

## Marketing Organic Produce

### Group 3

## Increasing national & regional markets

- There should be different ways of packaging information to create consumer awareness:
  - At different stages with different tools
  - Trained retail staff
  - Promotion is expensive; find interested journalists – simple information - free publicity

## Associated marketing initiatives

- Work more with consumer associations
- Take the PGS scheme further
  - Exchange success stories
  - Also for regional EA trade
- Learn from the AfroEx initiative

## Regional branding

- Promote EA mark more, it is there, why is it not used?