

The benefits of organic gardening as a public intervention

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Grow Your Own trend data 2018

Gardening trends report 2018

- ▶ Positive shift away from the use of chemicals in the garden
- ▶ Increased consideration for wildlife in the garden
- ▶ Increased understanding that GYO can:-
 - ▶ Reduce carbon footprint
 - ▶ Reduce food miles
- ▶ Increased interest in vegetarianism, vegan and plant based eating lifestyles



Are we slowly going organic?

- ▶ Gaining ground on traditional methods domestically
- ▶ 75% of gardens try to avoid using chemicals

Example - demise of metaldehyde based slug pellets in favour of ferrous sulphate

- ▶ 46% increase in the use of organic fertilisers
- ▶ Increased demand for organic feed ranges
- ▶ Increased demand for responsibly sourced / grown plants (Bee / pollinator friendly)



Plot to plate.....

- ▶ Vegetable plant sales on the increase
- ▶ 43% of gardeners under 40 grow their own food
- ▶ 32% of gardeners over 60 grow their own food
- ▶ More than 90,000 people on waiting lists for allotments
- ▶ 82% of public want to attract more wildlife to their garden

Where are we growing organically?

- ▶ At Home (estimated total of 15 Million gardens in UK)
 - ▶ Gardens and roof gardens
 - ▶ Balcony - organic?
 - ▶ Window sill - organic?
 - ▶ Communal space

Commercial definition of organic applied to domestic situation is this correct??

- ▶ Communities
 - ▶ Community Garden / Growing space
 - ▶ Allotments
 - ▶ Community farm / Community supported agriculture
 - ▶ Work places (urban and rural)
 - ▶ Public Parks (organised and guerrilla)
 - ▶ Part of urban planning environment



Why grow organically

- ▶ Physical health benefits
- ▶ Mental health and wellbeing benefits
- ▶ Cost effective & makes organic vegetables more accessible for those on low incomes
- ▶ Improves food security
- ▶ GYO increases choice
- ▶ Reduces carbon foot print and environmental impact



Summary - The future opportunities

- ▶ Continue to develop innovative health and wellbeing, community engagement programmes which highlight and focus on organic growing and its benefits
- ▶ Develop public and industry messages to encourage organic as the norm not the alternative solution in a domestic setting
- ▶ Continue to educate at all levels why organic is important to our diets, resources and environment.
- ▶ Monitor the key indicators for the increased uptake of organic approaches in all sectors to track progress
- ▶ Define organic for all market sectors to guard against devaluation from outside

