THE EMERGING BIODYNAMIC MARKETPLACE AND WHAT IT MEANS FOR YOU

The Biodynamic Collective – farms, food companies, and retailers committed to bringing Biodynamic® products to the U.S. marketplace in advance of broad consumer recognition – is catalyzing an emerging marketplace that will help establish a more sustainable food system, from the farm forward. Within the next ten years, U.S. Biodynamic agriculture will represent 100,000 acres and there will be thousands of Biodynamic products on store shelves and available in fresh produce.

For those participating in the Biodynamic Collective (Bio-Collective) now, there is significant opportunity to leverage your early adoption and advocacy to connect with consumers who are deeply concerned about product quality, health, animal welfare, and the environment.

The Biodynamic Toolkit provides the information and resources you need to be able to simply and directly communicate the features and benefits of Biodynamic, and creates a shared platform of common language for the Bio-Collective. Growing sales of Biodynamic products in turn drives conversion of organic farmland to Biodynamic, just like the emergence of organic many years ago convinced conventional farmers to transition to organic. The Collective is moving the needle further in the arc towards ultimate sustainability. Let’s join together to help heal our planet, and its people, through agriculture!
CREATE A PRESS RELEASE
Demeter is here to help. Please send us your draft press releases for review. Final press releases can be broadcast via Twitter and Facebook, and can be added to the media section of our website. And check out the “BD Language” section of this ToolKit for common language all Bio-Collective members are welcome to use. The simpler we talk about BD, the better.

Here are some examples of current press releases from Collective members:
www.demeter-usa.org/news-events/for-media.asp

USE THE DEMETER SEAL
This seal is historic—it has been used on Demeter certified products in Europe since the 1930s and is the oldest ecological certification seal in the world. Use it with pride—because only those products that are certified can fly this flag. Please refer to the labeling standard for its use on products, and feel free to use it on your website calling out your Demeter membership.

Download the seal:
www.demeter-usa.org/media

SOCIAL MEDIA ROCKS!
Social media loves a good story, and we sure have a lot of them—including yours! Let your Facebook fans know about your commitment to a higher form of ecological farming. Tweet about the delicious and nutritious products that you are putting on grocery store shelves.

Find us on:

LEVERAGE PRINT AND PRESS
Check out the Demeter website for the latest print and media coverage. And our press bureau will copy you on any Biodynamic press your company receives that crosses the Demeter desk.

See the latest press:
www.demeter-usa.org/news-events/news.asp

FIRST STEPS
SPREAD THE LOVE BY SHARING THE NEWS ABOUT YOUR BIODYNAMIC PRODUCTS
Congratulations! You have the products; now shout it from the rooftops! Here are some simple steps you can take right now to get the word out about your Biodynamic products.
BIODYNAMIC LEXICON

How do we take a complex subject like Biodynamic and talk about it in a way that is easy and interesting for people to understand and repeat? By keeping it simple, creating layers of definition, and focusing on key selling points.

DEFINITION

*Biodynamic is a comprehensive form of organic farming that heals the planet through regenerative agriculture.*

SUSTAINABLE FARMING

**MEANS HEALTHY FARMS**

Biodynamic farming is a regenerative approach that emphasizes self-sustainability.

WHOLESOME FOOD

**MEANS HEALTHY PEOPLE**

Biodynamic farmers never use GMOs, synthetic chemicals, fertilizers or pesticides.

HOLISTIC STEWARDSHIP

**MEANS A HEALTHY PLANET**

Biodynamic farms integrate plants, animals, water, air and soil into a regulating ecosystem.

KEY TALKING POINTS

**BIODYNAMIC FARMING IS ECOLOGICAL FARMING – ORGANIC AND SUSTAINABLE**

While a Biodynamic farm meets all the requirements of an organic farm, it is also managed as a closed system. That means that it not only aims to be free of outside inputs like fertilizer and pesticides, it actually contributes to increased soil quality, water quality, and carbon sequestration through the vitality of the farm system itself.

**BIODYNAMIC FOOD IS WHOLESOME FOOD**

No added hormones, synthetic pesticides or GMOs allowed, and the integrity of the agricultural ingredients define the finished product. After all, products are only as good as the farming that creates them.

**BIODYNAMIC FARM ANIMALS LIVE MORE NATURAL LIVES**

The goal of a Biodynamic farm is to allow its animals to naturally express their innate behaviors. Cows keep their horns; pigs their tails; chickens their beaks. They have extensive free range, and a warm and safe place to sleep.

THE BIODYNAMIC STANDARD PROMISES

- Absolutely NO GMOs
- NO Synthetic Fertilizers or Harmful Pesticides
- Holistic Management of the Farm’s Ecosystem
- Conservation of Soil, Water & Air
- Great Respect for Animal Welfare

DEMETER REMAINS THE OLDEST ECOLOGICAL CERTIFICATION ORGANIZATION IN THE WORLD.
MARKETING COPY

Here is some boilerplate copy to use in your press releases, website, product sheets. And don’t forget there’s lots more content on the Demeter website.

The Demeter USA certified Biodynamic program represents a new era for sustainable agriculture. Our unwavering standards ensure conscious, holistic stewardship of the farm, wholesome produce, and certified products that are minimally processed.

Demeter USA, a non-profit, is the US representative to Demeter International, the oldest ecological certification organization in the world. Demeter USA is the only certifier of Biodynamic farms and products in the USA. Demeter’s vision is to heal the planet through agriculture.

Biodynamic agriculture was first described in the 1920’s as a response to the industrialization of farming. It suggested that instead of thinking of our farms as factories, we should think of them as living organisms: self-contained, self-sustaining, following the cycles of nature. The term “organic” was coined over ten years later from this original idea of the farm as organism.

Demeter USA holds the term BIODYNAMIC as a certification mark (a type of trademark). Only farms and agricultural products in the marketplace that are certified by Demeter may use the term in their description. Demeter holds this certification mark to protect the standards that define their use, the members who meet these standards, and consumers—who have a right to know how their food is grown and processed.

Visit www.demeter-usa.org for more!
BIODYNAMIC LEXICON (CONT.)

TRICKY TOPICS

The proper use of the certification mark is paramount in maintaining its understanding and integrity in the marketplace, and the topic of Biodynamic can be tough for the most seasoned marketing professional. Here are some of the more tricky topics that come up:

THOSE DARN COW HORTNS!

Long Answer: Much to-do is made about use of the Preparations (numbered 500 – 508), including Preparation 500. Utilizing a cow horn as a receptacle for cow dung, the horns are buried over the winter, and then excavated in the spring. The material that results smells of rich earth and looks like beautiful soil. Back in the day, it wasn’t unusual for farmers to utilize animal parts as storage vessels, and by putting the horns underground in the winter, the constant temperature allows the dung to ferment, creating a welcoming environment for colonies of microbes to flourish. Once taken out of the horn, this fermented soil is placed in water that is vigorously stirred, and applied in homeopathic quantities to the soil. One need only consider how healthy fermented foods are for our own digestive system to understand why Preparation 500 does such an outstanding job increasing the microbial life of the soil. You can read more about that here: www.demeter-usa.org/for-farmers/science.asp

Short Answer: Science shows that these materials result in superior soil quality, more fertile and stable compost piles, stronger crop vitality, and decreased reliance or complete elimination of outside inputs like fertilizers and pesticides. So there!

LUNAR WHAT?

Long Answer: These skeptical queries always make us grumpy. After all, the age-old practice of performing farm chores by the moon stems from the simple knowledge that the moon influences moisture. Anyone who goes to the beach knows that. Waxing moon pulls water and the waning moon pushes it. Understanding the astronomic rhythms influences farmers’ decision-making around sowing and planting. This thinking forms the basis of the Farmer’s Almanac, still in print today, and which our grandparents depended on.

Let’s think about it this way: surfers depend on the energy of the wave to propel their surfboards through the water. The surfer harnesses waves, which are being pushed and pulled by the lunar cycles, in order to have a great ride. Biodynamic farmers are agronomic surfers, and their farms harness these forces resulting in more vibrant farm systems that produce the most energetic foods. Make sense?

Short Answer: Check out a Farmer’s Almanac, or better yet a Biodynamic calendar like Maria Thun or Stella Natura.

www.almanac.com  |  bit.ly/MariaThunAmazon  |  www.stellanatura.com
BIODYNAMIC LEXICON (CONT.)

THE BIODYNAMIC POSITION ON GMOs
Since the USDA organic standard forms the base to the Demeter standard, our members must do everything they can to avoid GMO contamination. However Demeter is taking this one step further. Products deemed most at risk of contamination will be tested, and those found to have any detectable trace of GMO will be decertified. Demeter holds this position because we believe that consumers should rest assured that the Biodynamic products they purchase are not just non-GMO, but NO GMO.

WEB RESOURCES
- MISSION, VISION, HISTORY AND DEMETER GOALS | www.demeter-usa.org/about-demeter
- FARM AND PROCESSING STANDARDS | www.demeter-usa.org/for-farmers/farm-processing-standards.asp
- FACT SHEETS | www.demeter-usa.org/learn-more/fact-sheets.asp
- DIRECTORY OF BIODYNAMIC FARMS AND PRODUCTS | www.biodynamicfood.org

SOCIAL MEDIA
With a growing fan base on Facebook and Twitter we have a big audience of supporters who are crazy about Biodynamic farming and products. In your own social media efforts, one thing to definitely emphasize are photos and video, because nothing conveys Biodynamic farming more gracefully than images. People understand health by experiencing it, and can recognize it immediately, whether it is a vibrantly healthy person, animal, farm. Remember to post lots of pictures!

Like us on Facebook: Demeter USA | Follow us on Twitter: @DemeterUSA

BIODYNAMICS ON YOUTUBE
A preview of the film “The Challenge of Rudolf Steiner” is also a wonderful primer about Biodynamic farming.
youtube.com/watch?v=U5G40qCDv6A

From Bio-Collective member Isis Biodynamic, and featuring Demeter Board Member Fred Kirschenmann, discuss closed system farming.
youtube.com/watch?v=sX14OZhh2feQ

A tour of our annual installation at the National Heirloom Expo – the 2012 Demeter’s Biodynamic Garden and Lounge hosted by Growing Your Greens.
youtube.com/watch?v=7XSofTDpkPg

Great interview with Biodynamic winery owner Dr. Robert Gross, proprietor of Cooper Mountain Vineyards, who came to understand Biodynamic through his views on the health and wellness of his patients.
youtube.com/watch?v=IyRHRZq1AZo

Featuring Cynthia Sandberg of Biodynamic Love Apple Farm, who grows all the produce for world-renowned restaurant Manresa. A good discussion of the differences between organic and Biodynamic.
youtube.com/watch?v=TYMA7W62OzM

And of course there is no better teacher of Biodynamics than the late great Alan York, filmed at Collective member Benziger Winery. In this series of videos he talks about the four basic principles of Biodynamic farming.

Closed System
youtube.com/watch?v=CMH_Hq2ZcuQ

Biodiversity
youtube.com/watch?v=7MGgeKKWcyN0

Biodynamic Preparations
youtube.com/watch?v=SeQWxW0oA_k

Holistic System
youtube.com/watch?v=QcPcphu1Hw
DEMETER BIODYNAMIC DIRECTORY

The Demeter Biodynamic Directory is the go-to resource for consumers and retailers looking for Biodynamic farms and products. The more each member of the Bio-Collective leverages the Directory, the more the Bio-Collective benefits overall. It’s the rising tides raises all boats thing.
SUGGESTED COMMUNICATION STRATEGY

TOUCHPOINTS
- Island Display
- Shelf Strips
- Custom Bags
- Hanging Sign
- Sticker Roll
- Clings
- Learning Connection
- Breakroom Poster
- Incentives

COMMUNICATION
Drive consistency through common language and a prioritized message map.

PRODUCE
ENTICE
EDUCATE
ENGAGE
UNIFY (CRED.)

GROCERY

TOUCHPOINTS
- End Caps
- Shelf Strips
- Shelf Talkers
- Brochure/Videos
- Info Sign/Poster
- Table Tents/Cards
- Swag
- Newsletter/PR

SAMPLE POS

DEMIETER USA TOOLKIT
INTEGRATED • HOLISTIC • SELF-SUSTAINING

DEMIETER
HEALING THE PLANET THROUGH AGRICULTURE
INTEGRATED • HOLISTIC • SELF-SUSTAINING

CERTIFIED BIODYNAMIC

Biodynamic Agriculture

DEMIETER CERTIFIED BIODYNAMIC
INSPIRE AND CONNECT

Our aim is to rethink and return our food and farming systems to a restorative and compassionate approach to agriculture; one that emphasizes minimal processing and maximal conservation of resources in order to produce nutrient rich foods with the flavor and innate vitality so depleted by today’s industrialized methods. By participating with the Biodynamic Collective, you are joining in the goal of helping to heal our planet through agriculture.

OUTREACH CHECKLIST

- Press Release announcing certification and new product launches
- Active engagement on Facebook and Twitter
- Add information on Biodynamic farms and products to your regularly scheduled social media posting schedule. Don’t forget the pictures!
- Provide retailer materials for your sales teams
- Post information about Biodynamic farming and your products on your website.

STAY CONNECTED TO DEMETER USA!

Demeter is regularly posting news and information on our website, social media sites, and via periodic e-newsletters. Be sure to sign up, and stay in touch!

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This toolkit was created in collaboration with our friends at Ptarmak, Inc. - proud supporters of Demeter USA and the Biodynamic movement. See more of their work at ptarmak.com