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PRACTICE ABSTRACT N°8

# Marketing organic intercropped rapeseed oil

## Problem

Rapeseed is often considered as a low-quality commodity, produced using lots of inputs and harming insects. This is not the case when rapeseed is grown organically in an intercropping system. There is a need to communicate this better.

## Solution

A group of farmers are collaborating with a processor to launch a new, organic culinary oil product. Its marketing will communicate the environmentally friendly benefits of intercropping.

## Benefits

- Builds demand for a new crop that is profitable, fits into crop rotations, and improves soil health and fertility.
- Develops a profitable, local supply chain supporting local businesses.
- Creates a healthy product, produced in an environmentally beneficial way.

## Practical recommendations

These steps are applicable to any new intercropped product:

- Collaborate with growers to support their knowledge exchange to better understand intercropping production, and to support product marketing (Figure 1).
- Conduct market and consumer research to determine potential demand for the product.
- Understanding your product's unique selling point (USP), how it competes in the market.
- Research and adhere to the legal and food safety regulations.
- Produce a 5-year Business Plan, <https://www.gov.uk/write-business-plan>.
- Create a brand, the packaging, labelling, price point and appropriate messaging (Figure 2), <https://www.organic.co.uk/>.

## Applicability box

### Theme

Food chain management.

### Keywords

Product quality, Packaging, Marketing.

### Context

Applicable to any new intercropped food product.

### Application time

Any

### Required time

Ongoing but the early years are critical.

### Period of impact

Continuous over the life of the product.

### Equipment

Processing, bottling and labelling.

### Best in

Applicable to any organic or intercropped food systems.





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- Develop a marketing strategy and promotional materials.
- Create a route to market /distribution plan, <https://www.great.gov.uk/learn/categories/prepare-sell-new-country/routes-to-market/choose-right-route-market/>.
- Ensure consistent product quality and assurance to specification.
- Monitor sales, gather consumer feedback and take appropriate action as required.



Figure 1: Farmer members of the intercropping group discussing a crop of organic oilseed rape with cereal strips sown to help control flea beetle. Photo: David Michie.



Figure 2. Promotional stand and bottled product at a National Food Fair in London (Ed Smith, 2023)





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### Further information

#### Weblinks

- ÒR-ganic premium cold-pressed organic rapeseed oil, <https://www.or-ganic.co.uk/>
- Organic Oilseed Rape Production in Scotland, <https://www.fas.scot/article/organic-oilseed-rape-production-in-scotland/>
- Organic Oilseed Rape in Scotland: A technical guide: <https://www.fas.scot/downloads/organic-oilseed-rape-in-scotland-a-technical-guide/>

### About this practice abstract

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**IntercropVALUES** aims to exploit the benefits of intercropping to design and manage productive, diversified, resilient, profitable, environmentally friendly cropping systems acceptable to farmers and actors in the agri-food chain. As a multi-disciplinary and multi-actor project, it brings together scientists and local actors representing the food value chain. It includes 27 participants from 15 countries (3 continents) from a wide diversity of organizations and stakeholders. The project will run for four years and started in November 2022.

**Project website:** <https://intercropvalues.eu/>

**Permalink:** [Organic-farmknowledge.org/tool/53687](https://Organic-farmknowledge.org/tool/53687)

