

View from the Market

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2008/09 A Season of Change

- Global Recession
- Retail Change
- Sector Profile
- Opportunity

UK Organic Retail Market

- £2.1 billion in 2008
- £1.1 bln in 2003
- £0.38 bln in 1998

Supply and Demand

- Demand reduced but
- UK supply still not enough
- Hand to mouth trading

Summary

- Supply shortage set to remain
- Grow the right crops for market
- Have a plan, but be flexible !