

The Organic Food and Farming Targets Campaign

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PRESS RELEASE

LONDONERS URGED TO SUPPORT ORGANIC FOOD CAMPAIGN

Londoners are being urged to support a campaign which is coming to London on Wednesday that calls for a massive increase in organic farming in the UK. People living in the capital are amongst the biggest enthusiasts for organic food in the country. A poll conducted last year revealed that half of all Londoners had bought organic food in the previous three months [1].

On Wednesday 23 January the Organic Targets Campaign is holding a rally and Parliamentary lobby in Westminster aimed at persuading the Government to ensure that 30 per cent of UK agriculture is organic by 2010. Over a quarter (28%) of London's 74 MPs [2] have already given their backing to the campaign. Despite the massive boom in sales of organic food around 70 per cent is imported from abroad. Roughly 3 per cent of UK agricultural land is currently under organic production.

Londoners can support the Organic Targets Campaign by:

- . attending the Organic Targets Campaign rally and lobby on Wednesday (2pm at Westminster Central Hall);
- . urging their MP to urge the Government to support the aims of the campaign.

Catherine Fookes, coordinator of the Organic Targets Campaign said:

"Londoners are big supporters of organic food. Unfortunately most of the organic produce they buy comes from abroad. By supporting the Organic Targets Campaign they can help ensure that British farmers benefit from the boom in organic food and reduce the levels of pesticides sprayed on our countryside."

More information on the Organic Targets Campaign at www.sustainweb.org
An ISDN line is available for radio interviews

[1] A MORI poll published in February last year revealed that 50% of Londoners had personally bought organic food in the previous 3 months. Only the South West had a higher percentage (52%) of organic purchasers.

[2] A list of London MPs supporting the Organic Targets Campaign is available on request.

[3] Members of the Organic Targets Campaign include: Elm Farm Research Centre, Friends of the Earth, Henry Doubleday Research Association, Pesticides Action Network-UK, Soil Association, Transport & General Workers Union, NISON, WWF-UK, Secretariat: Sustain: The alliance for better food and farming

More Info:

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