



INTERCROP
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PRACTICE ABSTRACT N°8

Marketing organic intercropped rapeseed oil

Problem

Rapeseed is often considered as a low-quality commodity, produced using lots of inputs and harming insects. This is not the case when rapeseed is grown organically in an intercropping system. There is a need to communicate this better.

Solution

A group of farmers are collaborating with a processor to launch a new, organic culinary oil product. Its marketing will communicate the environmentally friendly benefits of intercropping.

Benefits

- Builds demand for a new crop that is profitable, fits into crop rotations, and improves soil health and fertility.
- Develops a profitable, local supply chain supporting local businesses.
- Creates a healthy product, produced in an environmentally beneficial way.

Practical recommendations

These steps are applicable to any new intercropped product:

- Collaborate with growers to support their knowledge exchange to better understand intercropping production, and to support product marketing (Figure 1).
- Conduct market and consumer research to determine potential demand for the product.
- Understanding your product's unique selling point (USP), how it competes in the market.
- Research and adhere to the legal and food safety regulations.
- Produce a 5-year Business Plan, <https://www.gov.uk/write-business-plan>.
- Create a brand, the packaging, labelling, price point and appropriate messaging (Figure 2), <https://www.or-organic.co.uk/>.

Applicability box

Theme

Food chain management.

Keywords

Product quality, Packaging, Marketing.

Context

Applicable to any new intercropped food product.

Application time

Any

Required time

Ongoing but the early years are critical.

Period of impact

Continuous over the life of the product.

Equipment

Processing, bottling and labelling.

Best in

Applicable to any organic or intercropped food systems.





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- Develop a marketing strategy and promotional materials.
- Create a route to market /distribution plan, <https://www.great.gov.uk/learn/categories/prepare-sell-new-country/routes-to-market/choose-right-route-market/>.
- Ensure consistent product quality and assurance to specification.
- Monitor sales, gather consumer feedback and take appropriate action as required.



Figure 1: Farmer members of the intercropping group discussing a crop of organic oilseed rape with cereal strips sown to help control flea beetle. Photo: David Michie.



Figure 2. Promotional stand and bottled product at a National Food Fair in London (Ed Smith, 2023)





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Further information

Weblinks

- ÒR-ganic premium cold-pressed organic rapeseed oil, <https://www.or-ganic.co.uk/>
- Organic Oilseed Rape Production in Scotland, <https://www.fas.scot/article/organic-oilseed-rape-production-in-scotland/>
- Organic Oilseed Rape in Scotland: A technical guide: <https://www.fas.scot/downloads/organic-oilseed-rape-in-scotland-a-technical-guide/>

About this practice abstract

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IntercropVALUES aims to exploit the benefits of intercropping to design and manage productive, diversified, resilient, profitable, environmentally friendly cropping systems acceptable to farmers and actors in the agri-food chain. As a multi-disciplinary and multi-actor project, it brings together scientists and local actors representing the food value chain. It includes 27 participants from 15 countries (3 continents) from a wide diversity of organizations and stakeholders. The project will run for four years and started in November 2022.

Project website: <https://intercropvalues.eu/>

