

## General News

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### Organic Farmers & Growers

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***assuring organic  
standards***

### Focused conference goes down a storm

Our inaugural conference focusing on the messages and marketing of organic food took place on October 8, in London, and has been judged a huge success.

Selling Organics: What's the Story? brought together key speakers from the processing sector, academia and marketing to examine what is working, what could be improved and what data future decisions should be based on.

Around 100 key people from across the sector gathered at South Bank University for the day-long event which certainly created a buzz, with some stark messages for the sector on where it is failing to connect with consumers on key messages. There was also fascinating insight into what shoppers think of organic products and what supermarket data tells us about how to position organic brands.

There was also no avoiding the realities of selling organic food, with obstacles from advertising authorities and the current lack of hard, empirical data highlighted.

A full report is available on our website at [www.organicfarmers.org.uk/news](http://www.organicfarmers.org.uk/news) where you can read an overview of what was said by the likes of Craig Sams, founder of Green & Black's, Steve Clarke, marketing director of Rachel's, and many more fascinating speakers, including Prof. Carlo Leifert, of Newcastle University, who has carried out probably the most thorough research into the strengths and benefits of organic food and farming.

Our thanks go to all who attended and to our excellent line-up of speakers. We worked with Alison and Annette of Organic Conferences Ltd to stage the event, which ran very smoothly, so they also deserve a huge 'thank you' and 'congratulations'. The feedback so far from delegates has been overwhelmingly positive and we hope to be able to stage more focused and practical events of this nature following on from this one.

### Free advice on reaching markets and building your brand

Farmers and small food producers should be aware of a potentially valuable service offered by the Centre for Value Chain Research, at the University of Kent. As the Centre's website says, it is aimed at "helping the UK Food & Farming Industry 'get ahead' in an increasingly competitive marketplace, we offer farm-based businesses the tools to a greater understanding of their markets and the knowledge needed to help boost profits". The CVCR is headed by Professor Andrew Fearn and, as anyone who has been to either of our conferences this year will know, he's a man who doesn't pull his punches and has access to extremely valuable market data, drawn from the buying habits of the customers of major retailers. It is worth taking a look at the CVCR website (<http://bit.ly/2IoQDe>) where you can contact them or find out about workshops around the country. Professor Fearn has also kindly offered to run a workshop for OF&G licensees in the New Year.

If you would be interested in an event such as this, please express your initial interest to OF&G development officer, Steven Jacobs on tel ext 240 or email: [steven.jacobs@organicfarmers.org.uk](mailto:steven.jacobs@organicfarmers.org.uk).

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## Health and Safety Executive Agriculture Bulletins

The HSE has a section on their website devoted to agriculture, with information on a range of topics, free leaflets and news. You can also sign up for an E-bulletin which is sent out periodically. The aim of this E-bulletin is to provide you with a free regular update of news and information from the HSE, keeping you informed of the latest issues affecting agriculture and its associated industries.

If interested you can sign up via this link: <http://www.hse.gov.uk/agriculture/index.htm>

Topics covered in the latest one include:

### **E COLI: Health Alert**

Following the recent outbreak of E.coli 0157 linked to a visitor farm attraction in Surrey, the HSE is issuing this alert to remind farmers about the sensible and practical steps they need to take to reduce the risk of ill health to visitors.

visit: <http://www.hse.gov.uk/pubns/ais23.pdf>

### **FARMWISE: Be Farmwise**

This comprehensive free publication has been updated. This is a 'must have' for everyone working on farms, whether employer, employee or self-employed, to help you identify the causes of injuries and ill health, eliminate hazards and control risks. It is now available online.

English version: <http://www.hse.gov.uk/pubns/indg427.pdf>

Welsh version: <http://www.hse.gov.uk/pubns/welsh/indg427w.pdf>

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## Are you media ready?

OF&G receives regular requests from the media, print and broadcast and online, for organic farmers, growers and processors to talk to on a range of related subjects. Sometimes this means that licensees we think fit the bill get a call from our media manager asking if they are interested in taking part. Of course the natural inclination for many is to shy away. That's understandable and isn't held against anyone; you have to be comfortable doing it. However, on a number of occasions new media stars have been born!

For example, Sam Barker, who farms with his family near our offices in Shrewsbury, at Great Berwick, was somewhat reticent when we approached him about a BBC radio request, but he bit the bullet and agreed, recognising that it was good promotion for the farm and its range of home-reared beef. The resulting piece was a great bit of radio and went on to result in Sam being featured in regular updates by the same reporter.

Too often though, we can't find the right people for our media friends. They're usually in a hurry and need to know same-day whether we have a suitable candidate for them to talk to. So, we think we might have a solution to suit everyone... We'd like to build a list of any licensees who would be willing to talk to the media. We would set up suitable lines of communication (thinking of text/SMS messaging here - straight to your phone) so that anyone interested in a particular request could come back to us straight away to find out more. That wouldn't result in a commitment to do it, just an expression of interest. Our media manager, Mark, would always outline what was required and be happy to talk through any issues and questions that might arise in an interview, before putting you in touch with the reporter or producer in question.

Being featured on Countryfile, Radio Four's Farming Today, BBC Breakfast, Sky News and in the national newspapers and magazines can be great for your brand or product - or simply for the image of organic food and farming. Even once that exposure is over (and it's often brief) you can make hay from the national publicity in your own marketing ('as seen on BBC1/in Good Food magazine', for example!).

We will be emailing licensees we know are already media-friendly to see if they're interested in being on a list, but if you would like to be in-the-loop when a request comes in, please drop a line to [mark.waugh@organicfarmers.org.uk](mailto:mark.waugh@organicfarmers.org.uk) to find out more. If you'd like to talk it through first, Mark will be happy to give you a call.

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## Licensee News

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### EU Logo and new OF&G Logo

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A number of licensees have asked when the new EU organic logo will finally be revealed, so we have done a bit of detective work for you. As you know, all EU design or art students were invited to submit their most innovative designs for the new organic logo competition.

According to the EU Organic Logo website ([http://ec.europa.eu/agriculture/organic/logo/index\\_en.htm](http://ec.europa.eu/agriculture/organic/logo/index_en.htm)) a total of 3393 entries were received for the competition. A competition jury in Brussels has chosen the ten best entries and these are currently being checked to see if they are in violation of any trademarks or copyrights. The top ten logos will be featured on the EU Organic Logo website at the end of the year and all European citizens will be invited to vote online for their favourites. We will keep you updated with any news on the logo in our newsletters and also on the OF&G Website and OF&G Blog.

From July 2010, the OF&G Control Body Code will change from "Organic Certification UK2" to "GB Organic Certification 2". Licensees can use the new code on their packaging/labels now if they wish and packaging with the old code is valid until January 2012. At OF&G we have updated our logo to include the new Control Body Code, and this logo is available now for any licensees that wish to use it.

If you would like an electronic copy of our new logo, please contact Angela Norman on tel ext 222 or email [angela.norman@organicfarmers.org.uk](mailto:angela.norman@organicfarmers.org.uk).

### Public Lists

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Due to developments with the EU Organic Reg and EN45011 we are now not able to offer our licensees the opportunity to opt-out of a publicly available list which is included on the Declaration and Licensing Agreement. This means that if we are asked to provide a list of names and addresses of our licensees we will have to do this.

However, licensees will still be offered the opportunity to opt out of any list provided for marketing and research purposes. You can view or download a copy of the new form from our website by putting RD90 (for organic licensees) or RD149 (for evaluation scheme licensees) into the search box on the home page and clicking 'search this site'.

If you have any queries about this please contact the office.

### Extreme caution needed over EU slogans

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Many licensees will be aware of an EU marketing 'toolbox' for organic food that was unveiled a number of months ago. It contains a variety of material aimed at helping businesses to promote their organic products in a unified way. A key part of the information is a series of messages and slogans that the EU has approved for use in marketing material and promotion, such as "Organic farming: good for nature, good for you". HOWEVER, it has become clear over recent weeks that, despite EU clearance, advertising regulators in the UK are unhappy with the slogans and do not approve them for use in this country. If your first thought on hearing that news is "typical", you would be among friends!

This is an issue that needs urgent clarification and a number of bodies are working to seek that. We will keep licensees updated on the developments, but in the meantime it will be safer for all UK processors and producers to think carefully before employing any of the EU toolkit material and to avoid using the 'approved' slogans. You can see them for yourself on the dedicated website at [http://ec.europa.eu/agriculture/organic/home\\_en](http://ec.europa.eu/agriculture/organic/home_en).

### National Organic Cereals 2010

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OF&G have announced the date for the 2010 event: Thursday 8th July. This year's in Suffolk was very well attended. OF&G R&D Officer, Steven Jacobs, said 'I'm really pleased to announce that next year we will be on an organic arable farm in Hampshire. For the last event bookings went so well I really must advise anyone who is at all interested in coming along to next year's event to book in advance to avoid disappointment.' More details will be announced in November.

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## Legal Business Help

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Please take note of the letter included in this mailing about a new legal helpline now available to OF&G licensees. This is from a firm that works with many key organisations in the farming and food and drink sector and gives licensees a free initial chat of up to 30 minutes on a wide variety of legal issues. OF&G cannot individually endorse or recommend this service specifically, but we are pleased to offer it as an option for legal support to our licensees.

## Compost Scheme

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Are you considering on-farm composting?

With pressure building from Central Government to reduce what is going to landfill, WRAP and local authorities are promoting the composting of green waste and this may be a good source of nutrients for your farm. Green waste compost is allowed to be used on an organic farm under a derogation and is a slow release form of nutrients and a good way of building up organic matter in your soil.

If you are bringing in green waste materials from outside your farm you do need to ensure that you are in line with the regulations with the Environment Agency. There are permits or exemptions (depending on tonnage) required to allow composting to happen on your farm. There is another exemption needed to spread the compost on your land as the compost you produce is classed as a waste product. The spreading exemptions can cost up to £500 each for 50ha.

However at OF&G we offer a certification scheme for compost called PAS100. Under this scheme all certified products will not require a spreading exemption. Also you could sell it to other farmers near you for spreading on their own land.

If you are interested in this scheme please contact Katie Owens or Roy Lawford on 01939 291800.

## Trees are an ally for organic farmers and producers

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In the face of climate change, is there a better time to be planting more native trees, asks the Woodland Trust.

Native trees and woodland are a natural solution, with well-sited and planned planting saving money and increasing profits through a span of critical benefits ranging from livestock shelter, harbouring of natural pollinators and wildlife to prevention of flooding, increased nitrate soak-up and wood fuel.

The Trust has a new MOREwoods programme to help landowners of every type plant trees. It is designed for a minimum of one hectare, although this can be made up of smaller areas, and offers advice, practical help and, in some cases, funding.

Deciduous trees provide shade during summer, reducing livestock heat stress but allowing the benefit of any solar gain in winter. Well designed tree shelter around farm buildings can also reduce heating costs by 10- 40%. Crop shelter reduces physical storm damage, and crop yields are shown to increase through use of windbreaks.

As a renewable energy source, woodfuel reduces the farm's carbon footprint. Around two hectares of woodland can heat the average farmhouse, and larger areas could help heat buildings.

For advice, see [www.woodlandtrust.org.uk/planting](http://www.woodlandtrust.org.uk/planting).

## The EU Orwine Project

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Orwine is the European funded research project which aims at providing a scientific background for the development of the EU legislative framework and a code of best practice for organic wine production and labelling. Currently, private standards for processing, packing and preserving wines from organic agriculture are applied in most of the European wine producing countries. Nevertheless a specific European regulation for wine will help with standardised enforcement.

The Orwine project has made a range of recommendations, mainly on additives, processing aids, enrichment (adding sugar or concentrate must), production techniques and how organic wine should be regulated in the EU. It is planned that the new legislation will be finalised before the end of 2009 and enter into force on 1 July 2010. This is the same date that the EU logo will become mandatory for all organic products in the EU. The EU working paper is said to be based on the Orwine report.

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However, there are some differences between the conclusions in the report and the EU working paper. Included is the proposal and evaluation on additives and processing aids, with the most contentious discussion being around the use of sulphur dioxide (E220) and the amounts that can be used. The EU working paper proposes three ways of dealing with sulphur dioxide (SO<sub>2</sub>).

- (1) to only allow 50% of the SO<sub>2</sub> used in conventional wines and label as "organic wine" and use the EU logo.
- (2) to allow the same SO<sub>2</sub> level as used in conventional wines and label as "wine made from organic grapes" and use the EU logo.
- (3) Under the derogation system (EC 834/2007) for catastrophic or extreme weather conditions a maximum level of SO<sub>2</sub> can be used with the EU logo but *without* the statement "wine made from organic grapes".

It is possible that these proposals on labelling would be hard for the consumers to understand, however, a specific European regulation on wine would give a great boost to the organic wine market. The working paper will be discussed at the next Standing Committee on Organic farming on 19-20 October 2009. For further information on the Orwine report visit: [www.orwine.org](http://www.orwine.org)

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## Fresh route to Market

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Borough Market, located in London, have asked us to help them in their search for organic producers who wish to trade to the public at the Thursday market which is for fresh produce as opposed to hot food sales.

Borough's Business Development Manager, Mat Castle, said 'The new Jubilee Market at Borough Market has been established as a place to promote fresh produce and to encourage people who originally shopped at Borough Market to come back.'

The pitches on offer are 8ft by 10ft and all with access to an electric supply. They are under a large umbrella and under a covered roof area. The area is available for set-up from 9am, and the market runs from 11am - 5pm. As the initiative is designed to promote raw produce there will not be any hot food providers present. Charge rate is £30 per pitch.

It may be that a group of producers could look at working together to be able to staff a stall each week. Of course all items will need to be packaged under organic license or the seller would need an organic license in order to legally be able to break bulk.

If you have any queries about the market or want to book a place get in contact with Mat Castle, Business Development Manager, Borough Market (Southwark), 8 Southwark Street, London SE1 1TL. Tel: 020 7407 1002 Email: [mat@boroughmarket.org.uk](mailto:mat@boroughmarket.org.uk)

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## Natural and Organic Products, London 2010 – more space now available

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OF&G will again be hosting trade space for licensees at this specialist trade show at Olympia Exhibition Hall in London, 11th & 12th April 2010. It is a very good way to get products under the noses of buyers from wholesalers to independent and multiple retailers inside the UK and across the EU. We are now looking at the possibility of taking a much larger stand than in previous years. We can offer members a discounted stand price, specialist support and promotional opportunities leading up to, during and after the event with both the event website and the OF&G website, facebook and twitter accounts.

For more details or just a chat about this or other events please contact our Development Officer, Steven Jacobs, at the office by telephone on ext 240 or email [steven.jacobs@organicfarmers.org.uk](mailto:steven.jacobs@organicfarmers.org.uk).

Steven has started planning the OF&G space at this event with those who have already expressed an interest. You may want to contact him as soon as you can as spaces on the stand are limited.

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## Licensees in the News

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### Fridge fun in Somerset

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An amusing publicity stunt by organic milk co-operative, OMSCo, garnered a fair few column inches across the national media, with the setting up of a 'Fridgehenge', in Somerset. The temporary edifice was made out of fridges painted to look like cows and graced the field of OF&G licensee, Robert Foote. As well as being an entertaining and light-hearted promotion for organic milk, it gave Mr Foote a great opportunity to talk about the benefits of organic farming and how well it's working out for him to a mainstream audience, which was featured on the BBC website (<http://bit.ly/3Pahdv>).

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## How's that spelt?

Andrew and Sybille Wilkinson, of Gilchesters Organics, Stamfordham, Northumberland, were in the spotlight in September for their new range of savoury spelt biscuits. The Newcastle Journal carried a very positive piece on the new line, as well as highlighting some of the other successes of the brand, including the fact that Gilchesters provides the flour of choice for some top London restaurants and can be found on the shelves in Harrods. The spelt for the new biscuits is home-grown and ground in the purpose built mill added to the farm in 2006 - the first new mill constructed in the North East for 150 years! (On the web here <http://bit.ly/tkMW4>)

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## Emissions management

Licensee, Geoff Sayers, of Plymouth, is featured in a video from The Ecologist magazine (now online only) discussing techniques of grazing cattle that result in carbon sequestration. It's an interesting piece in light of the fact that, as the article points out, "livestock in general has in recent years joined the ranks of the 4x4 and the short-haul flight" with regard to discussion over emissions. You need a subscription to the mag to read the whole piece, but you can watch the video for free (<http://bit.ly/201t5p>).

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## Top score for organic pet food

Lily's Kitchen, whose range of organic pet foods are certified by OF&G, has been named as the top ethical company in its sector by The Good Shopping Guide. The latest edition of the guide will reflect this and it is down to the fact that Lily's Kitchen goes to the extra effort of achieving organic certification. This is a great result for a growing brand. You can see the excellent and fun Lily's Kitchen website at <http://www.lilyskitchen.co.uk>

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## OF&G in the news

As ever we've been busy generating and responding to news around the organic sector. The summer was quite fraught in many ways, as the traditional 'silly season' took hold and far too many unnecessary column inches were devoted to denigrating organic food on the back of one report or another. It really has seemed that some commentators were relishing the opportunity to (unfairly) stick the knife into the sector while the politicians were hiding away for the summer. That said, there were also some bright spots to concentrate on.

Since the last newsletter we've contributed to a couple of Farmers Weekly pieces, on falling organic poultry numbers and an IGD study into the behaviour of organic shoppers, as well as a number of articles relating to the latest Defra stats on organic farming (total farmers, livestock, hectares, etc - see the 'news' section on our website for more). Natural Products magazine covered our response to the FSA report on nutrition in organic food, while also joining us in a bit of knockabout fun related to the sunflower growing competition that has been gripping our staff over the summer!

We've also enjoyed very positive coverage of our *Selling Organics: What's the Story? conference*, with more to come as the magazines reach their publishing deadlines.

*If you have been featured in the news somewhere (local papers too!) do drop a line to [mark.waugh@organicfarmers.org.uk](mailto:mark.waugh@organicfarmers.org.uk) or mention it to your CO. We'd love to know and share it with other licensees!*

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## Staff News

Many licensees will know Steve Clarkson, our Certification Manager with the encyclopaedic knowledge of the EU Regulation and pretty much all things certification related! Steve has now been promoted to Certification *and* Compliance Manager, meaning that he will take the lead within the company on compliance and regulatory issues. This is a very important role; our track record with UKAS accreditation and compliance with EN45011 is extremely good and Steve will be ensuring that this is maintained and built upon, working closely with our Quality Systems team. Our congratulations to Steve.

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# Evaluation Scheme

The following products have recently been accepted into the OF&G Evaluation Scheme as 'Product Approved for Use in Organic Systems' or 'Product Approved for Restricted Use, Derogation Required'.

Category	Name	Supplier	Telephone	OF&G Status	Cert Expiry Date
Animal Feed additive	DOSTO Green	Dostofarm GmbH	+49 448884590	Approved	30/9/09
	DOSTO Liquid			Approved	30/9/09
	602 Organobloc Universal	Tithebarn Ltd - Rockie & Farm Division	01606 595000	Approved	31/10/09
	603 Organobloc Magnesium			Approved	31/10/09
	601 Organobloc Universal Cattle			Approved	31/10/09
	604 Organobloc Dry Cow			Approved	31/10/09
	610 Orgarlic Universal			Approved	31/10/09
	611 Orgarlic Cattle			Approved	31/10/09
Animal Health Products	Hepasan	Ron Fields Nutrition	01432 851111	Restricted - Veterinary	31/3/10
	Silent 4			Restricted - Veterinary	31/3/10
	Arthrit-Ease			Restricted - Veterinary	31/3/10
	Cattonic			Restricted - Veterinary	31/3/10
	AVIGUARD	Microbial Developments Ltd	01684 891055	Approved	31/10/09
	Intra Hoof-Fit Gel	Intracare	0031 413 354105	Approved	30/10/10
	Intra Hoof-Fit Spray Liquid			Approved	30/10/10
	Intra Hoof-Fit Bath Liquid			Approved	30/10/10
Compost additive	QuikSoil 506 - Compost Inoculant	GOC Technologies UK Ltd	01580 831223	Approved	31/8/10
	BAT 505 NTX - Topical Deodorizer			Approved	31/8/10
Fertiliser	Organi-Graze	Mole Valley Forage Services	0845 603 1210	Restricted	31/7/10
	Organi-Cut			Restricted	31/7/10
	Kelpak	Omex Agriculture Ltd	01526 396011	Restricted	31/8/09
	Rootboost			Restricted	31/8/09
	Kelpland			Restricted	31/8/09
	Skelp			Restricted	31/8/09
	Omex Organic Foliar Feeds			Restricted	31/8/09
	Suspension Fertiliser			Restricted	31/8/09
Unique	Advanced Biotech Research Projects	+91-891- 2754178	Approved	30/9/10	
Pest Control	Aquablast Bug Spray	Agropharm Ltd	01494 816575	Restricted	31/9/10
	Pyrethrum 5 EC			Restricted	31/9/10
	Strikeback Natural Plant Insect Killer			Restricted	31/9/10
	Pyrethrum 5 EW			Restricted	31/9/10
	Advanced Slug Killer	Growing Success	01622 717373	Approved	30/11/09
	Sluggo	Omex Agriculture Ltd	01526 396011	Approved	31/8/09
	Gard-S			Approved	31/8/09
	Gard-S Granules			Approved	31/8/09
Garland	Approved			31/8/09	

Category	Name	Supplier	Telephone	OF&G Status	Cert Expiry Date
Plant Health Product	Serenade ASO	Agraquest Inc	530-750-1050 X107	Approved	31/8/10
	Cerall	Chemtura Netherlands BV	01525 229593	Approved	31/8/10
	Bactolife	Biotechnica Services Ltd	0118 951 5605	Restricted	30/9/10
	Mycortex			Restricted	30/9/10
	Bioflo			Approved	30/9/10
	Algaflex			Restricted	30/9/10
	Algaflex 30			Restricted	30/9/10
	BioRoote			Restricted	30/9/10
	BioFert SW			Restricted	30/9/10
	Bactolife AZ			Restricted	30/9/10
	Garland G			Omex Agriculture Ltd	01526 396011
Silage additive	Advance Legume	Micron Bio-Systems Ltd	01278 427272	Approved	31/5/10
	Advance Maize			Approved	31/5/10
	Advance Whole Crop Cereal			Approved	31/5/10
	Advance Crimp			Approved	31/5/10
Soil Conditioner	Physiolith	Mole Valley Forage Services	0845 603 1210	Restricted	31/7/10
	Physalg 27			Approved	31/7/10
	Physalg 15			Restricted	31/7/10
	Biomex Booster, Biomex SA, Biomex Foliar	Omex Agriculture Ltd	01526 396011	Approved	31/8/09
	Biomex P			Approved	31/8/09
	Biomex Starter			Restricted	31/8/09
	Biomex Duster			Restricted	31/8/09
	Biomex FZB			Restricted	31/8/09
Vitamins and Minerals	Calsea Digest	Mole Valley Forage Services	0845 603 1210	Approved	31/7/10
	Calsea Copper			Approved	31/7/10
	Calsea Mag SE			Restricted	31/7/10
	Calsea Zinc			Approved	31/7/10
	Calsea Phos			Approved	31/7/10
	Calsea Forage			Approved	31/7/10
	Rumen PH+			Approved	31/7/10
	DOSTO Mineral	Dostofarm GmbH	+49 4488 8459 0	Approved	30/9/09

## STOP PRESS

### 2010 Organic Producers Conference – promoting organic principles, best practice and policies.

The Organic Research Centre's annual producer conference will be taking place on 7<sup>th</sup> and 8<sup>th</sup> January 2010 at Harper Adams in Shropshire.

This year the conference has been extended to two full days with more workshops and contributions. This will allow exploration of the full range of issues and challenges which organic producers need to grapple with in developing their systems.

Registration forms are available on-line at:

[www.organicresearchcentre.com](http://www.organicresearchcentre.com) and [www.organicinform.org](http://www.organicinform.org)  
or Tel: 01488 658279 / Email: [organicinform@organicresearchcentre.com](mailto:organicinform@organicresearchcentre.com)

Early bird discounts apply to paid up registrations received by 27<sup>th</sup> November 2009 and further discounts are available for producers (with holding numbers), IOTA members and students.