There were three presentations at the workshop, as follows:

- Jamie Mitchell, new CEO of Daylesford Organic proposed that organic needs to clarify its message in the same way as a brand, making it simple with an engaging tone. He reminded that organic has now got well beyond its 'early adoption' phase and that new consumers need to be educated appropriately.
- Jon Fricker, Planning Director, Haygarth shared details of the Organic UK plans for a generic marketing campaign for organics to be launched in 2010. The plan will focus on the opportunity for organic 'dabblers' to buy more products more often through media communication about the benefits of organics. He also mentioned the earlier primer campaign which starts in Feb 2010
- Huw Bowles, Chair of Organic Trade Board challenged the perception of organic pricing versus the reality. He reminded the audience that organic foods are often priced less than the main brand non organic alternative in certain categories.
- Molly Connisbee, Communications Director Soil Association gave a short update on the education and communication programmes planned for 2010

A lively discussion took place, covering a wide range of topics and suggestions around the subject of marketing and communicating the message, such as those listed below:

- whether pricing is the problem and are there simple ways of communicating prices through an organic weekly shopping basket etc, getting the media on side
- whether this campaign is any different and will be successful in reaching the consumer, guaranteeing a longer term change in consumer behaviour rather than just a short term call to action
- how to make sure that the campaign message is amplified on shelf in retail outlets
- whether the elite image of organics is accentuated by the media approach and how to change
- examples of where organic is already being marketed successfully to the general market rather than the top end
- using industry spokespeople and experts to communicate the message