Confused about food? : don't swallow rubbish : help turn Britain organic, join the Soil Association : bringing ideals down to earth / Soil Association.

Contributors

Soil Association.

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HELP US TO

Turn Britain Organic

Mr/Mrs/Ms/Miss _____

Address _____

_____

_____

_____ Postcode _____

PLEASE PRINT IN BLOCK CAPITALS

HOW YOU CAN HELP

Give a donation

I wish to give a donation towards the Soil Association's vital work (please tick).

£250 ☐ £100 ☐ £50 ☐ £35 ☐

£15 ☐ £10 ☐ Other ☐ £_____

Please make cheque/PO payable to The Soil Association

Please charge my Visa/Access account number ☐

Expiry date _____

Membership

If you give a donation of over £12 and would like to automatically become a member of the Soil Association, receive the quarterly magazine "The Living Earth" free and details of our campaigns, book order service and local group contacts, and membership card which enables members to claim discounts on organic food, wine and many other services. Please tick the box below.

Tick here for membership ☐

Please post today to:

THE SOIL ASSOCIATION, FREEPOST, BRISTOL BS1 5YZ

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THE SOIL ASSOCIATION

The Soil Association has been in the centre of the fight for good food, unpolluted countryside, and a sustainable, successful farming community in Britain since its formation in 1946. This has, involved, amongst many other things:

- Setting up and running the Soil Association Organic Symbol as a guarantee of organic food produced to the highest quality. All major retailers now stock Soil Association Symbol food.
- Encouraging farmers to go organic. Land under the Soil Association Symbol has increased sevenfold over the last five years.
- Promoting organic food with consumers. Sales of organic food reached £40 million last year.
- Publishing key reports exposing environmental dangers from garden chemicals, pesticide spray drift, nitrates in food and water, soil erosion, food additives etc. These issues are now at the centre of the environmental debate in Britain.
- Lobbying politicians through Select Committees, Ministerial consultations, the European Commission, government committees and through contacts with dozens of individual MPs. All major parties have now expressed support for organic agriculture.
- Working with nature conservation and environmental organisations, animal welfare groups, farmers' associations, trade unions and development agencies to widen the whole debate about the future of agriculture.

The Soil Association has come a long way. But there is still much work to be done. Help us turn Britain organic.

8/92

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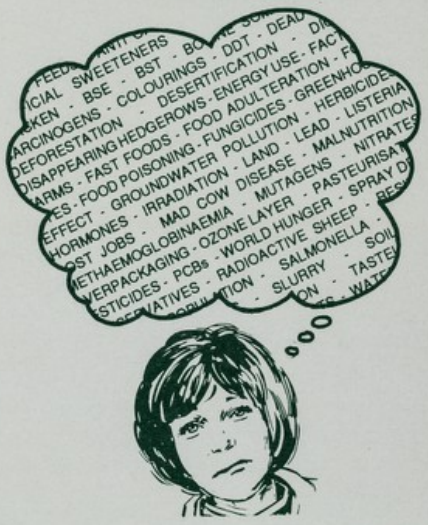
Confused about food?

DON'T SWALLOW RUBBISH



HELP TURN BRITAIN ORGANIC · JOIN THE

SOIL ASSOCIATION

'BRINGING IDEALS DOWN TO EARTH'

MEMBERS DISCOUNT

On organic food · wine · holidays
restaurants – OVER 200 OUTLETS

TACKLING THE PROBLEM

Britain's food supply is in a mess.
Intensive farming has left a legacy of environmental pollution and adulterated food.

It doesn't have to be like this.
Thousands of organic farmers around the world have already shown that a better way exists, and that it works in the real world of commercial agriculture. Organic farming is an environmentally sound way of producing high quality, healthy food by crop rotation and recycling nutrients, whilst treating farm animals humanely. It treats nature as an ally, not an enemy.

Organic farming is not just a return to traditional farming.
It is a modern, developing system, taking full advantage of research into crop breeding, soil science and ecology. Crucially, it also takes full account of how to minimise environmental damage while producing food.

The Soil Association shows that the need to protect the environment, and the need to provide food for all, do not have to be in conflict.

THE ORGANIC ALTERNATIVE

Most people want to see more organic food in the shops.
Organic farming is now supported by consumers groups, major retailers, farmers, and all the main political parties.

But we need help to turn Britain organic.
Despite the growth in interest, there are still only about a thousand organic farmers in Britain, concerning less than 1% of Britain's farmland, and increased demand is met by imports. We will only develop a kinder, healthier farming system if we fight hard over the next few years. This is one of the key aims of the Soil Association.

Doing something positive.
There are a lot of pressure groups trying to persuade someone else to do something. The Soil Association gets down to the job itself. When we criticise something, we do so against the backdrop of a working, practical alternative.

Consumers and farmers in partnership. The Soil Association is unique in its mix of supporters. Our members, and our local groups, are made up of consumers, growers, farmers and retailers. Most are simply people worried about what is happening to food and farming.

MAKING IT HAPPEN

Join us today!
The Soil Association is a charity. We don't get government hand-outs and we don't sell organic food. Our work is supported by members and donations. By joining, you help support our vital work. In return, we give you:

- a 5 per cent discount on orders over £10 at selected organic stores and mail order companies*
- selected discount on books through our specialist mail order book service
- a quarterly magazine, ***Living Earth***
- the opportunity to join one of forty local groups around the country, and take part in our campaigns

We can achieve a great deal in the next few years, but we need your help to make it happen!

THE SOIL ASSOCIATION PUTS IT ALL TOGETHER

** details of companies participating in the discount scheme are available from the Soil Association.*