



The turning point for the British organic milk market.

William Waterfield,



Research and Development in Organic Production Hassleholm
4th March 15



UK Organic Supply and Market 2000-2014

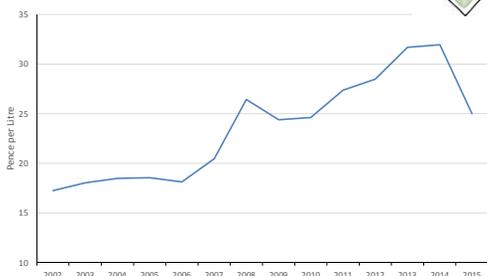
Conventional Milk Price

Milk Buyers

2012-14 Growth Returns

The Power of Brands

Conventional Milk Prices

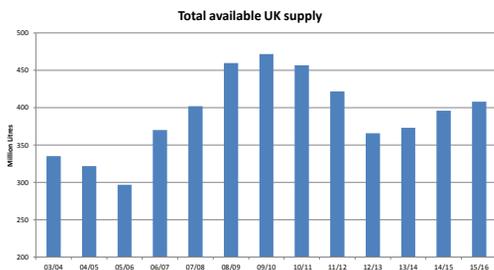


Milk Contracts

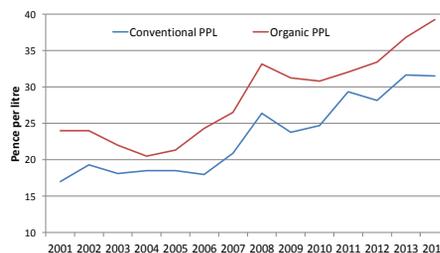


- Super market contracts account for about 25% of milk production
- Variation in milk price contracts ranges from 6ppl to 15ppl depending on the commodity prices
- At some points the top super market contracts are competitive with the organic market.

UK Organic Supply and Market 2000-2014



Milk Price Comparison 2001 -2014



UK Support 2000 - 2014



Pre 2002 Support had been an on off affair with schemes being stopped as they ran out of money
 2003-2014 Conversion payments and maintenance payments were set

Conversion (2yrs) £170/ha £210 Euro/ha 150 Euro/cow

Maintenance £30/ha £37 Euro/ha 27 Euro/cow

+
Basic Environmental Payment of £30/ha

SUPPORT IN AN EU CONTEXT



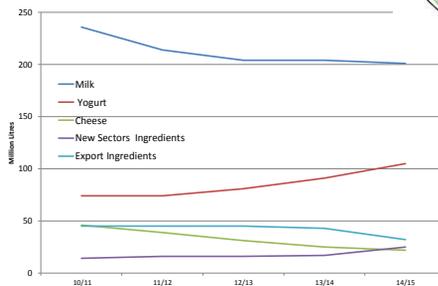
Figure 3
Average agri-environment support 'organic commitment' 2002-06 (€/ha)¹⁴



UK Organic Supply and Premiums



The Organic Milk Market 2010-14



Organic Milk Buyers



OMSCO has over 200 farmer members across the UK, producing over 250 million litres and 65% of the UK's organic milk supply.



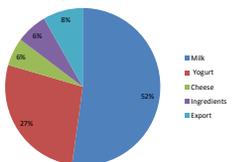
Calon Wen is a group of 25 organic family farms across Wales



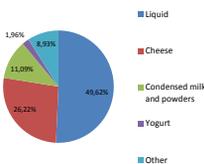
Organic and Conventional Milk Markets



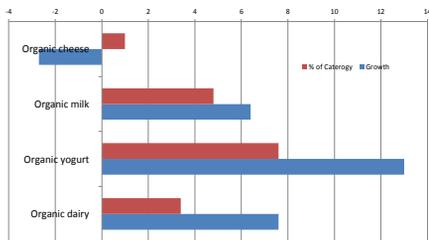
The Organic Milk Market 2014



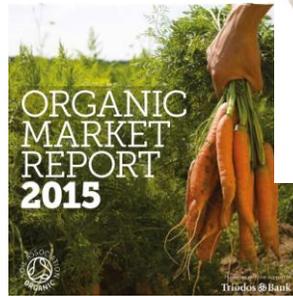
UK Conventional Milk Market



Organic in the Dairy Sector 2014



The UK Market Today



Organic milk



THE STRENGTH OF BRANDS

