

Challenges & Benefits of Organic Production: A Grower's Perspective

(Or How I Learned To Stop Worrying
& Love The Rain)



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Micro Market Garden

- λ 2 acres field scale
- λ 3 polytunnels + module tunnel
- λ Local outlets
- λ Certified WFA
- λ Apprenticeship



2012: End of the World

- λ Drought! Flood! Slugs!
- λ 3 sowings of roots lost
- λ Brassicas/squashes slow/lost
- λ Unworkable soil
- λ Tunnels & pellets
- λ Turnover down 30%
- λ New seasons
- λ Demand



2012: The End of Organic?

- λ Double dip recession
- λ Media coverage
- λ Stanford/Oxford
- λ Perception/suspicion
- λ GM rising
- λ Perfect storm



Positives: Don't Panic

- λ Media cycles
- λ Loyal customers
- λ Huge interest & demand
- λ Young growers
- λ Networks
- λ On farm research
- λ Grassroots PR



DIY PR: Open Gate

- λ Seeing is believing
- λ McFarm evidence
- λ Education
- λ Scientific research
- λ True costs
- λ Volunteers



Benefits of Organic Production

- λ Reminders of big picture
- λ Necessity & pleasure
- λ Justification
- λ Communication
- λ Making markets



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