Organic Export Report

Practical guidance and inspiration for export of organic products from the EU to the UK.

CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION

Organic Sweden

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ENJOY IT'S FROM EUROPE

Content

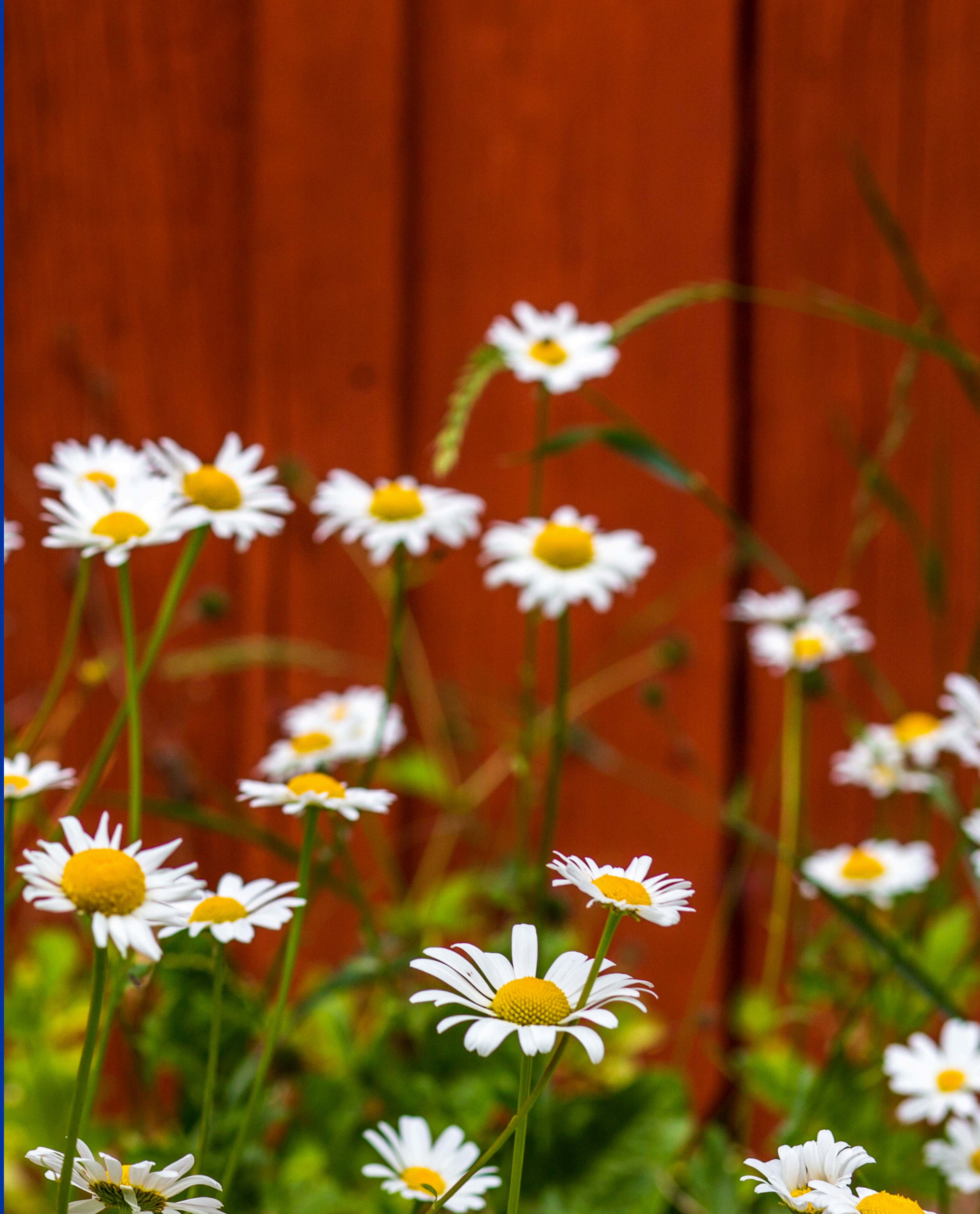
Organic Sweden

1. Introduction

This report is part of the project **Organic Export UK.** A project **Organic Sweden** runs with EU funding together with Swedish food businesses.

In the “Farm to fork” strategy, the European Commission has set the target to reach 25 percent organic agricultural land by 2030 in the EU. This project aims to contribute to fulfill this important goal.

This report is intended to give practical **guidance** and **inspire** organic food producers in the EU to increase their exports to the British market.



1. Introduction

PARTICIPATING BUSINESSES

Currently **twelve Swedish businesses** are part of the project.

They all share a goal of entering or expanding on the UK organic market.

They are of different size in turnover and volume and represent different product categories;

- **Innovations from Swedish organic farming** like steel cut oats, oat rice, camelina oil and berries
- **Plant-based flavour from Swedish pulses** like burgers, nuggets and mince
- **Healthy indulgence** like bars, chocolate with arctic flavours and crisps

1. Introduction

ACTIVITIES

2024

- Consumer survey
- Communication concept
- Communication Toolkit
- PR-activities
- Digital campaign
- Nordic Organic Food Fair
- Webinars

2025

- Communication Toolkit
- Natural & Organic Products Expo
- PR-activities
- Digital campaign
- Organic Export Report
- Webinars
- Import, logistics & distribution

2026

- Business trip to London (Jan)
- Organic Export Report
- Communication Toolkit
- PR-activities
- Digital campaign
- Natural & Organic Food Show in London (Sep)
- Webinars

2. Market Situation

a. Sales Data

- Market Development
- Market Channels

b. Consumer Behaviour

- Market Habits
- Purchasing Trends

c. Consumer Attitudes

- Motivation
- Knowledge
- Barriers

Unless otherwise stated, data in this chapter is sourced from The Soil Association's Organic Market Report 2025. The 2026 edition of the report, featuring updated figures, is scheduled for publication in March.

2A. Sales Data

MARKET DEVELOPMENT

The UK organic market has **maintained a continuous growth** for over 13 years.

Despite macroeconomic headwinds such as Brexit and the pandemic, the market continues to expand, offering **significant long-term opportunities** for organic producers.

A key driver of this stability is that **the organic sector outpaces the conventional food market**, showing a stronger long-term growth trajectory.

Market data for 2025 will be released in March by the Soil Association.

All data is based on the Soil Association's Organic Market Report 2025

7 out of 10 consumers make a conscious and intentional choice to buy organic products.

23%

of all organic supermarket purchases are made online

4,7 %

Organic volume growth increased by 4.7%, which is four times higher than the growth rate of conventional food (1.2%)

1,2 %

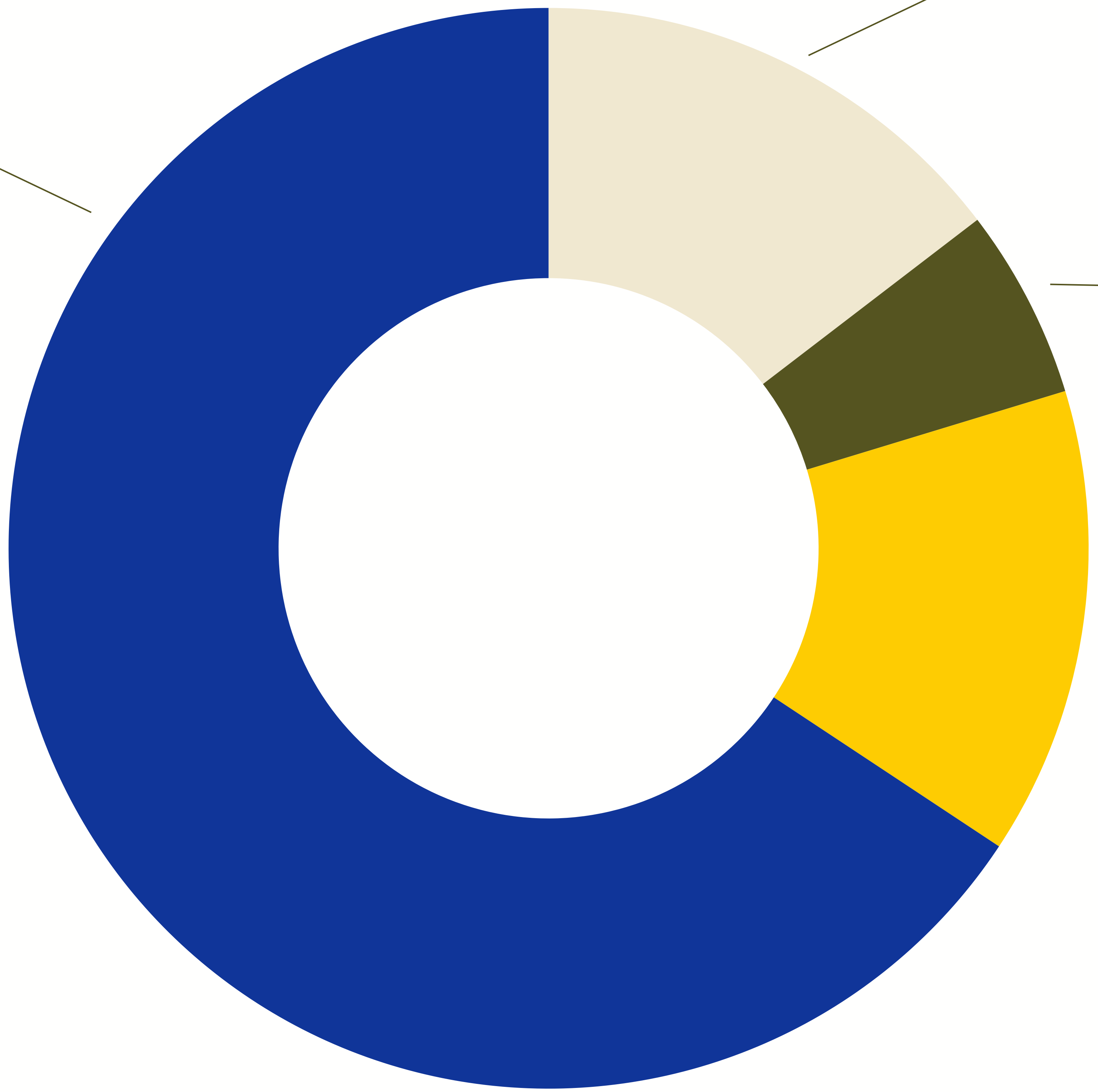
Sales in independent shops increased by 9%, reaching a total value of £518m.

2A. Sales Data

MARKET CHANNELS

Supermarkets 65,7%

Major supermarkets account for nearly two-thirds of all sales, reaching a value of £2.43 billion. This channel showed exceptional strength in 2024 with an 8% increase in value. Most notably, unit sales grew by 4.7% which is four times the grow rate of conventional food. This expansion is largely fueled by high performance in categories such as fresh produce, ambient grocery, and the meat, fish, and poultry sector.



Online & Box Schemes 14,6 %

The home delivery sector, inculding specialized box schemes and online grocery platforms, currently represents 15% of the total organic market, benefiting from the UK's high digital maturity. Organic products are twice as likely to be purchased online compared to non-organic items, with 23% of all organic sales occurring though digital channels.

Foodservice 5,7 %

The foodservice sector has shown a robust recovery as inflationary pressures have eased, growing by 6.5% to reach £208 million. This growth is supported by a rising interest in sustainable dining and the "Food for Life Served Here" certification, which continues to drive organic adoption in public catering such as schools and hospitals. As British diners increasingly expect ethical and sustainable options when eating out, there is a growing demand for reliable organic suppliers within hospitality industry.

Independent Retail 14 %

Independent shops and specialist retailers remain a vital and high-growth gateway for organic brands, expanding by 9% to a total value of £518 million. These outlets serve the UK's most committed organic shoppers – consumers who prioritize transparency, regional origin, and premium quality.

All data is based on the Soil Association's Organic Market Report 2025

2B. Consumer Behaviour

MARKET HABITS

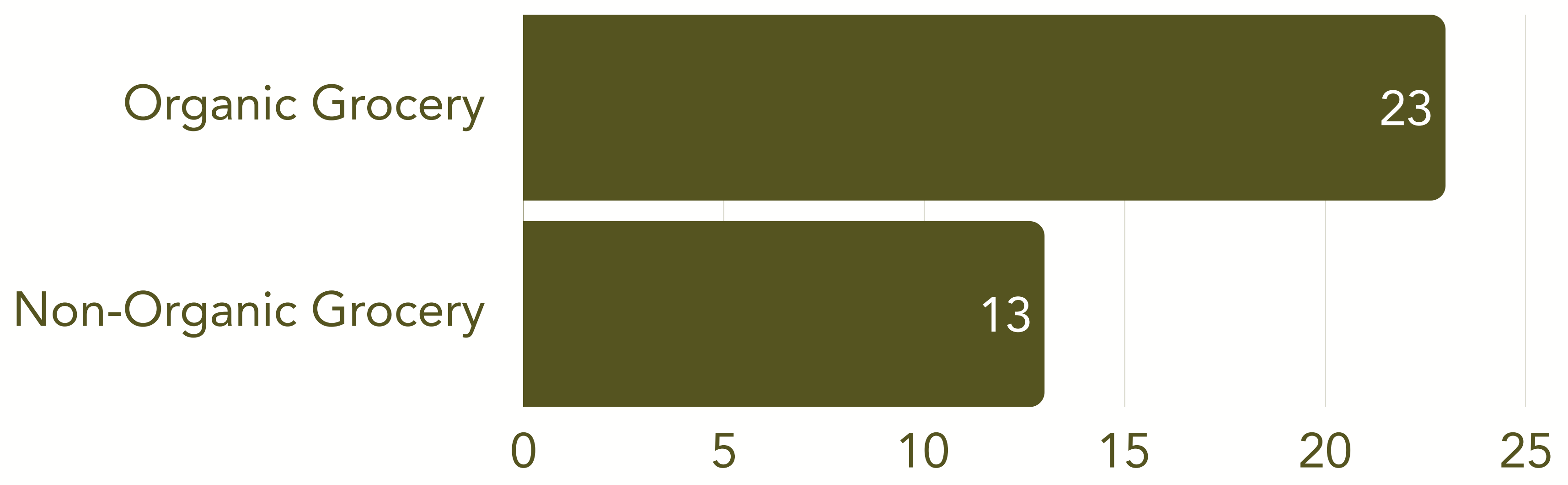
The UK's digital maturity offers **a unique advantage for organic brands** compared to other European markets.

While the post-pandemic era saw a general return to physical stores, **the organic consumer has remained loyal to digital channels**. This is partly due to the 'subscription culture' in the UK, where box schemes have evolved from simple vegetable deliveries to sophisticated lifestyle services.

For an exporting producer, this means that **a strong digital presence and 'e-commerce-ready' packaging** are just as important as physical shelf appeal.

THE DIGITAL DIVIDE (%)

Supermarket organic purchases are twice as likely to be purchased online as conventional items.



Organic consumers in the UK are far more likely to utilize online platforms and subscription services than the average shopper.

All data is based on the Soil Association's Organic Market Report 2025

2B. Consumer Behaviour

PURCHASING TRENDS

Buying organic is no longer an occasional or accidental purchase; it has become **a deliberate lifestyle choice** for the majority. There is a clear behaviour where **consumers prioritise 'high-impact' categories**. Instead of buying everything organic, many focus their budget on fresh produce (fruit and vegetables) and dairy, which act as entry points to the organic lifestyle.

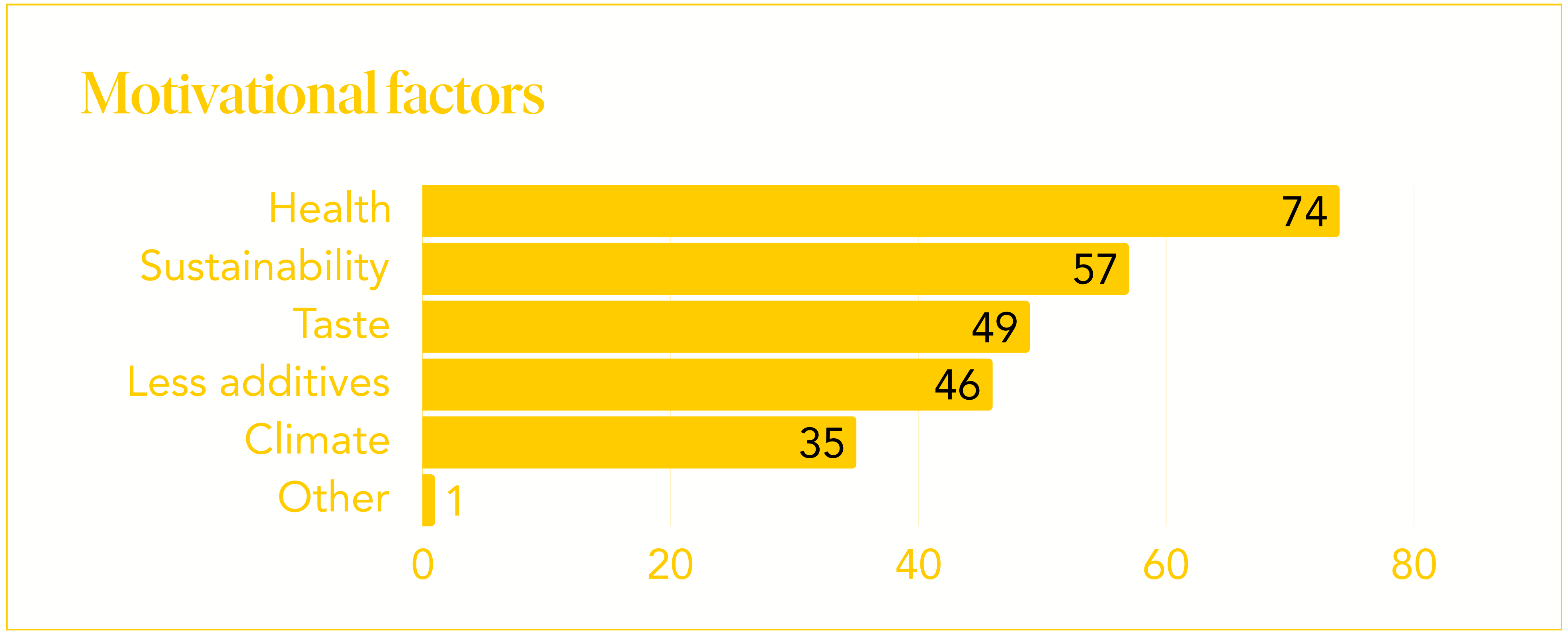
Another emerging trend is the growth in organic poultry and meat, as consumers become more concerned about antibiotic use and intensive farming practices in conventional supply chains. This selective but loyal behaviour shows that **British shoppers are willing to trade off in other areas of their lives to ensure the quality and safety of the food they bring home**.

2C. Consumer Attitudes

MOTIVATION

Trust is the primary driver for the British organic shopper, with a rapidly growing focus on 'clean' food. The organic logo is increasingly perceived as a shorthand for health; a way for busy consumers to ensure they are buying food that is naturally nutrient-dense and minimally processed. For many households, **organic has shifted from being an environmental luxury to a preventative health measure** for the family.

Beyond personal health, the British public has a deeply rooted attitude towards ethical farming and animal welfare. There is **a strong 'planet-first' sentiment** where shoppers believe that their individual purchases can combat climate change and protect the British countryside. This means that a **brand's transparency and ethical story** are often as important as the product itself.



The UK consumer is highly sensitive to how food is produced, with organic farming being recognised as the 'gold standard' for biodiversity and high welfare standards.

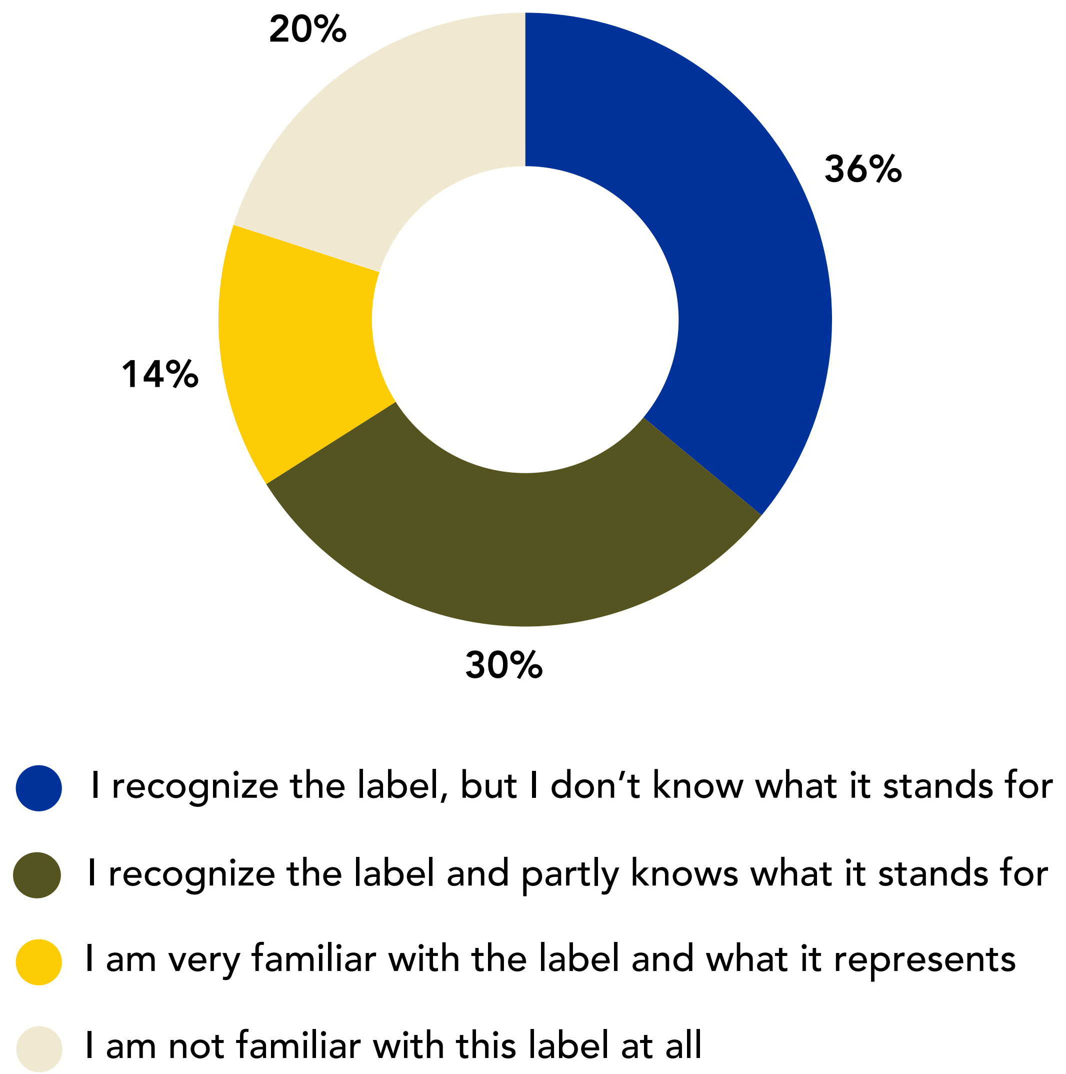
Data is based on a survey conducted by the opinion research institute Verian on behalf of Organic Sweden 2024, which maps purchasing behavior, knowledge, and attitudes related to organic food and beverages among conscious British consumers in Greater London. The group of 'conscious consumers' is defined as individuals who shop organic to a moderate or high extent and are interested in living a sustainable and healthy life.

2C. Consumer Attitudes

KNOWLEDGE

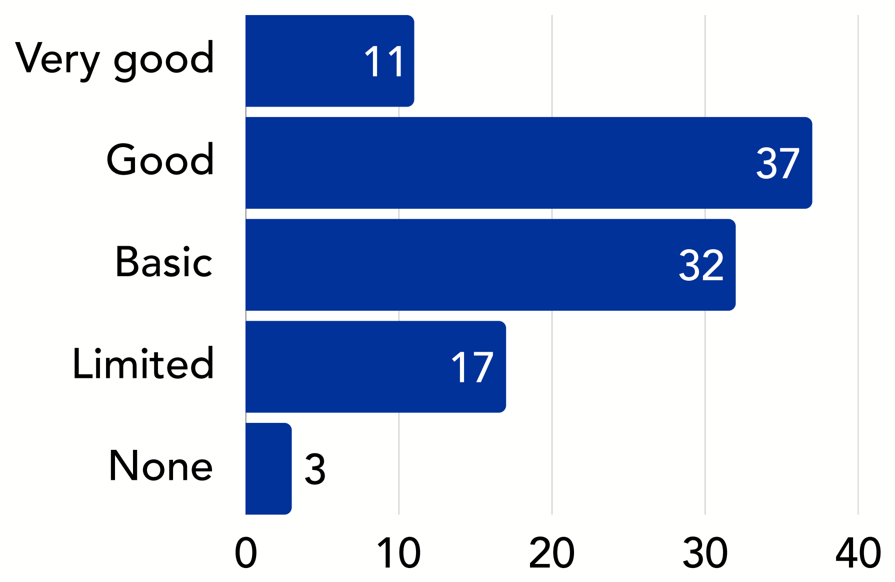
AWARENESS OF THE EURO LEAF LOGO

How familiar are you with the following label?



ORGANIC KNOWLEDGE

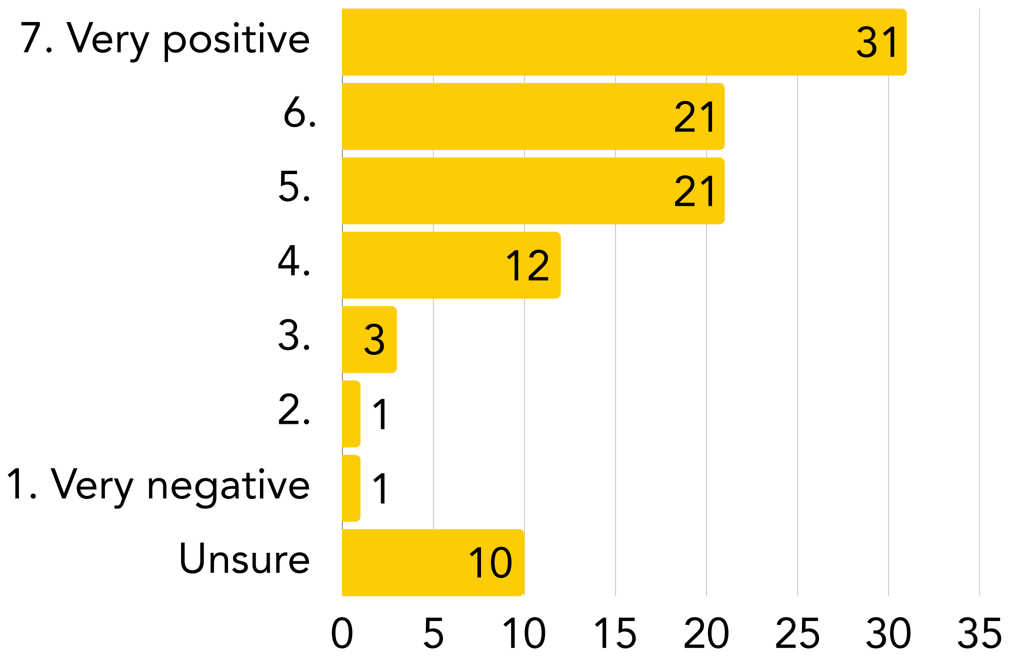
How would you rate your knowledge of organic food production within the EU?



In total, **80%** have a basic to very good knowledge of organic food production within the EU.

PERCEPTIONS OF SWEDISH ORGANICS

What is your perception of organic food from Sweden?



A total of **73%** perceive organic food from Sweden positively.

Data is based on a survey conducted by the opinion research institute Verian on behalf of Organic Sweden 2024, which maps purchasing behavior, knowledge, and attitudes related to organic food and beverages among conscious British consumers in Greater London.

2C. Consumer Attitudes

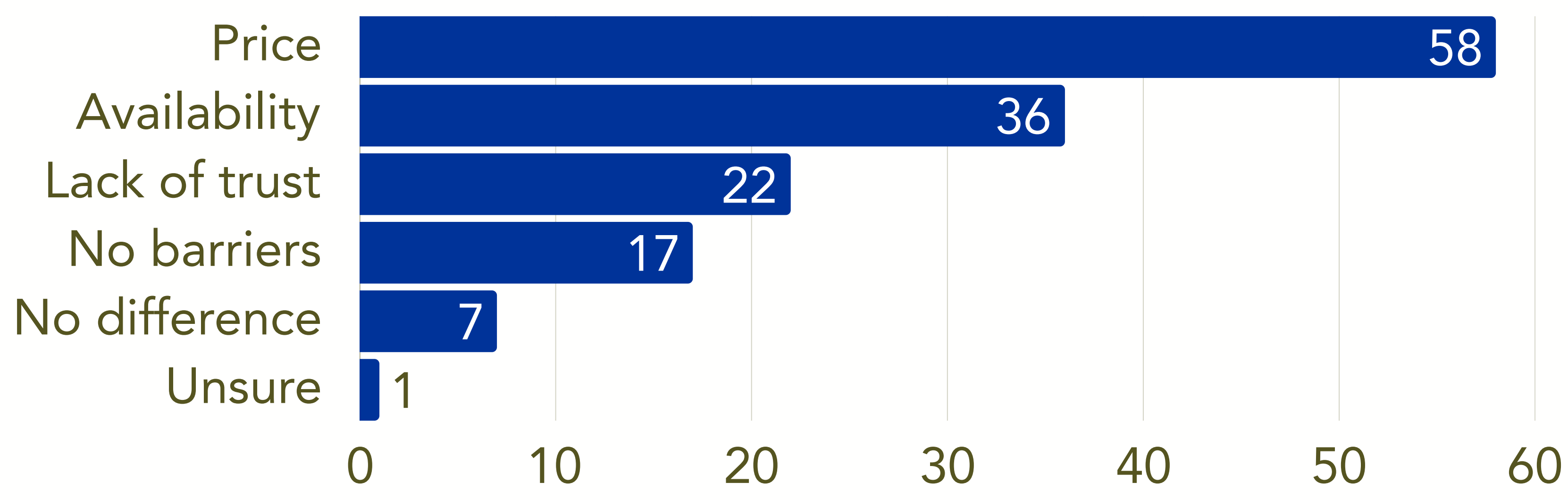
BARRIERS

The single largest barrier remains the premium price associated with organic products, especially during the ongoing cost-of-living crisis in the UK. While many consumers perceive the value of organic, **the actual price gap on the shelf can be a deterrent for middle-income households**.

This has led to a trend where **consumers are forced to be more selective**, choosing organic for 'high-risk' items like eggs and milk while opting for conventional versions of other products.

Another significant barrier is the physical availability and visibility of organic products in stores. Many consumers report that **they would buy more organic if it were easier to find and if the range were broader**.

Purchase barriers



While price remains a challenge, the UK market shows that consumers are willing to pay a premium when the 'value narrative' is clear.

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Market Situation

CONCLUSION

The UK organic market has entered a new era of maturity, characterised by a record valuation of £3.7 billion and a resilience that has seen it grow for 13 consecutive years.

The modern **British shopper is both intentional and digitally orientated**, with nearly a quarter of all organic sales now occurring through online channels. At the heart of this preference lies a deep-seated concern for personal health and environmental ethics. In an era dominated by debates over ultra-processed foods and chemical use in farming, **the organic logo serves as a vital 'clean label' that guarantees transparency and quality**.

The UK organic market is robust, intentional, and increasingly digital. **Success for new entrants depends on a clear communication of value that transcends price**, tapping into the British consumer's deep-seated trust in the organic logo as a guarantee of quality and health.

3. UK Food Strategy and the British Food Landscape

a. National UK Food Strategy

- Policy
- Challenges
- Implementation

b. Ultra-Processed Food

c. Opportunities for Organic

- Momentum
- Health Arguments

3A. National UK Food Strategy

POLICY

On the **15th of July 2025**, the British government launched a policy paper called ***A UK government food strategy for England, considering the wider UK food system***. A desirable effect is to create a ***Good Food Cycle***. The policy paper intends to achieve ten outcomes. To achieve these, the government will gradually introduce **new legislation** and **incentives** for consumers and businesses. The ten objectives of the strategy are:

1. An improved food environment that supports healthier and more environmentally sustainable food sales.
2. Access for all to safe, affordable, healthy, convenient and appealing food options.
3. Conditions for the food sector to thrive and grow sustainably, including investment in innovation, and productivity, and fairer, more transparent supply chains.
4. Food sector attracts talent and develops skilled workforce in every region.
5. Food supply is environmentally sustainable, with high animal welfare standards, and waste is reduced.
6. Trade supports environmentally sustainable growth, upholds British standards and expands export opportunities.
7. Resilient domestic production for a secure supply of healthy food.
8. Greater preparedness for supply chain shocks, disruption and impacts of chronic risks
9. Celebrated and valued UK, regional and local food cultures.
10. People are more connected to their local food systems and have the confidence, knowledge and skills to cook and eat healthily.

3A. National UK Food Strategy

CHALLENGES

Department
for Environment,
Food & Rural Affairs

Policy paper

A UK government food strategy for England, considering the wider UK food system

Published 15 July 2025

The strategy underpins the problems and challenges in the current UK food system:

"It has become increasingly apparent that the food system is driving negative impacts on our health, environment, and resilience that undermine our food security."

One of the most frequently mentioned problems in the UK food strategy is ill health in the population due to the current food consumption.

3A. National UK Food Strategy

IMPLEMENTATION

England is one of the most **obese** countries in Europe. In 2022, 64 % of adults in England were overweight or obese (NHS, 2024), which is clearly higher than the average adult EU citizen: 50,6 % (Eurostat, 2024).

Gradual restrictions of high fat, sugar or salt (HFSS) products will be implemented. Examples include:

- HFSS products may not be sold or advertised with quantitative discounts in retail.
- Prohibition of free refills of sweetened beverages in cafes and restaurants.
- No advertisements for HFSS products on TV before 9pm and a complete prohibition of advertisements online for HFSS products.

These kind of interventions strive to create better food environments. At Organic Sweden, we also run the project "Mission Food Environment" which aims to make it easier for people to make healthy and sustainable food choices. Read more about the project here.

3B. Ultra-Processed Food

THE BASICS

In the UK Food strategy, the consumption of **ultra processed food (UPF)** is pointed out as a potential problem for public health. Interpretations may differ, but one of the first definitions comes from FAO's Nova classification in 2019:

> "Ultra-processed foods are formulations of ingredients, mostly of exclusive industrial use, typically created by series of industrial techniques and processes (hence 'ultra-processed')."

Through a series of publications in the scientific journal Nature Reviews Endocrinology (2025), the issues surrounding UPF have been emphasised even more. In our discussions with British food businesses, our experience is that the debate over UPF has had a great influence on British consumers.

3C. Opportunities for Organic

MOMENTUM

Hopefully objective 1, 2, 5 and 10 in the UK Food Strategy can provide opportunities for organic products. Organic standards owner and advocate of organic production, Soil Association, is a **stark critic of ultra-processed food (UPF)**. They're currently running a campaign with a petition with the aim to:

> "We are calling on the UK government to resist the influence of the ultra-processed food industry and make minimally processed food accessible to all"

For brands trying to enter the UK it's a good advice to read into the debate about UPF, especially if the aim is to sell through independent retailers.

3C. Opportunities for Organic

HEALTH ARGUMENTS

Even though the Soil Association had wished to see stronger **regulation** on ultra-processed foods, the debate surrounding UPF should be something that organic companies with non-UPF, should be able to utilize.

As organically certified products prohibit the use of about 300 food additives, they are not categorized as ultra-processed as often as non-organic.

As mentioned in chapter 2C about the market situation, we let the polling institute Verian, conduct a survey among health- and sustainability oriented residents in greater London. As the survey suggest, this group has a positive view of organic food from Sweden and health is a strong driver for buying organic.

Therefore it makes sense to focus even more to add **health** and **natural ingredients** arguments when selling organic products in the UK. This might seem obvious, but in some EU countries, environmental arguments are sometimes more important for consumers when choosing organic.

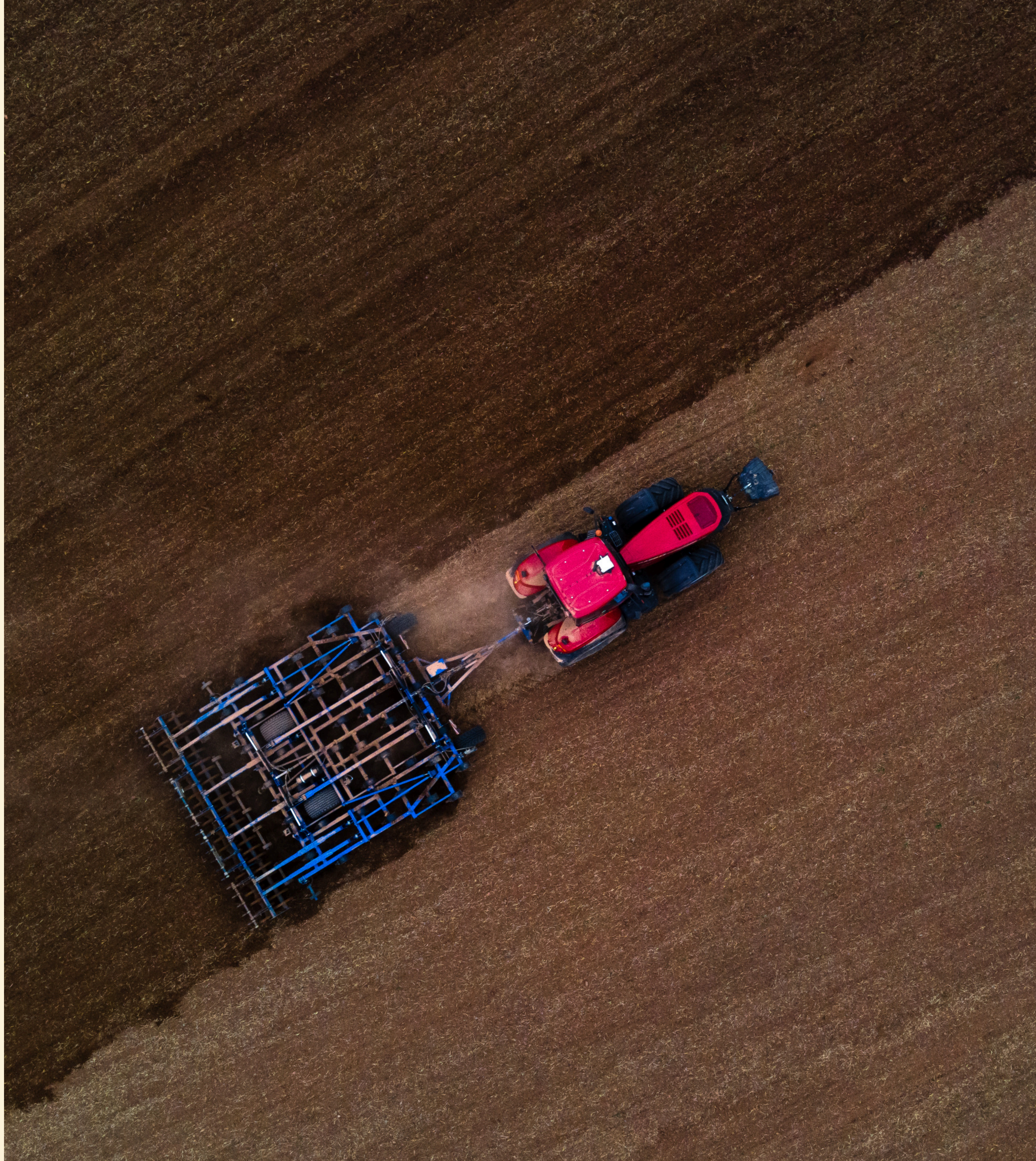
UK Food Strategy and the British Food Landscape

CONCLUSION

Both in the UK and the EU, the normal **conversion period** to organic farmland is two years. If organic continues to prosper on the UK market, there should be **good opportunities** for EU organic producers to continue selling to the UK as domestic producers won't be able to meet the demand in the nearest future.

In the UK, the organic narrative is sometimes challenged and sometimes supported by **regenerative claims/visions.**

The Soil Association has consistently been campaigning, that organic already include many of the **regenerative** principles, but also questioned those who advocate regenerative agriculture that includes the use of synthetic pesticides. **A position statement** on regenerative agriculture has been published by The Soil Association on this specific matter.



4. Communication Toolkit

a. Organic meets Swedish Culture

b. Targeted Messaging
- Organic Benefits
- Product Level

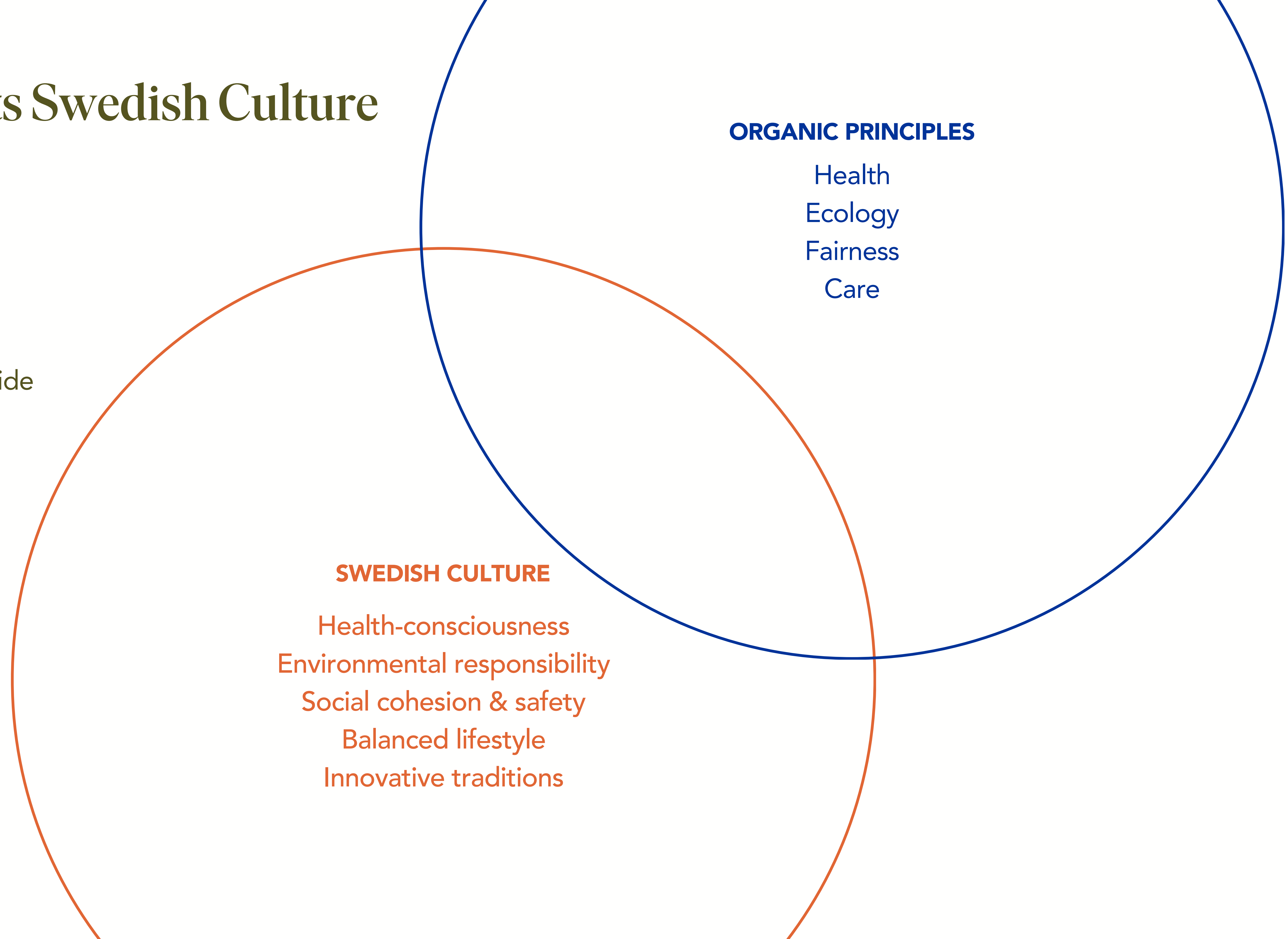
c. Tone and Imagery

d. Communication Channels

4A. Organic meets Swedish Culture

A UNIQUE OPPORTUNITY

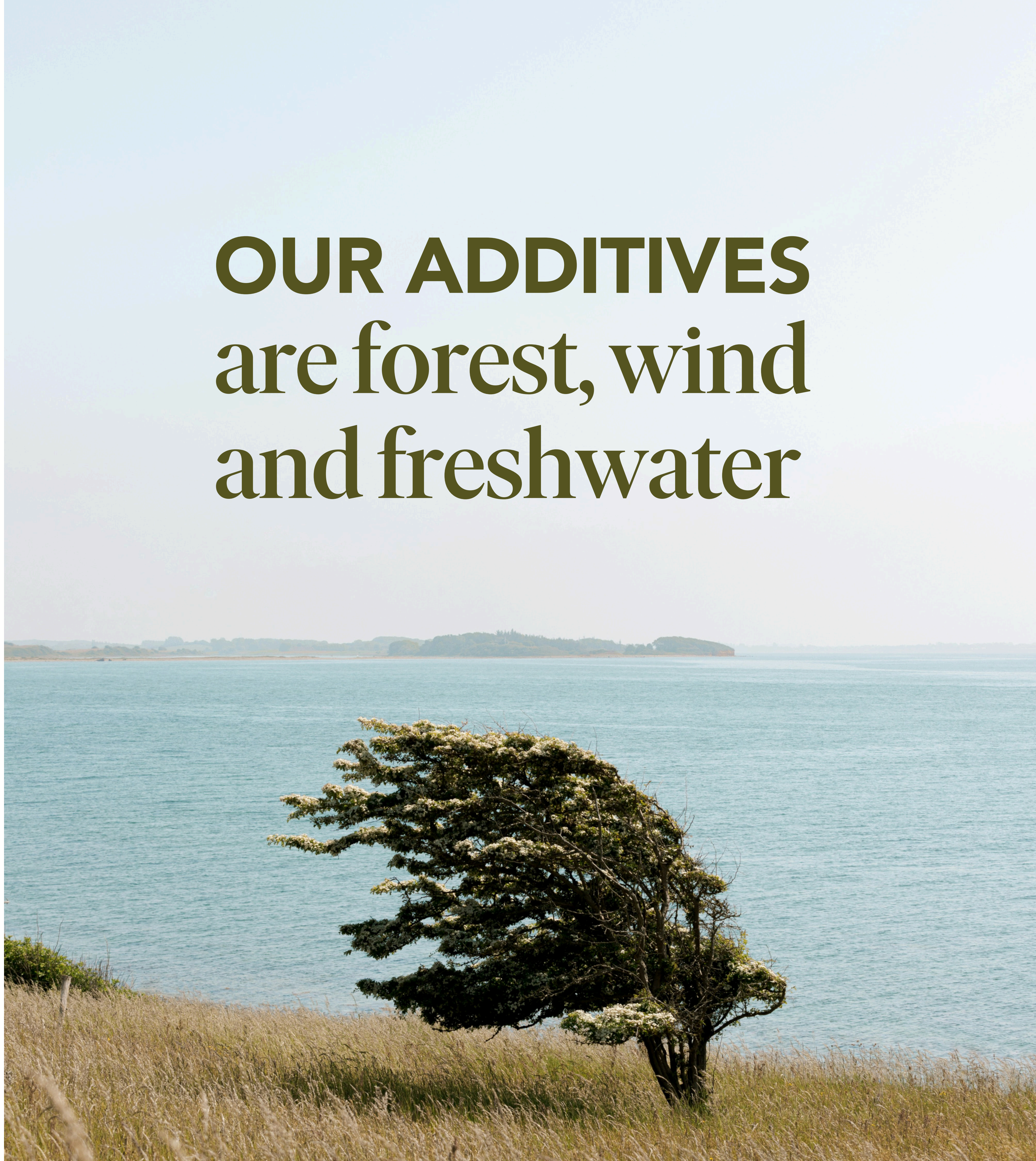
Significant synergies exist between Swedish culture, as perceived from a British perspective, and the four fundamental principles that guide organic production.



4A. Organic meets Swedish Culture

A UNIQUE OPPORTUNITY

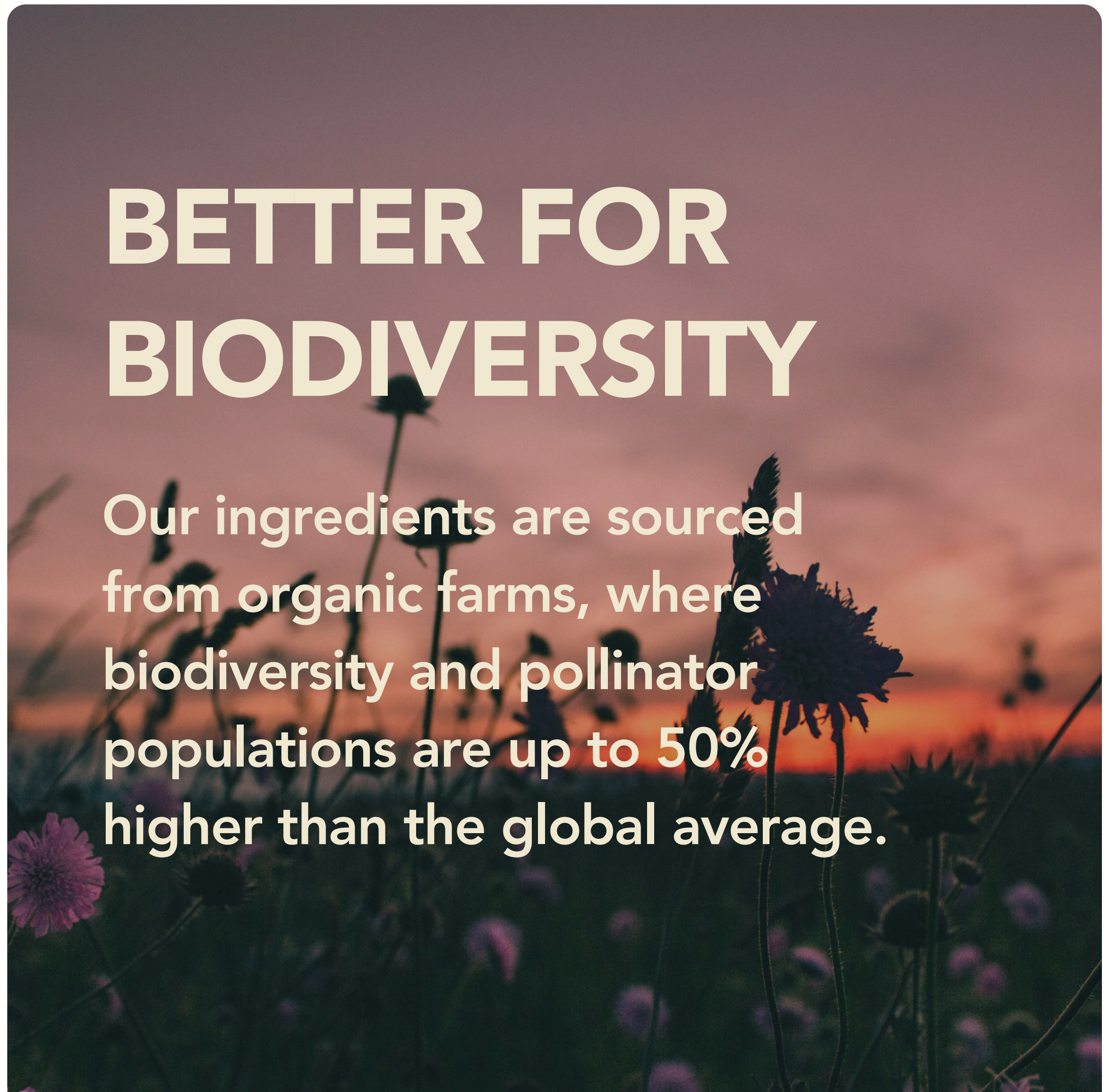
Our main message "**Our additives are forest, wind and freshwater**" is used together with the "call to action": **Discover Swedish Organic**!



4B. Targeted Messaging

ORGANIC BENEFITS

The growing focus on health in Britain and the positive associations with Swedish culture have resulted in three clear Reasons to Believe that engage the conscious British consumer.



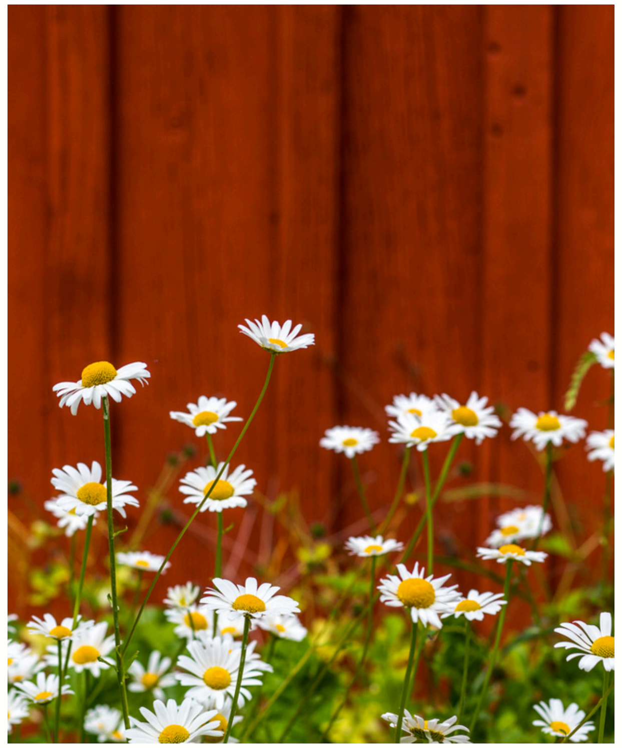
4B. Targeted Messaging

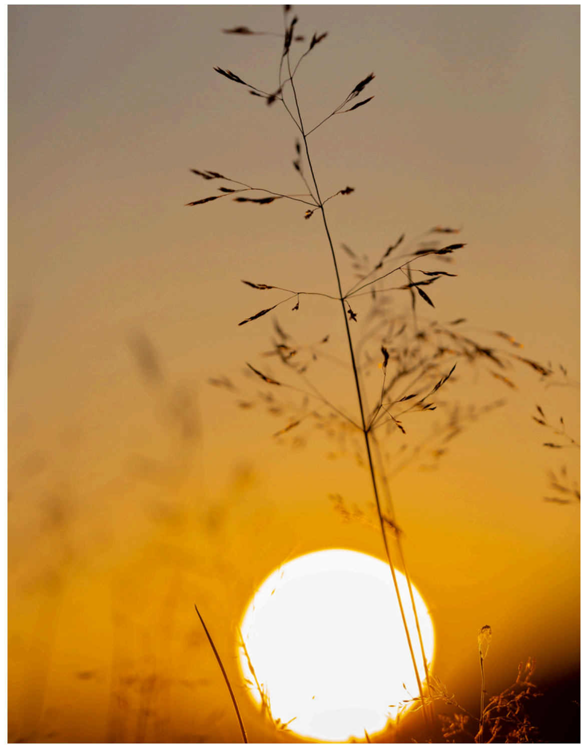
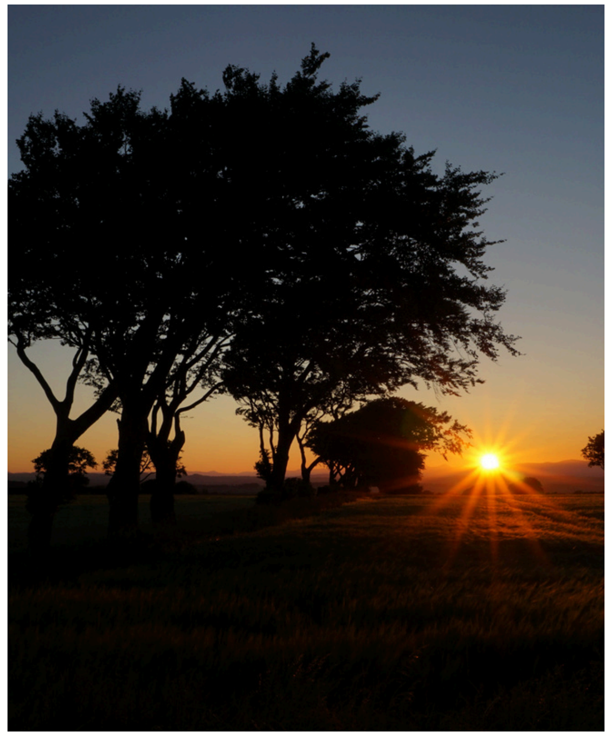
PRODUCT LEVEL

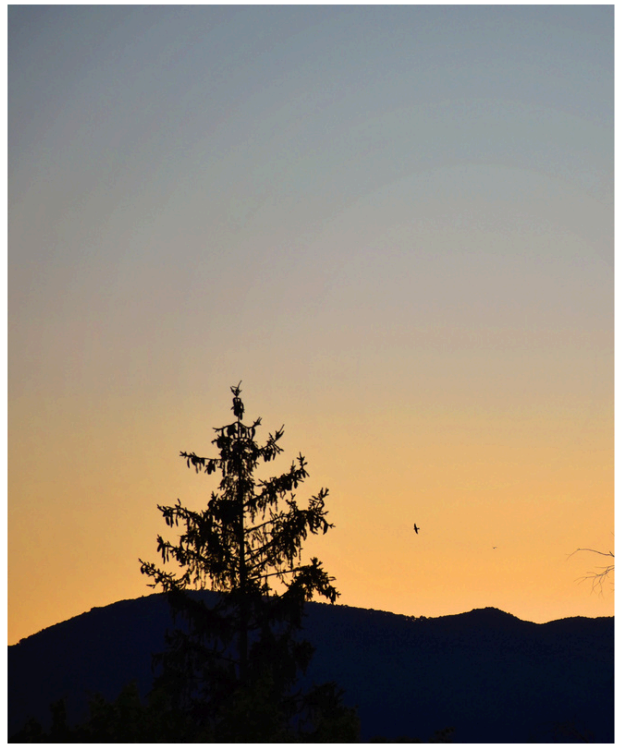
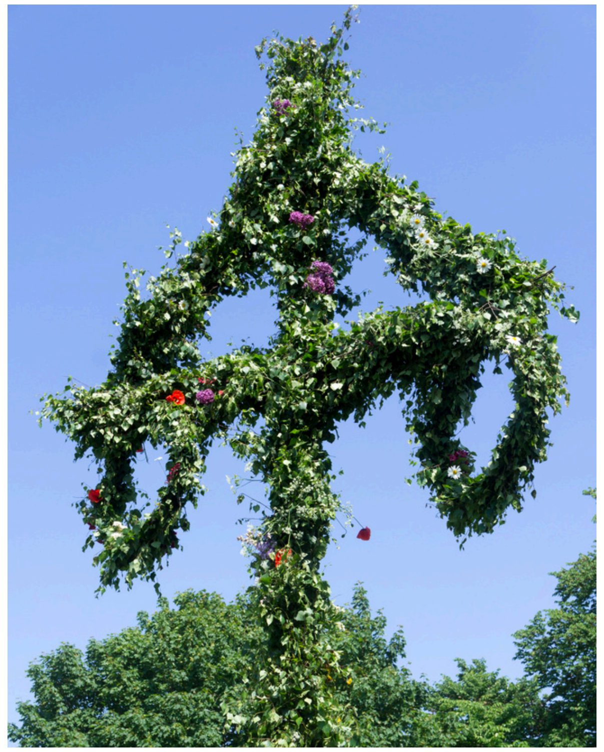
In this section, we present two examples of how Swedish food producers can spotlight **product origin** within their marketing strategies. As illustrated, this can be done by underscoring craftsmanship and premium quality or, as shown on the right, by using visual language that highlights Swedish added benefits.

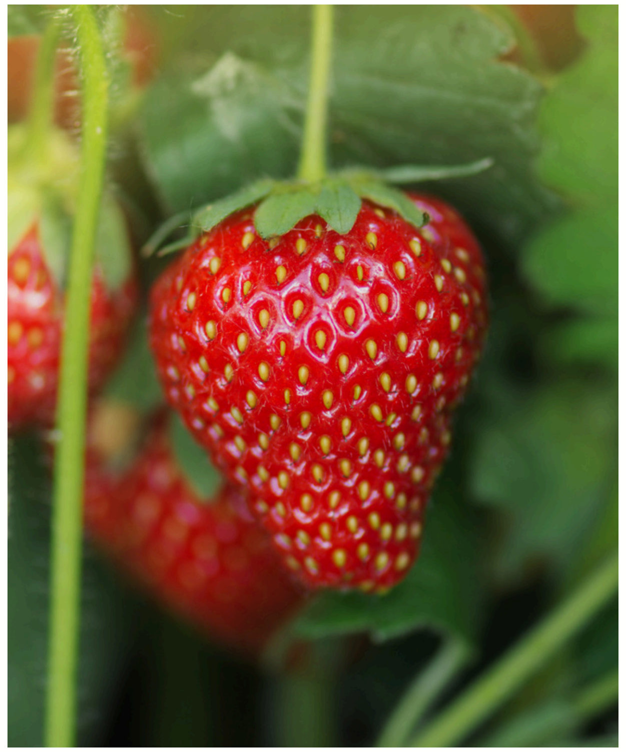
4C. Tone and Imagery

Examples of visual language that resonates with conscious British consumers.



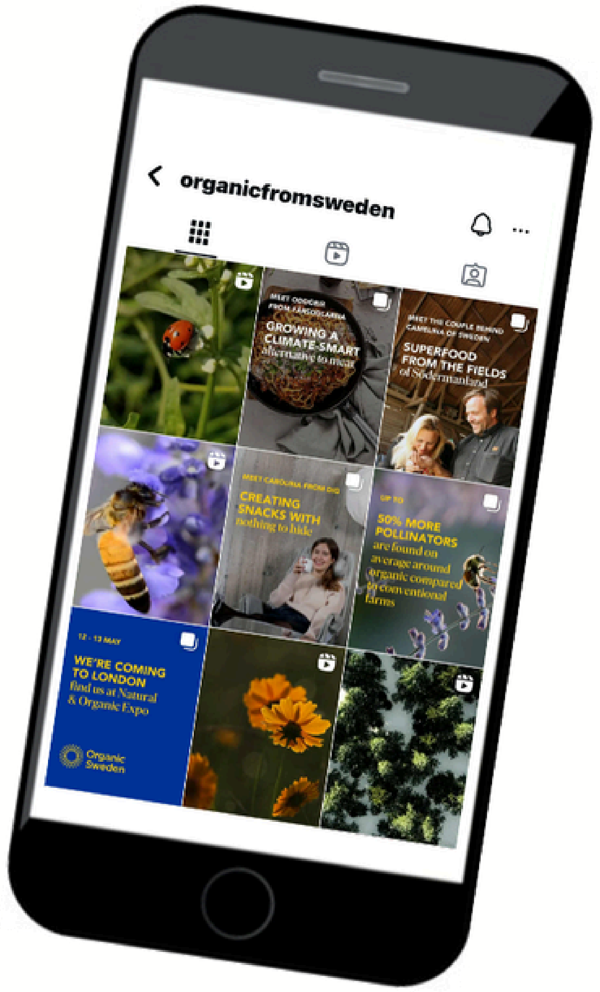


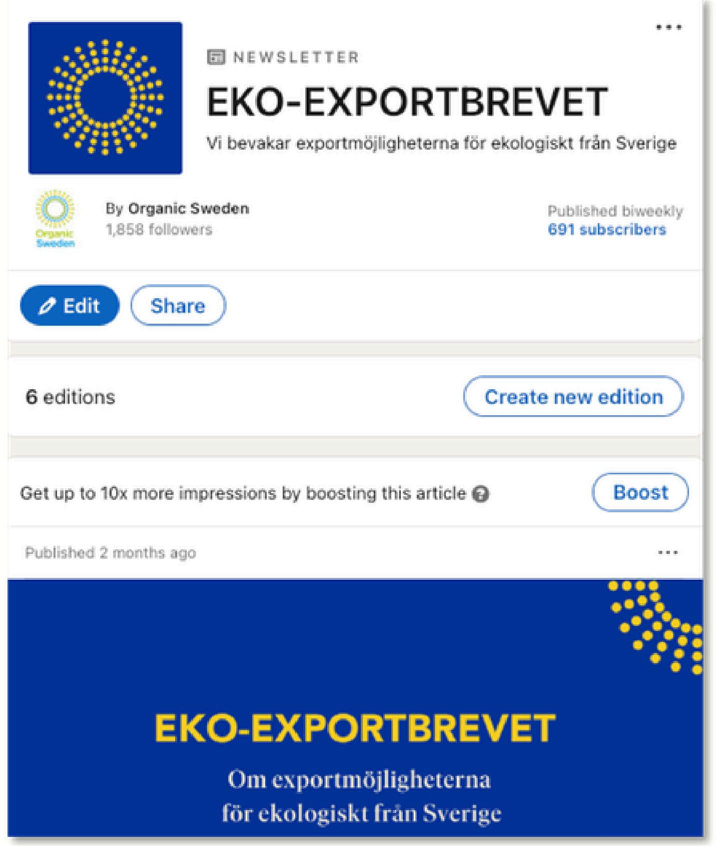

4D. Communication Channels

	CHANNEL	WHAT	HOW	WHO
OWNED	Instagram Facebook	Engage, educate and entertain	Short-form, image or moving image-led content. Able to feature either brand or product messaging depending on the objective i.e. drive education of our organic principles. Content will usually link to the campaign website.	Mainly B2C
	Linkedin	Connect with a business audience	Slightly longer form content. Elaborating on organic principles and updates on trade fairs, stockists etc.	B2B main focus/ B2C secondary focus
	Website	Increase education	Use to expand on all brand content. For B2C, use the website to increase understanding of 'why' Organic Sweden, showcase products and producers and link to stockists. For B2B, understanding 'why' Organic Sweden is also important, but a B2B audience should be led to the eko-portalen.	B2B/B2C
	Newsletters	Depeens understanding	Long-form content about the latest updates from Organic Sweden.	B2B
	Trade Shows	Personal interaction with B2B	Use to make personal connections. Brand assets used for displays and signage.	B2B
EARNED	PR	Drives fame and attention	Use for attention-grabbing updates, especially for B2B. e.g. new company announcements, the launch of a new campaign, new significant stockists.	B2B
PAID	Socials	Drives scale, awareness and engagement	Use to target new customers with brand and product-led content that drives curiosity for people to find out more. Most of our Prompt Through Product messaging will be on paid social content. Short-form content. Links to the campaign website.	B2C

4D. Communication Channels

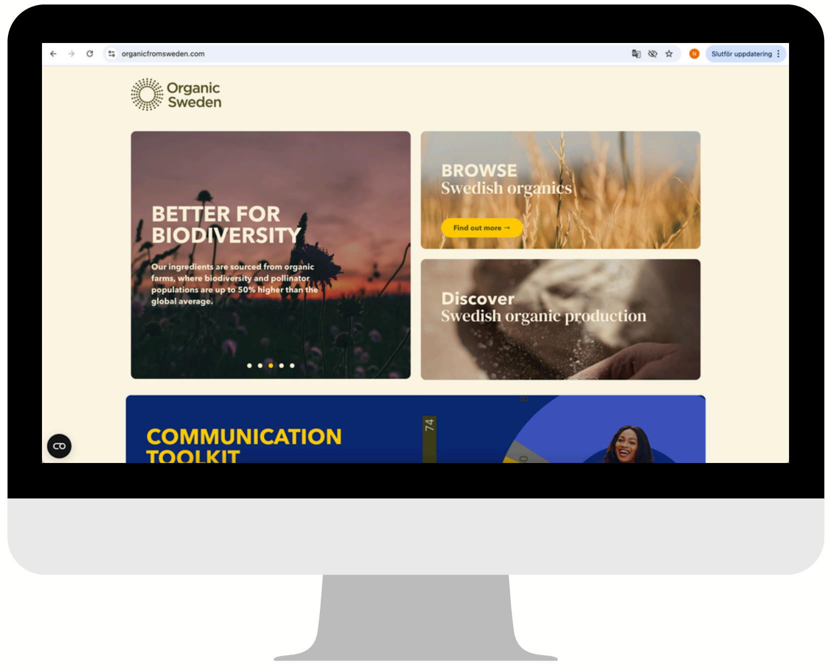
	CHANNEL
OWNED	Instagram
	Facebook
	Linkedin
	Website
	Newsletters
	Trade Shows
EARNED	PR
PAID	Socials





4D. Communication Channels

	CHANNEL
OWNED	Instagram
	Facebook
	Linkedin
	Website
	Newsletters
	Trade Shows
EARNED	PR
PAID	Socials



5. Route to Market

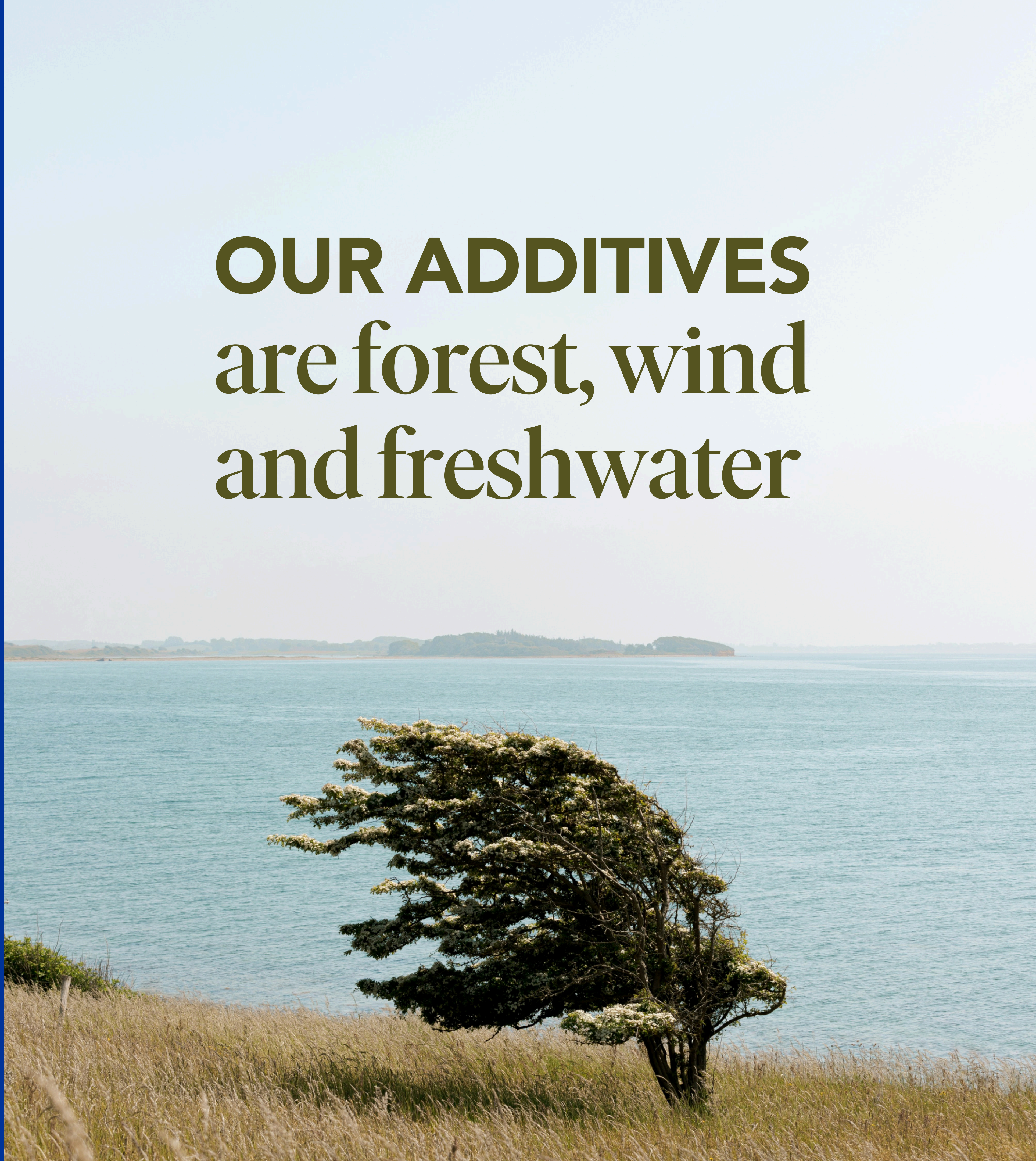
a. Strategy

b. Logistics

- Terms
- Needs
- Legal Issues

c. Distributors and Wholesalers

- Buyers' Approach
- What's the difference?
- Marketing



5A. Strategy

3 IDENTIFIED STRATEGIES

Depending on resources and goals, food companies enter **foreign markets** differently. Within our project we've identified three main strategies among participating companies:

1. Establishing a **consumer brand** on the British market.
2. Selling **ingredients/raw materials** to British food processing companies.
3. Offering **white or private label** products to British companies.

Of course, companies might opt for all strategies simultaneously, or change strategy as time goes by. This categorization is nonetheless fruitful when it comes to **marketing activities** and contacting different kind of buyers.

5B. Logistics

TERMS

The simplest way for Swedish businesses to export to the UK, is when a UK business is willing to buy products **Ex Works**. That means that the buyer is responsible for the customs and transporting the goods from Sweden to the UK.

If buyers aren't willing to buy products Ex Works, the exporter will have to consider other International commercial terms (**Incoterms**). This may comprise shipping commercial volumes directly to the customer, as well as setting up an agreement with a British third part logistics (**3PL**) partner to call products off from continously.

On next page you'll find a you'll see different logistic needs that we have identified among the participating Swedish businesses.

5B. Logistics

NEEDS

Quite natural, businesses will have **different resources** when working with logistics. Partly because of their financial capacity, partly because of the features of their products such as shelf life, temperature requirements and customs issues.

A broad generalisation of different logistic needs within our project is nonetheless found in the scheme to the right.

Needs

Samples from Sweden to the UK directly	The most basic operation. Nonetheless you must declare the goods that you send to the receiver. Usually, help can be provided by the Swedish business' logistics company.
Samples from Sweden to 3PL	If a Swedish businesses plans to send out lots of samples it might be worth to contract a 3PL partner that offers pick and pack of samples to British addresses. This set up, however, requires that the Swedish business sets up a UK registered company, alternatively sets up a contract with a UK importing agency.
Commercial volumes from Sweden to UK customer directly	Straightforward as it seems. Incoterms and choice of logistics partner/s/ are crucial.
Commercial volumes via 3PL	This set up also implies that the 3PL partner can store larger volumes for a competitive price. Also that the 3PL partner can offer different call off methods of products and degrees of digitalisation of such. This set up, however, requires that the Swedish business sets up a UK registered company, alternatively sets up a contract with a UK importing agency.

5B. Logistics

LEGAL ISSUES

Goods stuck at the border is a situation all exporters want to avoid. Latest updates regarding customs and legal issues of import of organics to the UK is found at gov.uk. EU countries usually offer support to domestic businesses and advice regarding technical aspects of exports to the UK. National chambers of commerce also often offer guidance.

3PL

3PL stands for ***Third Part Logistics.*** The aim of 3PL is to outsource logistic operations including warehousing and shipments of goods to other businesses or to consumers directly.

There are plenty of 3PL companies in the UK. Consider your needs when choosing one. Also make sure that the 3PL partner is **organically certified**.

INCOTERMS

Incoterms stands for **International Commercial Terms** and are decided and published by the International Chamber of Commerce. Incoterms specify the conditions, including logistics costs, insurance and customs costs that the buyer and seller agree upon.

Due to **Brexit** and associated customs, one can argue that Incoterms have become even more important when doing business with the UK compared to other EU countries.

CUSTOMS

Intense negotiations **regarding trade cooperation agreements** between the EU and the UK followed Brexit.

Currently (February 2026) there are no specific tariffs on food from the EU to the UK. Nonetheless must products from the EU to the UK go through customs clearance to prove that they comply with certain standards and laws within the UK. Products produced organically according to **EU 2018/848** are allowed to be sold as organic in the UK.

5C. Distributors and Wholesalers

BUYERS' APPROACH

British distributors have quite different **approaches when buying** products from Swedish or other foreign businesses.

Among some distributors, it's a needle's eye to get accepted but once you're, in they take responsibility for the marketing. Others have a lower **threshold** to take in products but can be quite demanding when it comes to **marketing** and promotion of products.

A categorization of distributors can be based on their client base. In general, it's been easier to establish good contact with distributors supplying **farm shops, delicatessen shops and independent retailers** compared to distributors focusing on major retail and foodservice.

Figure out what distributors or wholesalers expect from you when it comes to marketing and promotion.

5C. Distributors and Wholesalers

WHAT'S THE DIFFERENCE?

The terms **wholesaler** and **distributor** are sometimes used **interchangeably**, whereas they have clearly different meanings and **implications** in other situations. It's a good idea to ask directly how your British partner identify themselves and what they put into the definition.

Distributors are usually active in the **marketing and promotion** of your products, but may require investments from the brands/products they'd market.

Wholesalers don't do much marketing for products/brands themselves, so one should be prepared to have one's own **marketing plan** if products are only sold through a wholesaler. Another difference is that wholesalers usually don't require exclusivity for the brands they sell, whereas distributors often do so.

If you can prove there's a clear **interest** in your products among **UK retailers** and/or **foodservices**, distributors and wholesalers will naturally show more interest in your brand and products.

5C. Distributors and Wholesalers

MARKETING

As seen on page 7, major retail is the largest sales channel for organic food in the UK. The share of the total organic sales that takes place through **independent retailers** is nonetheless much larger than in Sweden, which changes the game plan compared to what the Swedish businesses are used to at their domestic market.

Compared to major retail, **price sensitivity** is generally lower among consumers in independent retail, farm shops and deli shops. Competing with price can nonetheless also be a possibility for Swedish businesses in **specific product categories.**

But as pointed out in a report by Sweden Food Arena (Styrkeområden i svensk livsmedelsexport, 2025) this requires large **volumes** and cost efficient logistics.

Distribution is key, but it's also crucial to build up relations with retailers and foodservices in the meantime. We've paved they way for this through trade shows and business trips to meet in person with such businesses.

5C. Distributors and Wholesalers

MARKETING

There are multiple ways on how to market your products. Activities that distributors tend to point out to the Swedish businesses within this project have been **sampling, shop demonstrations** and **event sponsoring**.

Sampling

- **Purpose:** Increase brand and product recognition among buyers.
- Agree with your distributor on volumes expected.

Shop demonstrations

- **Purpose:** Increase sales and brand and product recognition among consumers.
- Your distributor will suggest which shops that are suitable.

Event sponsoring

- **Purpose:** Target a limited segment of consumers that can be seen as future influencers/brand emabassadors.
- There are also specific agencies focusing on product placement at events for influencers and food profiles.

Route to Market

CONCLUSION

Brexit has made it more complicated for EU businesses to export food the UK. This creates both opportunities and challenges for companies aiming to enter the UK market. It's fair to say that the bureaucratic threshold has risen, but this also means there's room for those who make an effort and have the resources.

The degree of formalities in the **customs** also depend on products features, for instance if the products contain animal ingredients or ingredients with origin outside the EU/EES.

If a business finds a British **distributor** that is ready to promote your products and is eager to sell the products, the distributor will logically also **engage more** in the customs and transport of the products. Distributors may have specific ideas on how to promote your products and in which channels. Until you've heard what **promotion activities** of your products, that your distributor suggests, it's clever to keep an agile strategy on this matter.

5. Experiences

a. Lessons Learnt

b. Behind the Scenes

5A. Lessons Learnt

A project like this involves a lot of **communication**. Internally within Organic Sweden as well as with the participating Swedish businesses and external organisations in the UK such as retailers, distributors and NGOs promoting organic.

These are our **ten shared experiences**.

1. Be receptive to what key business in the UK are looking for. Both regarding product demand and added values such as health, animal welfare, biodiversity and so on

2. The business model to enter the UK may shift among participating companies as the project progresses. For instance shifting from introducing one's own brand to selling ingredients to manufacturers

3. The market share of organic in the UK is in general low in general, but on the other hand high in specific sales channels. So even if the number of big sales channels for organic is limited, it's possible to pinpoint those that are invested in organic.

4. Even if the brands offer different products – find a branding and communication umbrella that fits all participating businesses.

5. The debate on ultra-processed food and unhealthy diets is fairly explicit in the UK.

5A. Lessons Learnt

Ultimately, these reflections underscore that successful market entry hinges on **balancing strategic agility with a deep understanding of British consumer values**. Navigating the UK's complex regulatory and health landscape requires both collaborative NGO partnerships and a unified communication approach.

In summary, these points represent our team's collective reflections on the nuances of the British market. Rather than providing a definitive guide, **these insights simply document the specific lessons and perspectives we gathered** during our unique journey through the UK's organic sector.

6 Find your friends. If you can partner with British NGOs promoting organic, these can be great door openers.

7 Premium retailers with will have detailed questions regarding product features, e.g. composition of fat acids and other nutrients.

8 Trade shows in the UK are rather strict on health and safety measures. This requires paper work.

9 To represent an NGO (as Organic Sweden) when contacting buyers is probably less intrusive to the buyers. This can be an advantage.

10 The most common arguments among Swedish businesses not to join the project, have been lack of time and a focus on the domestic market.

5B. Behind the Scenes

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