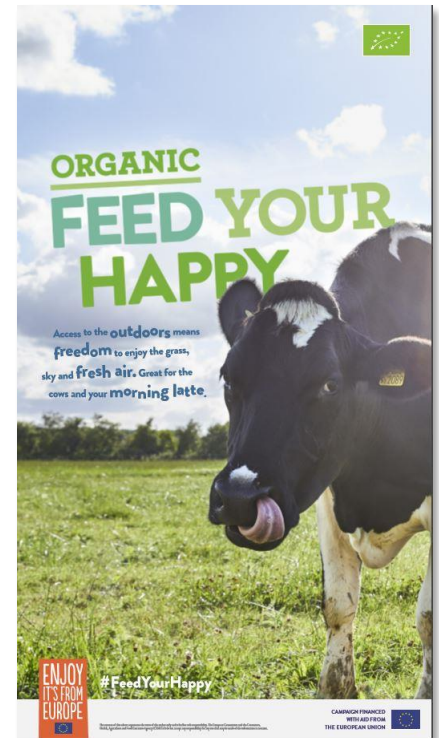
CAMPAIGN CONCEPT: ORGANIC. FEED YOUR HAPPY.

When we eat organic, we feel happy.

Because we know it means high animal welfare, fewer pesticides, no artificial additives, preservatives or routine use of antibiotics. We're inviting people to add happiness to the world and their lives by feeding their happy with organic – and to experience the unadulterated joy of organic food. This is about making an emotional connection with organic food.

WHAT'S HAPPENING

- What:** Organic. Feed Your Happy campaign from the Organic Trade Board.
- Why:** Feed Your Happy – with organic food
- Where:** Films online and social, PR in media, bloggers, advertising online and in-store.
- When:** Launch on 5 September 2017 and running throughout the month. Advertising starts on 11 September.
- Who:** Sara Cox Ambassador, Rosie Birkett Chef, plus organic producers.



WE NEED YOU TO FEED YOUR HAPPY AND SUPPORT THE CAMPAIGN:

- **Social media** – follow the Organic UK social channels and support the campaign. #FeedYourHappy by sharing on your social channels. We're on [Twitter](#), [Facebook](#) and [Instagram](#).
- **Newsletters** – include information on the campaign and ask your database to share what foods feed their happy.
- **Blog** – share the films online and share your favourite organic foods or recipes.
- **Competitions** – run competitions to encourage people to share their stories.
- **Look for the ads** – we will be running out of home and digital advertising from 11 September. If you spot them when out and about, tweet us a photo with your location and tag #FeedYourHappy.



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CAMPAIGN ASSETS FOR YOU:

1. **Campaign logo** – [click here.](#)
2. **Organic. Feed Your Happy Campaign Films** – [click here.](#)
3. **Photos** of Sara Cox, Rosie Birkett with organic producers and organic foods – [click here.](#)
4. **Social media** –assets to help share why organic food makes you happy – [click here.](#)
5. **Website** – our new site will go live at the start of September. www.feedyourhappy.co.uk

CELEBRITY AMBASSADOR: SARA COX

- Sara Cox, one of the UK's most loved BBC presenters will share her favourite foods and talk about why organic food makes her feel happy.
- We organised for Sara Cox to spend the day with top chef, Rosie Birkett, to create her happiest meal, made with foods from some of the UK's leading organic producers.
- The organic food that she chose included bruschetta with fresh organic tomatoes, classic roast chicken with assorted salads and crème brulee with a range of berries – all made even more special by using organic produce.
- Sara knows a thing or two about organic farming, having grown up on a beef farm where she helped her Dad rear pedigree cows. She feels strongly about animal welfare and the use of lower pesticide foods which she feeds to her children.
- Guest blog by Sara Cox – link will be provided w/c 31 August 2017.
- Film of Sara Cox – link will be provided on 4 September if you want to embed or link to it.



MEDIA LAUNCH

- We will launch the campaign on Tuesday 5 September with a series of short films from Sara Cox and chef Rosie Birkett and stories of UK organic producers.
- The campaign is supported by research on why consumers choose organic and the positive emotional connection people make to organic food.
- The campaign will encourage the nation to join in and share their favourite organic foods and meals that #FeedYourHappy.
- Our campaign media coverage already secured includes Sunday Times Magazine, Daily Express, Hello, BBC Good Food, plus a range of top foodie bloggers.
- Advertorials will appear in the Guardian, plus a range of top foodie bloggers.
- Make sure you follow our social media channels before the 5 September so you're ready to share the coverage as it happens during September.

SOCIAL MEDIA: SHARE WHAT ORGANIC FOOD MAKES YOU HAPPY AND WHY?



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#FeedYourHappy is all about encouraging people to share food that makes them happy. We would like you to help us bring to life the journey of happiness of organic food from the field to the plate by sharing how organic food makes you happy and why.

Since November 2016 we've been running #OrganicHour on Twitter every Wednesday from 8-9pm. We'd love you to join in! During September, we'll be talking all about #FeedYourHappy so please get involved. Just follow @OrganicUKfood and search #OrganicHour to join in.

HOW TO TALK ABOUT ORGANIC:

Buying organic means:

- Fewer pesticides
- No artificial additives or preservatives
- Always free range
- High standards of animal welfare
- No routine use of antibiotics
- No GM ingredients

ORGANIC SEPTEMBER FROM THE SOIL ASSOCIATION

Organic September is designed to raise the profile of organic in the UK and inspire consumers to look for the logo & choose organic. We have been working closely with the Soil Association to make sure our two campaigns complement each other.

The Soil Association will focus the campaign around the core concept that organic is 'Food as it should be,' and will be encouraging everyone to share the reasons why they support organic. They will be curating and reporting using the hashtag #ChooseOrganic.

Find out more, here: www.soilassociation.org/organicseptember

FOR MORE INFORMATION, PLEASE CONTACT:

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