

Newsletter

Contact us on 01503 250 343
or email orders@keveral.co.uk to order



NEWS - SALAD BOXES HAVE STARTED - YOU CAN RECEIVE A SALAD BOX FOR £8 please let us know if you would like one. These boxes contain anything you can eat raw, lettuce, beans, cucs, toms, baby carrots, spring onions micro greens etc etc. NB usual veg boxes will also get these crops but others as well.



RANDOM EXTRAS - Now the year's harvest is well and truly coming in we have a great variety of produce coming in each week. We sometimes have surplus items that would be a shame to waste. Or some slightly misshaped or damaged items which cannot be sold but are still good food. We will occasionally put these in your boxes on top of the week's normal produce. We hope you will be able to find a use for them and appreciate why we do it.

Growers news - We are all incredibly busy, planting maintaining and harvesting the crops. And as such hardly have time to produce a newsletter.

Corporate takeover of Organic food? we continue to examine the changes in the Organic food industry since we launched our box scheme.

Most UK organic food comes from small producers, often working as co-operatives or through wholesalers in order to sell to supermarkets.

Like the US, though, there are two streams of production, one which emerged during the 'boom years' of organics, during which there was a widespread conversion to organic methods in order to meet consumer demand through multiple retailers such as supermarkets, and the other in which producers refused to scale up, preferring to

maintain the direct link between producers and consumers.

It is the former which prompted headlines of supermarket exploitation of farmers throughout the 2000s and which signals the greatest departure from the organic belief system.

Organic farming in the UK - vital statistics

According to the Department for Environment, Food and Rural Affairs (DEFRA), the total area of registered organic and in-conversion land in the UK in January 2009 (the most recent figures) was 738,709ha. This represents only 4.2% of the total agricultural land production in the UK. The organic land area in the UK has increased over 12-fold (from 60 thousand to nearly 740 thousand hectares) between 1997-2009.

As the demand for organics in this country grew in the late 1990s and early 2000s, supermarkets identified organic food as a premium-priced, highly-profitable market and were quick to jump on the bandwagon. The bigger market for organic produce meant many farmers quickly switched to organic production, and many large farms began producing organic alongside their conventional produce. The supermarkets introduced organic ranges, many under their own-labels. Now, like the conventional food sector, the majority (just under three-quarters) of organic food is sold in supermarkets. Independent shops and smaller multiples have a 14.5% share and direct sales (mail order, farm shops, box schemes, farmers markets) account for the remainder.

Supermarkets have the lion's share of the retail market for organic foods. With this concentration of power comes the ability to control prices and set quality standards and contract terms for their suppliers. And history is starting to repeat itself with UK organic farmers suffering at the hands of the big supermarkets in much the same way as their conventional counterparts have been doing for many years