

PRESS RELEASE

Organic cereals: supply chain opportunities and challenges - seminar

Organic arable production represents an important part of the food chain. There are currently a number of challenges in the supply chain, including regulatory changes and managing integrity, which could limit further growth of the organic arable sector. These will require both innovation and the development of new solutions.

A Campden BRI [seminar](#), *Organic cereals: supply chain opportunities and challenges*, (see www.campdenbri.co.uk/organic-cereals-seminar.php) is to be held on 30 June. Organised in collaboration with the Soil Association, it will help develop further understanding of challenges facing a production system that forms an important part of sustainable agriculture. It will contain a mix of presentations and practical industry case studies that highlight developments in the organic sector. The content will include:

- The current state of the organic markets
- Legislative constraints
- The retail and industry perspective
- Organic products and the marketplace
- Organic cereals and the organic brand

Lee Holdstock, Trade Relations Manager at the Soil Association commented:

“We are excited to be jointly hosting this event, the first of its kind, with Campden BRI. We are constantly looking for new ways to help grow the organic market and we hope that this event will provide real insights into both barriers to and opportunity for growth in the sector“.

For further information on the seminar, please contact Daphne Llewellyn-Davies +44(0)1386 842040

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Campden BRI (www.campdenbri.co.uk) provides technical, legislative and scientific support and research to the food and drinks industry worldwide – with a comprehensive “farm to fork” range of services covering agri-food production, analysis and testing, processing and manufacturing, safety, training and technical information services. Members and clients benefit from industry-leading facilities for analysis, product and process development, and sensory and consumer studies, which include a specialist brewing and wine division.

*** Ends ***

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Notes to editors

1. An accompanying photograph is available from Ms Karen Jones, Campden BRI, Station Road, Chipping Campden, Glos. GL55 6LD, UK. Karen.jones@campdenbri.co.uk +44(0)1386 842204
2. [Campden BRI](http://www.campdenbri.co.uk) specialises in the practical application of technical excellence to support the food and allied industries through analysis and testing, operational support, research and innovation, and knowledge management. It is the world's largest membership-based food research organisation, with over 2400 members from around 80 countries. It has nearly 400 staff based at its three sites: Chipping Campden (Headquarters), Nutfield (Surrey - brewing division), and Budapest (Hungary).
3. Its activities include assuring the safety of food and drinks, [food processing and manufacturing](#) support, [food analysis and testing](#), [training](#) and [publishing](#). Each year it hosts hundreds of business visits and trains around 6,000 people from food and drink companies worldwide. Further information on its activities can be found at www.campden.co.uk
4. Expertise at Campden BRI includes:
 - a. [manufacturing technologies](#) - food processing (heating, chilling, freezing), aseptic technology, [microwave heating](#), [malting and brewing](#), [milling](#), [baking](#) and extrusion technology, and process control and instrumentation, [packaging technology](#)
 - b. safety assurance - including [hygiene and sanitation](#), [microbiology](#) and preservation, processing technologies, analysis and testing (microbiological, chemical), and quality and safety management,
 - c. [product development](#) and quality, [consumer studies](#), market insights, [sensory science](#), [authenticity testing](#), shelf-life evaluation, labelling and [legislation](#)
 - d. [agri-food production](#), ingredients, raw materials, raw material technology,
 - e. underpinning science - [cereal science](#), [microbiology](#), [chemistry and biochemistry](#), molecular biology
5. Facilities at Campden BRI include:

- a. 3,000 sq m of laboratories for food and drink microbiology, hygiene, chemistry, biochemistry, molecular biology, brewing and cereal science, and packaging technology
- b. 3,500 sq m food process hall and [pilot plant](#) including malting and brewing, retorting, chilling, milling, baking, hygiene and packaging
- c. 800 sq m of dedicated training and conference facilities