

**National Organic Week  
14<sup>th</sup> – 20<sup>th</sup> September 2009**

As you know, National Organic Week is scheduled to take place from 14 – 20 September 2009.

National Organic Week aims to continue to raise consumer awareness of organic food, how to recognise it when shopping and where to buy it.

There will be a national advertising campaign and a number of promotional initiatives from Bord Bia to support it.

However the success of National Organic Week depends on the amount of regional and local events for consumers to attend. There is still much you can do to profile your involvement this year.

This toolkit aims to give you ideas of how you can get involved. In this toolkit you will find:

- (a) Key messages in communication
- (b) Tips on how to approach the media
- (c) Draft press release
- (d) Tips for being interviewed on local radio
- (e) Suggestions for events and activities



Please keep me posted on what you have planned so we can put your events on our website. Please phone me on (01) 668 5155 or email me at [gillian.swaine@bordbia.ie](mailto:gillian.swaine@bordbia.ie) if you have any questions.

Regards

Gillian Swaine

### **Key messages for Organic Week 2009**

Funded by the Department of Agriculture, Fisheries and Food and co-ordinated by Bord Bia, National Organic Week aims to continue to raise consumer awareness of organic food, how to recognise it when shopping and where to buy it.

The key messages of National Organic Week are:

- (i) Organic is an alternative method of food production.
- (ii) Organic produce is both fresh and seasonal.
- (iii) Organic is environmentally friendly and natural.
- (iv) Consider organic produce when cooking at weekends and for special occasions
- (v) Where to buy organic food.

The target audience for National Organic Week are females in the 35-54 year old age group.

## **Approaching Your Local Media**

The following are some tips to help increase your chances of seeing your event featured by your local media.

Before you approach an editor or reporter, carefully review the information you're pitching and determine if it's new, informative, unusual, interesting or useful to readers or listeners.

Possible news angles around the event:

- Have you noticed an increase in the number of shoppers buying organic from you
- Best selling organic produce
- Who is buying – mums, teenagers etc
- Is it true that people tend to choose organic when they have a new baby?
- What sort of questions are shoppers asking you
- Let them know what is in season at the moment
- Do you have any recipes you could share with the media
- Bord Bia has recipes ideas and images that you can request

Know your media. It may be a good idea to take a good look at your local paper and see where you think details of your event could go, several publications have a "whats on" section where you could have the event listed. Is there a cookery writer who you could offer tips to? Or perhaps it could be a business story – how you set up, why you went into this business, the trends in organic. You may ask them to run a competition and you could offer to send produce (example: a hamper of organic goods) in as a prize

Familiarize yourself with local radio programs, is there a program or journalist you think may be interested in mentioning your event.

If you are sending information into local papers or radio, check and see what the deadline is in order to have your event details published in advance of your event. **The copy deadline for regional papers will vary and so we advise to call your local paper in order to establish what their deadline is. Ideally information should be sent to local papers for it to appear in the edition prior to National Organic Week so the public have time to plan to attend their events.**

Media releases are most effective when you've already established relationships with your local media. They can be used for that initial contact to get the relationships started, but don't use them as a substitute for phone and in-person (whenever possible) contacts.

Present your story idea by using:

- Email
- Phone call
- Media release
- Information about you and your business
- Photograph

If you plan to write a news release as part of your pitch it should:

- Be brief
- Answer the 5 Ws (who, what, where, when, why) and H (how)
- Open with a strong, attention-grabbing lead paragraph
- Be typed
- Contain your name and phone number for additional information
- Lay your release out in draft format paragraph by paragraph eg:
  - p. 1 - introduction
  - p. 2 - quotation
  - p. 3 - summary

Start follow-up calls to the editors and reporters who have received the materials no later than a couple of days after they were sent. Be aware of media deadlines. If you happen to reach a reporter on deadline, ask when would be a better time to call back.

Identify yourself up front, and tell the reporter why you're calling. Mention that it is National Organic Week and that you are organizing an event during the week.

At the end of the conversation, ask the reporter if he or she plans to do anything with your information or story ideas at this time or if you should contact them later to discuss their intent further. Also, be sure to invite the reporter to call you whenever you might be able to comment on or provide information for other stories related to your business.

If you need help identifying your local newspaper or radio station or would like an email address please contact:

Gillian Swaine at Bord Bia  
Tel: 01 668 5155  
E-mail: [gillian.swaine@bordbia.ie](mailto:gillian.swaine@bordbia.ie)

Please see below a sample press release to help you to publicize your event in advance.

**National Organic Week 14 – 20 September 2009 - Celebrations at (insert name of establishment here + county)**

**[insert date]**

(Name of establishment) is delighted to be taking part in this National Organic Week 2009.

Funded by the Department of Agriculture, Fisheries and Food and co-ordinated by Bord Bia, National Organic Week aims to continue to raise consumer awareness of organic food, how to recognise it when shopping and where to buy it.

This year (insert name of establishment) will be

(List activity and dates here)

(List event/activity details here)

(Insert a quote, eg length of time in business, company's product range and where the range is sold...)

ENDS

For further information please contact:

Contact details of person who will respond to media queries – to include

Full name

Telephone number

Email address

**Ideas for events and activities**

There are many different ways you can get involved in National Organic Week. The following list gives you some ideas on activities you could consider:

**For shops**

- Contact your local radio station and ask them to run a competition giving away voucher for €x for every €x spent in your store
- Have tastings in store
- Offer recipes and cooking suggestion
- Put display material up in the store
- Deliver a bag of fresh fruit to your local radio station or newspaper – include some organic facts or questions they could read out on air
- Have activity in store ie face painting, balloons for children or link with a local yoga teacher to come down and give people tips on carrying shopping
- If you are able to organise cooking demos in store – perhaps link with a local chef or cookery school
- Host an organic pub quiz with organic prizes

**For organic farmers**

- Offer farm walks during organic week
- Ask to visit your local school or invite them to come along to see your farm. Then ask a local reporter to come along and cover the story
- Send seeds to your local school to plant vegetables
- Send your local radio station or newspaper samples of your produce – with cooking suggestions
- Invite a local journalist to visit your farm and see what you are doing
- Host an organic pub quiz with organic prizes

**For organic restaurants**

- Organic dish on menu