

Organic Promotion in Ukraine

Conceptual Guidelines



Organic –
the natural choice!
www.organic-ukraine.info



Certified organic according to EU Regulation

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1. Why these guidelines?

World wide, consumers care increasingly about how food is produced, being more and more concerned about their health and the effects agricultural production produces for the environment. Organic agriculture has proven to be a viable option to not only produce high quality food without the use of pesticides and other contaminants, but also in ways that fosters and protects natural resources. Organic products are certified by specialized companies to ensure that each labeled product was produced according to organic rules.

While organic products are found in every bigger supermarket in Western Europa and the U.S., as consumers are fully aware of the benefits of these products, most consumers in the Ukraine have no or no clear idea what “organic” is all about. Thus, consumers must be confronted with clear messages as part of a collaborative effort among organic producers and retailers. These guidelines summarize agreed “branding & marketing concept ideas to promote organic within Ukraine, and outlines practical steps and examples to use the agreed “organic brand” and elements of it for organic promotion work and product labeling.



Organic bread produced and sold in Ukraine

2. Background about Euro-leaf (1)

The Euro-leaf is the official EU organic logo which was introduced by the Commission Regulation (EU) No 271/2010 of 24 March 2010. It is protected by the EU as an Organic Farming Collective Mark being registered in Community and International Registers. Its use is governed by Article 57 of the Commission Regulation (EC) 889/2008 .

Its application is restricted to the promotion and labeling of products that are organically certified according to Regulation (EC) No 834/2007. Its use on in-conversion product labels is prohibited!

The official EU user manual for the Euro-leaf outlines how this label is to be used. Improper use may lead to sanctions according to the EU Regulation 271.

Link to the EU user manual for the Euro-leaf:

http://ec.europa.eu/agriculture/organic/files/eu-policy/logo/user_manual_logo_en.pdf



Correct use of Euro-leaf
on a product label



3. Organic in Ukraine – branding values

Brand Values, relating to attributes that serve as benchmark for performance. In this respect, “organic” in Ukraine stands for:

- “Integrity”
- “Superiority”
- “Guarantee”
- “Style”
- “Fashion”

Brand Personality, relating to attributes that help visualizing how “organic” in Ukraine should be projected/perceived:

- “healthy”
- “safe”
- “creative”
- “tasty”
- “fun”

4. Organic in Ukraine – branding elements

Ukraine has just begun creating its “organic” legislative framework. This implies that the term “organic” is not protected well enough, and there exists no official “organic logo”. In this context, the “**Organic EU Leaf**” is the best visual element for all organically certified products being available in the Ukrainian market, as they are certified according to the EU Regulation. Together with the “**Claim**”, “**Slogan**” and “**Website**”, the “**EU Leaf**” is the core of “organic branding” at this stage in Ukraine.

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Slogan – stimulates thinking by emphasizing Brand Personality

Website – reinforces transparency about organic and its values

EU Leaf – provides identity to all certified organic products while reflecting Brand Values

Claim – reinforces trustworthiness of Brand Values

5. Organic in Ukraine – target consumers

The whole population in Ukraine should understand over time what “organic” relates to. However, as a means to focus promotion and sales activities for organic products, the following two target groups should be prioritized:

1. **Urban middle-age persons (25-45), well-educated, with and without children, belonging to middle and upper class.**
2. **Urban older persons (55+), well-educated and open for new trends, belonging to middle and upper class.**

Generic organic PR activities must be especially attractive for these two target groups. Yet, special promotion efforts are needed to target specifically subgroups with certain products (e.g. cereals, dairy products).



6. UA organic marketing concept

The “organic marketing concept” aims to focus the communication to the target consumers such that they clearly perceive the added value “organic” provides to them compared to alternative products. At the level of promotion and marketing of organic products, 5 different Ps are relevant – which all must communicate into the same direction. In this sense, the overall idea consumers get about these 5 Ps must be fully coherent with the impression they have about the “EU-Leaf”:



Product

Wide assortment of certified organic products, with good taste

Strict emphasis on EU-Leaf, Slogan & messages that relate to branding personality

Promotion

Target Consumers

Packaging

Safe & environmental-friendly, natural / transparent, with “EU-Leaf” and “Claim”, transparency about ingredients, website

Modern sales points, of quality: specialty shops and middle-upper class supermarket outlets

Place

Price

“Premium price” = good quality for good price (+ 30% - 100% depending on product and sales point)

7. UA key promotion messages

At the general level, consumers are confronted with the Euro Leaf and Slogan; yet, as this slogan is general, it needs to be complemented with “key messages” to help consumer understand more clearly what organic is all about. According to research findings, the following “key messages” respond to consumers’ interest for organic in Ukraine:

Level 1 – “healthy, natural & safe”

- no use of pesticides and artificial fertilizer
- no hormones, no additives, no GMO

Level 2 – “good for environment & Ukraine”

- protects and favors nature: soil fertility, biodiversity, animal welfare
- prevents contamination (soil and water) and favors health of producers
- Generates important employment and income for rural areas

Note: In all promotion work that is undertaken, these “key messages” are communicated in such way that organic brand identity and personality is respected!

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8. UA general organic promotion

Organic promotion is effective if key messages are well-understood and –appreciated by a big group of persons that relate to the targeted consumer groups. Yet, to create a clear and strong link between these key messages and organic products, the optimal use of the 3 branding elements (EU Leaf, Claim, Slogan) together with the right choice of media is crucial. Given the fact that mainly urban, modern, upper and middle class persons are targeted, media must be used that are of key relevance for these persons:

- **Point of sales** – to create a direct link to organic products, promotion in the point of sales where organic products are sold is essential.
- **Internet / social media** – to link organic with lifestyle, these media are essential; the big advantage is also that they promote transparency and stimulate positive emotions, relatively at low cost.
- **Special articles** – to attract attention of organic in different consumer segments, magazine and newspaper articles are ideal, as they reach many persons at low cost, and stimulate new articles etc.
- **Fairs and events** – to discover “organic”, fairs and events are great as they offer opportunities to taste organic products; moreover, media interest in such occasions tend to stimulate excellent additional promotion, for free.
- **TV commercials** – to make organic known in the wide public, TV is certainly an interesting media, although being relatively expensive. Creative solutions are needed to reduce costs and enhance impact.



9. Taking action

These guidelines outline the general approach that different key actors defined together and are committed to use to reach the Ukrainian audience.

Overall, organic actors are encouraged to take action in three ways:

1. **To join this “Organic Promotion Initiative”** and link up with on-going and planned promotion activities. You do this by sending your institutional logo to the address mentioned under contacts.
2. **To ensure correct and optimal use of the Euro-leaf** in your own activities – relating to product labeling and promotion – according to this Concept Document and EU user manual for the Euro-leaf (see link below).
3. **To share “organic news” with the “Initiative”** via its website: www.organic-ukraine.info. (See contact person).

Link to the EU user manual for the Euro-leaf:

http://ec.europa.eu/agriculture/organic/files/eu-policy/logo/user_manual_logo_en.pdf

10. Partners of this initiative

The following actors have elaborated and agreed on the guiding principles to promote organic in Ukraine:



Органічна Україна

СПІЛКА ВИРОБНИКІВ СЕРТИФІКОВАНИХ
ОРГАНІЧНИХ ПРОДУКТІВ



11. Contact



Contact address to join this Initiative:

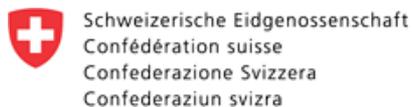
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