



MANX ORGANIC NETWORK

MOGGYL ORGANAGH VANNIN

P R E S S R E L E A S E

Manx Organic Network goes global

The Manx Organic Network (MON) is delighted to announce its presence on the worldwide web, with the launch of a website at www.manxorganicnetwork.com

MON Chairman Janet Bridle said, "With the organisation growing so fast, having a website has become a must for MON. It will enable us to make information and discussion on organic developments in the Island accessible to as wide an audience as possible. We expect that the site will grow and develop, well...organically!"

One of the website's main objectives is to keep MON's 450-plus members informed about and involved in organic developments in the Isle of Man. The site will become increasingly interactive over the next 12 months, with the scope of information and discussion expanding in tandem.

But the site is also aimed at non-members, as Website Editor Ian Davies explained. "We know that there are many hundreds more people in the Isle of Man buying organic products regularly," he said. "Our market research has shown conclusively that they would prefer to buy Manx organic produce if it were available.

"We ask them to join us, make their voices heard and help speed up the process of increasing local availability. We have

made great progress so far, but still have more to do."

The website's launch coincides with the Royal Show on 11 and 12 August, an event that has proved to be the single most important membership driver for MON.

"Reflecting our growing influence, MON will have a bigger presence at the show than ever before," said Ian. "We will have a much larger stand to cope with the ever increasing number of visitors who want to talk to us – not only about certified organic produce, but also about 'growing-your-own' to organic principles (without using organic pesticides or artificial fertilisers).

"We are also taking part in DAFF's creative new initiatives, the Manx Produce Courtyard and Talk Tent. On both days of the show we will be holding a presentation at 2.30pm entitled 'Why we need more Manx organic all year round'."

Rounding off the publicity campaign for the website, car stickers prominently displaying the site's web address will be sent to all MON members.

- ENDS -

7 August 2006. For more information please contact Ian Davies on 01624 882332, or iandavies@manx.net



MANX ORGANIC NETWORK

MOGGYL ORGANAGH VANNIN

Notes to editors

Formed in 2003, the Manx Organic Network is a voluntary organisation whose 450-plus members include Manx consumers, smallholders, gardeners, farmers and retailers.

MON's main concern is to help increase the availability of Manx organic produce, and in doing so to:

- promote awareness of the benefits of organically produced food and sustainable agriculture
- promote Manx organic farmers and growers by encouraging consumers to buy locally produced organic food
- create a network of local resources, information and advice
- encourage the Manx Government to continue and increase its support for organic production
- develop an identifiable Manx Organic Brand.

Three examples of how MON is making a difference

- As a direct result of MON's efforts, the Government-owned abattoir now has organic certification and the Island has two fully certified organic butchers (the same number as London). The Creamery is hoping to encourage enough farmers to convert to satisfy the growing demand for organic milk – all currently imported.
- MON is working with several smaller producers (three to five acres) to encourage major expansion of local organic vegetable production, to find an economic way for these producers to gain organic certification and achieve distribution for their produce through local markets.
- At the individual level, the organisation is actively encouraging more people to grow their own produce organically.