

Pwyllgor Amaethyddiaeth a Datblygu Gwledig ARD 12-02 (p7)

Dyddiad: Dydd Mercher 17 Gorffennaf

YMCHWILIAD Y PWYLLGOR I FFERMIO ORGANIG

Diben

1. Ystyried barn y Pwyllgor ar y meysydd allweddol i wneud argymhellion arnynt i'w cynnwys yn ei adroddiad ar ffermio organig.

Cefndir

2. Ar 17 Ebrill cymeradwyodd y Pwyllgor y cylch gwaith canlynol ar gyfer ei ymchwiliad i ffermio organig.

Asesu'r rhagolygon ar gyfer ffermio organig yn y dyfodol yng Nghymru, priodoldeb targedau presennol Llywodraeth Cynulliad Cymru ac i ba raddau y gellir eu cyflawni, a'r goblygiadau o ran polisiau a dyrannu adnoddau o fewn y gyllideb ar gyfer amaethyddiaeth a datblygu gwledig.

3. Ers hynny, mae'r Pwyllgor wedi derbyn tystiolaeth ar lafar gan amrywiol unigolion a sefydliadau ac wedi derbyn nifer o gyflwyniadau ysgrifenedig.

Mae'r cyfraniadau wedi amrywio'n sylweddol o ran eu hasesiad o'r sector. Mae rhai wedi dadlau bod ffermio organig yn cynrychioli marchnad sylweddol, ond arbenigol i ffermwyr yng Nghymru ac y dylai'r farchnad ei lywio i raddau helaeth. Mae eraill wedi awgrymu bod cynhyrchu organig yn dod â manteision amgylcheddol a manteision iachusol ehangach i'r gymdeithas ac y dylai'r sector cyhoeddus hybu a chefnogi ei ddatblygiad ar y sail honno. Yn benodol, trwy roi cymorth barhaus i dalu am gostau cynhyrchu uwch systemau organig. Mae'r Pwyllgor hefyd wedi derbyn tystiolaeth sy'n amau pa mor gryf yw'r farchnad organig mewn gwirionedd ac sy'n holi i ba raddau y gellir cael y manteision ehangach hyn, ac ai i ddulliau cynhyrchu organig yn unig y maent yn berthnasol. Ceir crynodeb o bwyntiau allweddol pob cyflwyniad a dderbyniwyd yn Atodiad A.

4. Dros yr haf, bydd yr Ysgrifenyddiaeth yn cynhyrchu adroddiad drafft ac argymhellion i'r Pwyllgor eu hystyried pan fydd y Cynulliad yn dychwelyd ym mis Hydref. Er mwyn helpu i lywio'r gwaith hwn, byddai o fudd petai'r Aelodau yn nodi'r materion a'r argymhellion yr hoffent eu gweld yn cael eu cynnwys yn yr adroddiad.

5. Gan ddilyn strwythur y cylch gwaith, gofynnir felly i'r Pwyllgor am eu barn ar y canlynol:

Y rhagolygon ar gyfer ffermio organig yng Nghymru

6. Er bod y rhan fwyaf o'r dystiolaeth a gyflwynwyd i'r Pwyllgor yn awgrymu y bydd y farchnad yn parhau i dyfu, mae rhywfaint o amheuaeth o ran cryfder y twf hwn ac i ba raddau y gallai fod o fudd i gynhyrchwyr Cymru. Yn ogystal â chryfder y galw gan ddefnyddwyr, effeithir ar ragolygon y sector gan ymagwedd y llywodraeth tuag at ei ddatblygiad. Efallai yr hoffai'r Pwyllgor felly wneud sylwadau ar i ba raddau y mae'n teimlo y dylai datblygiad y sector organig gael ei lywio gan y farchnad neu gael ei gefnogi er mwyn y manteision amgylcheddol a'r manteision iachusol ehangach a allai ddod yn ei sgil. Efallai yr hoffai'r Pwyllgor hefyd ystyried a ellid cyfiawnhau cefnogaeth barhaus i sicrhau nad yw cynhyrchwyr o dan anfantais o'u cymharu â gwledydd eraill yr UE lle gwneir taliadau o'r fath.

Priodoldeb targedau presennol Llywodraeth Cynulliad Cymru ac i ba raddau y gellir eu cyrraedd

7. Mae'r dystiolaeth a dderbyniwyd gan y Pwyllgor yn derbyn yn gyffredinol nad yw'n debygol y cyrhaeddir y targed cyfredol o gael 10% o'r cynhyrchu yn organig

erbyn 2005. Mater y bydd y Pwyllgor am ei drafod efallai yw pa dargedau, os o gwbl, ddylid eu pennu yn y tymor hir. Mae'r dystiolaeth a dderbyniwyd wedi amrywio o'r rhai hynny sy'n amau a ddylid gosod targedau o gwbl, i'r rhai hynny sy'n dadlau o blaid targedau uchelgeisiol i hybu datblygiad y sector.

Y goblygiadau dilynol o ran polisi a dyranu adnoddau o fewn y gyllideb ar gyfer amaethyddiaeth a datblygu gwledig

8. Bydd barn y Pwyllgor ar yr adrannau blaenorol yn amlwg yn dylanwadu ar yr argymhellion sydd i'w cynnwys yma. Dyma rai meysydd penodol y bydd y Pwyllgor o bosibl yn dymuno gwneud argymhellion arnynt:

- natur cynlluniau yn y dyfodol i gynorthwyo ffermwyr newid i gynhyrchu organig ac/neu daliadau parhaus ar gyfer cynhyrchu organig;
- y flaenoriaeth gymharol a ddylid ei rhoi i gynlluniau o'r fath wrth ddyrannu adnoddau o gyllidebau presennol ac o arian modiwlleiddio yn y dyfodol;
- cyfuno cynlluniau cymorth o'r fath gyda mesurau amaeth-amgylcheddol eraill a chynlluniau eraill i gynorthwyo ffermydd;
- datblygu'r gadwyn gyflenwi;
- marchnata a chyhoeddusrwydd; ac
- yr angen am waith ymchwil pellach i effeithiau systemau cynhyrchu organig.

Camau i'w cymryd gan y Pwyllgor

9. Gofynnir am farn y Pwyllgor ar y materion a'r argymhellion y dymuna eu gweld yn yr adroddiad.

Ysgrifenyddiaeth y Pwyllgor

Gorffennaf 2002

Annex A

AGRICULTURE AND RURAL DEVELOPMENT COMMITTEE

Policy review of organic farming:

Summary of written responses to consultation

Name of Organisation	Key issues

Cambrian Organics**Supply chain and marketing:**

Fragmentation of the supply chain would best be addressed by encouraging farmers to collaborate in the marketing of their produce.

Improved marketing of organic produce will be crucial to ensure organic premiums continue. The following were highlighted as possible measures to take this forward:

- *role of marketing co-operatives, particularly those which were farmer-owned;*
- *Welsh branding of products;*
- *expansion of the domestic market for organic produce, particularly in England.*
- public procurement policies to encourage the purchasing of Welsh organic food (both nationally and locally);
- ongoing support is required for local initiatives such as Farmers Markets;
- increased local slaughtering facilities.

Other issues:

Improved accessibility to loans for new rural food-based businesses.

Improvement in broad-band internet access in rural areas to assist businesses.

Country Land and Business Association**Market issues:**

Organic farming is a 'niche market' and should remain subject to market forces.

Organic policy should be market led if it is to be economically sustainable.

UK organic farmers are unable to compete in EU markets due to uneven support available.

Benefits of organic farming and appropriate producer support:

Current evidence is inconclusive regarding the benefits of organic farming.

Non-market benefits to society from land management practices (including organic farming) should be rewarded.

On-going management payments should depend upon the delivery of specific and identifiable environmental benefits. These must be evaluated and appropriately rewarded for both conventional and organic farmers.

An 'entry level' for definable benefits within a 'broad and shallow' environmental scheme for both organic and IFM farming, which rewards all land managers accordingly.

Countryside Council for Wales

Environmental benefits and biodiversity:

Key underpinning for CCWs support for organic farming is its biodiversity benefits and its contribution in achieving a more sustainable approach to management of the countryside. This follows CCWs review of the best available scientific literature on the ecological impacts of organic farming.

The environmental benefits of organic systems were summarised.

Market issues:

Problems within the market for organic produce include lack of integration (such as poor planning by producers), competition from imports and the lack of development of marketing and processing opportunities.

UK organic farmers are at a disadvantage compared to other European countries and are unable to compete against cheaper imports.

Increase in organic production (resulting from specific organic strategies) may threaten the price premium and result in a high fall-out rate.

On-going support payments:

On going payments would help provide stability for organic farmers and reward them for the environmental benefits provided by organic systems.

Support for on-going payments for organic farmers under agri-environmental measures, which should be delivered as an integrated option within the revised package of schemes currently being developed.

Elm Farm Research Centre

Current targets:

Current target will be difficult to achieve given the effect of foot and mouth disease and distortions in the rate of conversion caused by delays in the introduction of successive phases of the Organic Farming Scheme.

In general, targets were welcomed as a means of setting out an aspiration. Other EU partners have set more ambitious targets.

Supply chain and marketing:

Fragmentation in the supply chain causes difficulties and should be addressed.

Improvements in producer planning are required.

Further development of the organic market through public procurement policy and support for producer groups is needed.

Improvements in public education are required to communicate the wider message associated with organic production.

Imports:

Cheap imports and exchange rates affect UK organic market.

Supermarkets/retailers:

Buying behaviour of multiple retailers may cause problems for producers.

Environmental benefits:

In recognition of the environmental benefits from organic systems, support is given for the extension of modulation which would allow increased availability of funds to resource on-going maintenance payments to organic farmers. In the short term, some support could be supplied by re-directing funds from Organic Farming Scheme (OFS) resulting from the current shortfall in uptake.

General comments:

Organic farming is the only farming system which is truly sustainable.

The organic market is predicted to continue to grow and a continued stream of new entrants will be required to ensure stability and progression.

Further consideration should be given to the role of Farming Connect as a mechanism for the delivery of organic strategies, in particular the lack of accredited consultants, length of time taken to compile FBDP and its links with grant eligibility. Support measures for organic farming should not be submerged into the wider Farming Connect programme.

Further consideration should be given to the establishment of an autonomous organic network group.

The scope and role of the Organic Centre should be extended.

Environment Agency Wales**Environmental effects:**

Concerns were raised regarding the toxicity of certain chemicals used in organic systems and subsequent detrimental effects on aquatic fauna, in particular those relating to sheep dipping. Further discussions are being undertaken with organic farming interests in Wales to consider this issue.

Current targets:

Foot and mouth and the marked depreciation in market returns have affected the rate of organic conversion and subsequent achieveability of current targets.

Support for producers:

Concern expressed about the lack of on-going support available for organic producers which disadvantages them in terms of other EU Member States. Support given to the introduction of maintenance payments for existing organic producers.

Consideration should be given to developing a support scheme for low input producers which would reflect the 'virtually organic' systems utilised by many Welsh farmers.

Livestock sector and farming methods in Wales:

Lower premiums are achieved from organic livestock production. If premiums are reduced, the relative profitability of livestock systems is dependent on the level of enterprise changes required to convert. A holistic and integrated approach to the development of the livestock sector is required to allow farmers to evaluate potential benefits and security of organic production.

Other barriers to conversion include the particular farming methods employed in Wales.

Supply chain and marketing:

Fragmentation in supply chain must be addressed. Improvements in linkages between producers at all levels is required.

Further effort should be undertaken to improve information flow to allow organic processors to source their primary products locally.

Support should be given to local initiatives, including procurement projects.

Supermarkets/retailers:

Concern raised about the reliance of the organic sector on supermarkets.

General issues:

It is important to ensure that specialist advice, training opportunities and technical support are readily available to farmers considering conversion.

It will be necessary to improve confidence in the organic sector of both current and potential producers.

<p>Food Standards Agency</p>	<p>Food safety and nutritional value:</p> <p>On the basis of current evidence, organic food is not significantly different in terms of food safety and nutrition from food produced conventionally.</p> <p>The nutrient balance of the diet as a whole is more important than the production method. Consequently, any differences in the nutrient content of organic and conventional foods are relatively unimportant.</p>
<p>Institute of Grassland and Environmental Research</p>	<p>Current targets:</p> <p>Future prospects for organic farming and the appropriateness and availability of targets will be influenced by the suitability of current forage varieties and the supply of organically produced seed.</p> <p>It is necessary to commit resources to address the gaps in knowledge of varietal requirements for organic systems.</p> <p>From 1 January 2004, all seed for use in organic production systems must be produced organically.</p> <p>To meet the current target by 2005 and comply with the 100 per cent organic seed regulation, approximately 400t of grass seed and 50t of legume seed will be required. Currently there are 15t of seed produced within the UK and none in Wales.</p> <p>General Issues:</p> <p>Some research to indicate that an extreme, clover-based diet can result in increased fatty acid content in meat with consequent health benefits.</p>

<p>NFU Cymru</p>	<p>Market issues:</p> <p>The development of the organic sector in Wales must be market led rather than target led. It will be necessary to ensure a viable, profitable market for organic produce rather than production for the sake of it.</p> <p>Imports:</p> <p>Further consideration should be given to import substitution and retailers encouraged to source imported produce as last resort.</p> <p>Current exchange rate favours imported goods and has a detrimental effect on the competitiveness of UK organic produce. Consideration should be given to on-going maintenance payments to enable domestic organic producers to compete effectively within the EU.</p> <p>Supply chain and marketing:</p>
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Farmers should be encouraged to co-operate and trade collectively to strengthen the supply of domestic organic produce, particularly to large retailers.

Higher production standards in domestic production should be promoted through Welsh branding.

Improved marketing and promotion of Welsh organic produce is urgently required.

Develop appropriate means to encourage public procurement of organic produce.

General issues:

Ensure appropriate advice is readily available to those considering organic conversion.

Ensure funding for demonstration farms and research projects is available.

Pembrokeshire Organic Group

Current target:

Organic market must be strengthened if the current target is to remain realistic.

Supply chain and marketing issues:

Support for revision of public sector procurement to encourage purchasing of locally grown, organically certified produce.

To strengthen farmers' position within the market, all farmers in receipt of organic payments should be obliged to join a recognised marketing group, which would be incorporated into organic standards. A compulsory marketing levy should be required and match funded by Government.

Government should be actively involved in promotion of organic food.

Support for producers:

Consideration should be given to linking all organic payments to participation in Tir Gofal.

Support for a flat-rate conversion payment which would continue throughout production

General issues:

Consideration should be given to strengthening the Organic Strategy Group by enabling it to draw representatives from a wider cross section.

To reinforce confidence in the organic sector, consideration should be given to establishing a research fund through a levy on producers and business and be match funded by Government.

<p>RSPB</p>	<p>Environmental and biodiversity benefits:</p> <p>Within a UK context, research has shown population densities of most farmland bird species studied were consistently higher on organic rather than conventional farms.</p> <p>Limited research is available on pastoral organic farming in Wales and its implications for biodiversity and farmland birds.</p> <p>General reduction of inorganic and other chemical inputs to the farmed environment will be beneficial and should be strongly supported as part of sustainable agriculture.</p> <p>Growth in demand for organic products may lead to an increase in intensification and jeopardise the environmental benefits of organic systems.</p> <p>Support for producers:</p> <p>Support for maintenance payments should be considered provided organic producers meet high environmental standards. These could take the form of a broad and shallow scheme being discussed as part of the review of agri-environmental schemes.</p> <p>Market issues:</p> <p>Organic farming is primarily a ‘niche market’.</p> <p>Imports:</p> <p>Concern raised regarding the level of imports of organic produce. Consideration should be given to improve processing facilities in Wales to help retain and add-value to Welsh organic produce.</p> <p>General issues:</p> <p>Funding to achieve organic targets must be additional to that available for other agri-environmental schemes.</p> <p>Quality and marketing of organic produce is paramount.</p>
<p>Royal Welsh Agricultural Society Limited</p>	<p>Market issues:</p> <p>Concerns raised that in some commodities of organic produce supply now exceeds demand hence the premium is under threat.</p> <p>Caution must be exercised in further expanding organic production without a market to absorb it.</p> <p>Organic products viewed as one of several ‘niche markets’ and equal assistance should be given to the promotion of each of these.</p> <p>Would not support marketing initiative which compared conventional food unfavourably with organic products.</p>

Sainsbury's

Supply and market issues:

Support policy of sourcing foodstuffs from domestic producers wherever possible, including organic products.

Currently operate partnership with key organic suppliers to tackle range of technical and commercial issues. Important for all parts of food chain to work collaboratively to improve availability of products and reduce supply chain costs.

Do not support subsidy-led initiatives, but believe that development of the organic sector should be market-led.

To ensure the continued expansion of the organic sector it needs to innovate and create new and exciting products, which are linked with consumer demand.

It will be necessary for organic food production to differentiate itself from conventional food standards to achieve sustainable growth.

Organic sector needs to become more consumer focused.

Need to encourage greater numbers of consumers to buy organic produce.

Imports:

Support for import substitution where appropriate and ensure key organic foods are 100 per cent British resourced.

Soil Association

Environmental benefits:

Holistic approach of organic systems delivers benefits across the entire farm and through all biological processes on the farm.

Further research is required to quantify the benefits of organic practices in hills and upland systems.

Economic benefits:

Economic viability of farming in Wales is particularly dependent on harnessing the added value opportunities of publicly perceived 'natural quality'.

Imports:

Too much of the market is supplied by imports that could be produced domestically.

Supply and marketing issues:

Need for a public information programme.

Market for organic foods is not a commodity market but it is driven by consumers who expect supply chains to take account of environmental sustainability and social equity.

An effective public information programme on Welsh organic foods combined with strong domestic branding is required to increase demand.

Continued assistance is required to develop the supply chain and co-operative/group marketing initiatives

Social benefits:

Organic farming practices contribute to the health of the rural community and the population as a whole.

Supports view that organically grown crops are significantly different in terms of food safety and nutritional value than those which are non-organically grown.

Support for producers:

Consideration should be given to an on-going organic support scheme for producers.

Everard Smith and Terry Marsden

Current targets:

Attaining the current target might create new, and not necessarily positive, implications for the rural economy, environmental quality, and social equity.

The current target may strengthen the already strong hand of the major retailers, and continue to depress organic farm-gate prices. It is necessary to ensure that UK supermarkets demonstrate a 'buy UK first' policy and offer organic farmers a fair price for their produce.

Market issues:

Data illustrates divergence between the image of organic food markets as seen from the vantage of national statistics, and that which is visible in organic subcategories and individual producer-groups.

The threat of a retail ceiling in respect of indigenous production is imminent for individual organic producers and organic subsectors unless certain market conditions are met.

As a percentage of total retail food sales in the UK, the organic segment has been showing only marginal growth.

The broad, national picture of the retail market for organic foods in the UK may be masking important internal contradictions.

Information on national market size and market vibrancy may be useful for certain types of macro-economic planning and policy making, organic farmers engage with a micro-economic reality.

A significant amount of economically marginal farmland has been converted to organic, thereby artificially boosting progress towards current targets.

If overall organic retail sales are related to total organic land, a sharp fall in retail market value per hectare of organic land is discernible.

Whilst the organic hectareage has been increasing in the UK, revenue have been declining.

Declining productivity (revenue/hectare) on organic farms in the UK despite increases in overall production and sales.

The prevailing 'over-supply' of organic milk is also threatening to destabilise erstwhile smooth functioning organic milk marketing groups.

The majority of consumers who buy organic foods do so for health reasons rather than because of the way organic foods are produced.

Increasing evidence that retailers regard organics as just another commodity range.

Retail initiatives which aim to lower the price of organic produce in order to expand the market protect the economic well-being of organic farmers in Wales, and thereby contributing to rural development and improved environmental quality.

Supermarket chains have shown a preference for combining cheap imports and low UK farm-gate prices to expand their respective organic market-share.

Tesco

Supply and market issues:

Main barriers to higher consumption of organic food are availability and affordability.

Future initiatives to support organic farming must build on market trends and signals, and must not simply be production-led and divorced from the market.

Consumer demands are changing. Any initiative to develop organic food production in Wales must focus on understanding and responding to genuine consumer demand.

Fragmentation in the supply chain must be addressed.

It is important for retailers to identify consumer demand and communicate this through the food chain so that farmers meet customer demands.

The development of producer groups improves communication between suppliers and processors.

Commitment is required to source products locally wherever quantity and supply allow.

Imports:

	<p>Current system of support for organic production places UK agriculture at a competitive disadvantage compared to most EU member states.</p>
<p>Dr Bernard Tinker</p>	<p>The main findings of the book <i>Shades of Green: A review of UK farming systems</i> are summarised. The review looks at different farming systems, namely conventional farming, organic farming and ‘Integrated’ farming management (IFM) and examines their relative benefits. In general terms, support is given to IFM, which aims to take the best from the other systems, to use modern chemicals and methods with care, and to encourage animal welfare and environmental goods.</p> <p>The following conclusions were made:</p> <p>Food quality and health:</p> <p>Customers believe they are getting some advantage from organic food and are therefore willing to pay higher prices. The increase in demand for healthier food may be as a result of recent public health scares associated with the livestock industry.</p> <p>There is a lack of consistent evidence that supports the claim that organic food is healthier than conventional or IFM food.</p> <p>Biodiversity benefits:</p> <p>Organic farming would appear to encourage biodiversity and wildlife populations. However, much of this benefit could be obtained by wildlife-friendly measures as opposed to organic systems.</p>

<p>Welsh Agri-food Partnership Organic Strategy Group</p>	<p>Current targets:</p> <p>Growth rates required to achieve current targets are challenging.</p> <p>Current market problems and producer confidence must be addressed if targets are to remain achievable.</p> <p>Environmental benefits:</p> <p>Organic farming is first and foremost an agri-environmental measure delivering public goods. Complete reliance on the market ignores the public good elements of organic production.</p> <p>Support for producers:</p> <p>Consideration should be given to the implementation of maintenance payments on agri-environmental grounds, which would shift financial burden from consumer and improve producer in its long-term economic viability.</p> <p>Maintenance support could be in the form of an organic stewardship tier as part of a broad and shallow agri-environment scheme.</p>
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Extend eligibility of Farm Waste Management Grants to include organic producers.

Link organic production to the beef assurance scheme, thereby relaxing the 30 month rule.

Support moves at European level to remove production constraints from organic producers.

Give priority to organic producers for allocations of in particular suckler cow quota from national reserves.

Consideration should be given to targeting the sheep national envelope at organic producers.

Supply chain and marketing:

Marketing difficulties have arisen in 2001 as a result of FMD and the logjam of new converters.

Supply of organic products in Wales increased by 300-400 per cent in 2001 and are expected to continue to increase in 2002. However, fall off in conversion rates in 2001 may lead to supply shortages in 2003-04.

Fragmentation of the supply chain should be addressed, particularly in the organic dairy and meat sectors. Improved co-ordination and collaboration between producer groups is required within the context of a strategic approach to market development.

Oversupply of specific commodities appears to reflect a failure of many producers to plan marketing with buyers in advance of production.

Scope exists for market expansion to be driven by reductions in consumer prices resulting from significant potential for economies of scale in the distribution and marketing of organic products.

Consideration should be given to undertaking a publicity campaign which focuses on factual information.

Public procurement initiatives focusing on local and organic foods are required.

Imports:

There is significant scope for import substitution. Consideration should be given to increasing availability of appropriate processing facilities to deal with Welsh organic produce.

Organic premium:

The organic premium is primarily a function of low conventional prices rather than high organic prices.

Supermarkets/retailers:

Concern raised about buyer behaviour of supermarkets which favour cheaper imports over domestically produced goods whose

price may be forced down below production costs.

Positive interaction required with supermarkets to ensure long-term commitment to the development of the organic sector in a collaborative and co-ordinated approach.

General issues:

Encourage Welsh Assembly Government to continue to ensure GMO developments do not conflict or undermine the development of the organic sector.

Scope exists for improving information by extending the role of Organic Centre Wales.

Consideration should be given to the development of an autonomous organic groups in Wales network to support the sector at grass-roots level.

Improvements in data and its availability is required throughout the food chain.

Welsh Consumer Council

Consumption of organic food:

Majority of organic food consumers buy organic produce on an irregular basis.

There is a difference in levels of organic food consumption between parts of Wales.

There is a difference in levels of organic food consumption between different social classes.

There is very little difference in consumption between different age groups.

The most commonly given reason for buying organic food was health.

Support FSA's view that priority regarding nutrition should be ensuring and encouraging a healthy and balanced diet regardless of whether the individual components are produced organically or conventionally.

Accessing organic food could be a problem for some vulnerable consumer groups.

Some of the innovative delivery aspects of organic food provide a model for improving access to healthy nutritious food for some vulnerable consumer groups.

Locally produced and sold organic food could contribute to local rural economies improving their capacity to support local services.

There are a number of potential barriers to increased consumption of potential barriers to increased consumption of organic food in Wales namely, cost, convenience, appearance, improved transparency in conventional food chain and local food schemes.