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By Michael Barker

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## British Organic Growers unveil logo

New imagery released to accompany major new campaign aimed at boosting sales of organic carrots



**N**ew imagery has been released as growers step up their campaign to boost consumption of organic carrots.

British Organic Carrots, a new collaboration of growers that aims to emphasise the taste, environmental and health credentials of organic carrots, has unveiled the logo that will accompany the campaign.

The initiative is being managed by RB Organic, a division of Produce World, together with a number of British carrot growers. Further growers and retailers will be approached to join the campaign as it progresses, with supermarkets encouraged to offer online advertising and on-pack offers.

Running under the strapline 'British Organic Carrots - Working with Nature', the campaign will run a number of events during the year including an organic carrot-themed supper club with food blogger Kerstin Rodgers and a fact-finding day for food writers.

This will be backed by editorial and

press, journalists' press materials, organic carrot recipes, photography and videos, a website, ongoing social media and the production of an organic carrot recipe book.

British Organic Carrots branding will also appear on articulated trucks and educational demonstrations organised for students in some of the UK's leading chefs' colleges.

Andrew Burgess, chairman of RB Organic, said: "Together with other organic growers, we are extremely excited about making this extensive new investment for organic carrots. In the UK, we are ever more aware of shoppers wanting great tasting food of the highest quality. Promoting organic carrots will encourage more people to eat delicious, healthy food, and we hope it will add significant value into the category in the process.

"We are planning to meet with retailers to discuss how to implement this campaign to their best advantage. We are extremely keen that this is a collaborative effort and that approach will extend to everybody in the



advertorial articles in the trade and consumer

supply chain; RB Organic will also be inviting other organic carrot suppliers to get involved with this exciting initiative.”

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<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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