

New Organic Entrepreneurs

Pilot Programme



Would you like to join a community where new entrants to the Organic sector are supported to build resilient businesses? Where the conditions are ripe for creating a diverse Organic sector? Where Organic businesses, their products, and their land are thriving?

New Organic Entrepreneurs is a pilot programme, co-designed with a group of small-scale producers who have experienced the barriers to setting up a business themselves. Together we have designed a programme to support new Organic entrepreneurs with the skills and tools to build sustainable businesses; the community to support resilient mindsets; and mentoring for tackling specific needs and bringing theory to life.

Grounded in our shared values, it looks to assist as broad and diverse a group of people as possible in building sustainable organic businesses that will support them to thrive. It will include support to those working towards organic certification. Our wider goal is to build the organic movement, developing and growing the ecosystem needed for all to flourish through a spirit of cooperation and collaboration.

We have a limit of only 16 spaces for the pilot. Details and application link are below. If you have any questions, would like to explore alternate ways to apply or have a chat about the programme, please get in touch with Andrea Gibbons, agibbons@soilassociation.org.

Who we would love to get involved

- Organic, or Organic aspiring, businesses that are less than 3 years old.
- Those who are interested in being instrumental in the design of the programme - participants will be asked to identify topics that would deliver the most value and feedback on content to ensure it is answering the right question.

When:

- Application deadline of **14th February**
- A fully funded face-to-face kick off on **14th March**, at **Woodoaks Farm** – we are asking participants to prioritise attendance at this to be able to build the firm foundation of peer relationships and trust needed to get the most out of the online programme.
- Monthly interactive online learning session from **April through September**, with a break for August

What to expect:

A seven-month pilot programme to support new entrants. We will be working with participants to shape this to fit their needs. This programme will include:

- Face to face launch event to meet team and cohort at Woodoaks Farm
- Five online participatory sessions that will cover business and finance planning, logistics, marketing and opportunities to expand the market, and support towards organic certification

- Peer learning and support
- Dynamic mentoring
- Site visits – we are exploring online and on-site options

What we ask from you:

- We want to directly link the programme content to your business support needs. As part of the pilot, we will work with you to identify the most relevant and useful topics and will curate content through the lens of these topics throughout the programme.
- Attendance at the full-day, in-person launch at Woodoaks farm
- Attendance at up to 6 hours of individual and group mentoring.
- Attendance at up to 10 hours of webinars
- Engagement with the in-person and online community
- Engagement with resources
- Engagement with short evaluation and reflection activities
- Contributions to chats and discussion

The application process:

Applications are due 14th February, and we will let applicants know the result of their application by 21st February. Depending on the number of applications, we may need to hold short interviews. The process for this will be clearly laid out for shortlisted applicants if needed.

Please find the online application here <https://form.typeform.com/to/Y0xtX1LH>. A paper version is also available, along with the option to submit a short video with your answers. Please do get in touch with Andrea Gibbons, agibbons@soilassociation.org for alternate ways to apply and any further help you need.