



# CIRC4LIFE

CIRCULAR ECONOMY IN  
ORGANIC VEGETABLE  
GROWING

**Presented by Jonathan Smith**  
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# ABOUT SCILLY ORGANICS



Isles of Scilly, South West England

Small organic farm – fruit, veg, salads, herbs

All sold on the Islands (within 5 miles)

Started in 2003, organic ever since

Environmentally conscious, striving to improve



# ASSOCIATED ORGANISATIONS

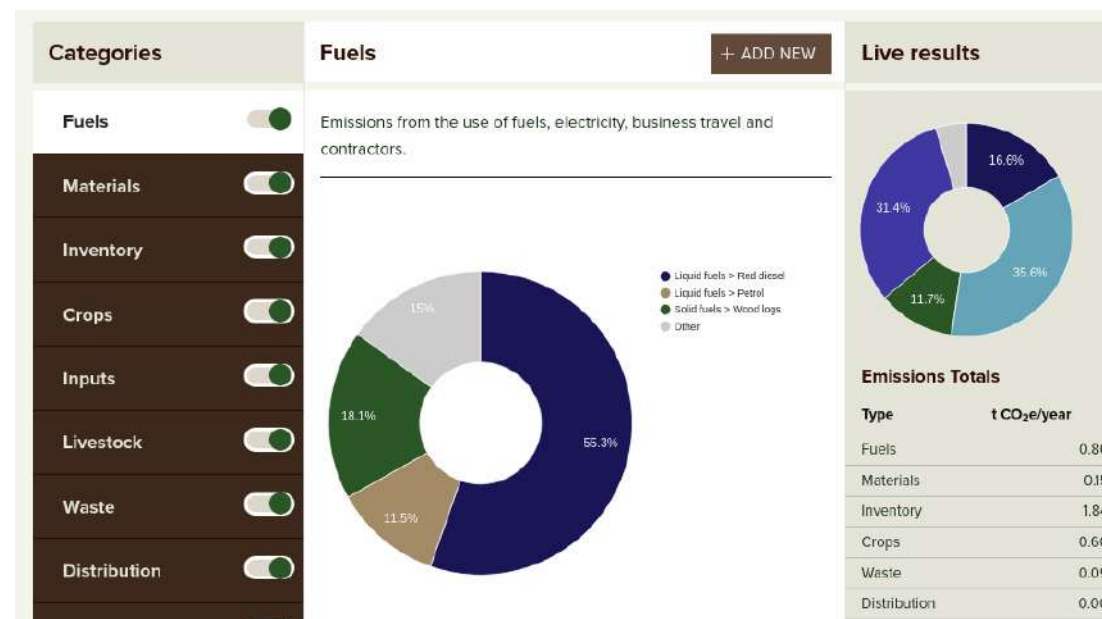


Co-founded and now direct Farm Carbon Calculator

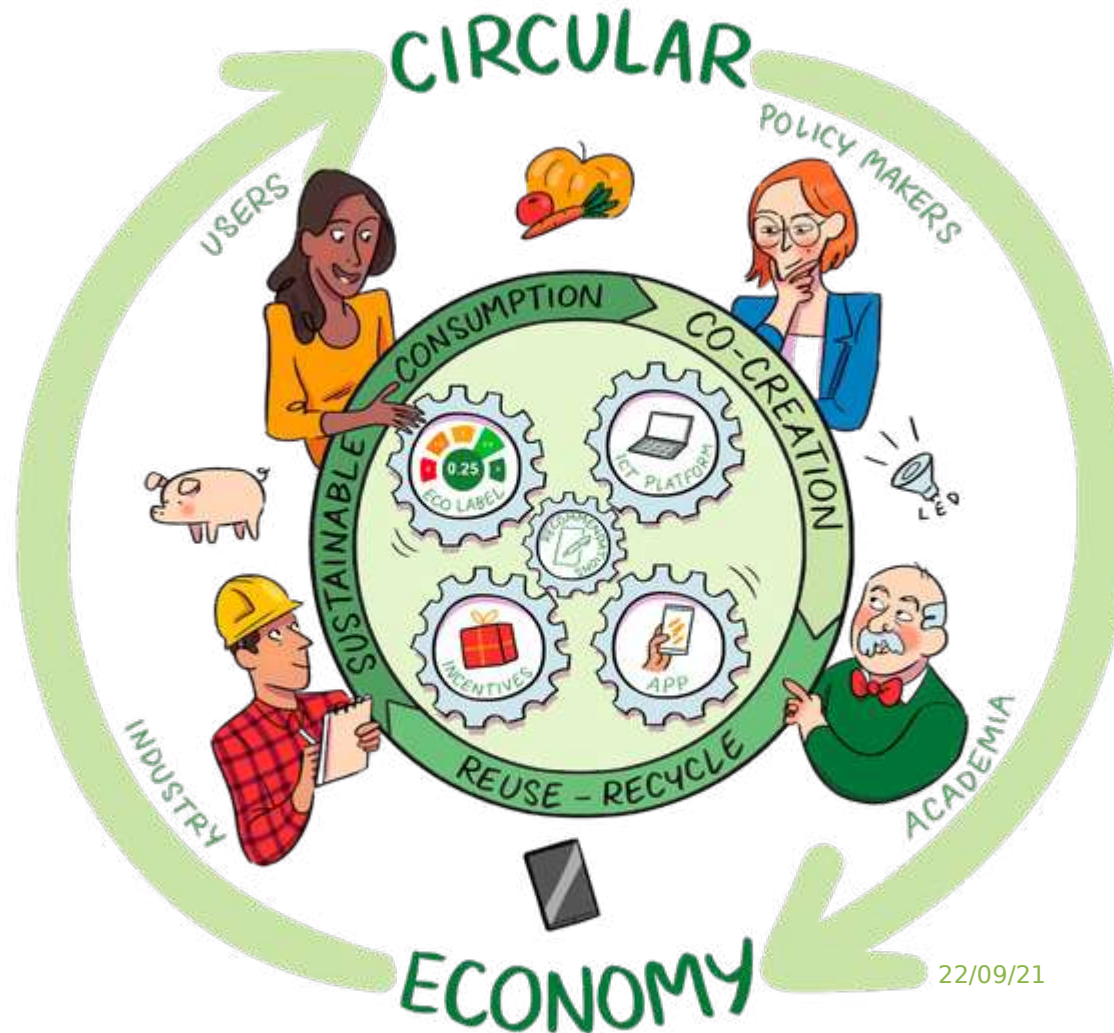
Farmers calculate their carbon footprint; we help them to reduce it

Industry leading in the UK

International interest is growing



# THREE PARTS TO OUR DEMONSTRATION





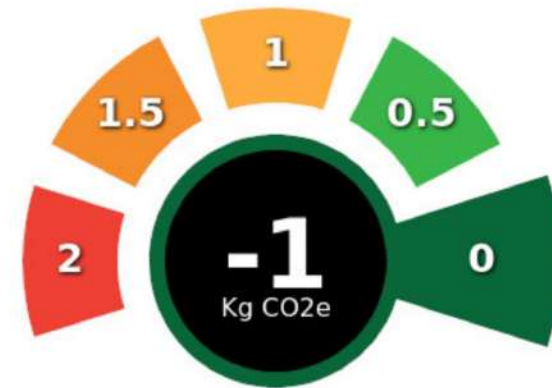
# SUSTAINABLE PRODUCTION : WHAT WE'VE DONE



- Calculated environmental and social impacts
- Action Plan to reduce those impacts
- Communicated what we've done

## SCILLY ORGANICS

Carbon footprint of this salad



# SUSTAINABLE PRODUCTION : LEARNINGS



- **Soil** has huge capacity for improving fertility, carbon sequestration and crop health
- Customers can understand **labels** if they're simple
- Calculations must have **integrity**
- **Biodiversity** is hugely important



# CO-CREATION : WHAT WE'VE DONE



- Talked with **business and individual** customers
- Created new **products and services**
- Measured **nutrient density** of our food
- Made a **video** about the farm



# CO-CREATION : LEARNINGS



- Co-creation isn't easy
- Understand your business limits as well as your desires
- Greater engagement with customers can be positive
- It can be a route to more business

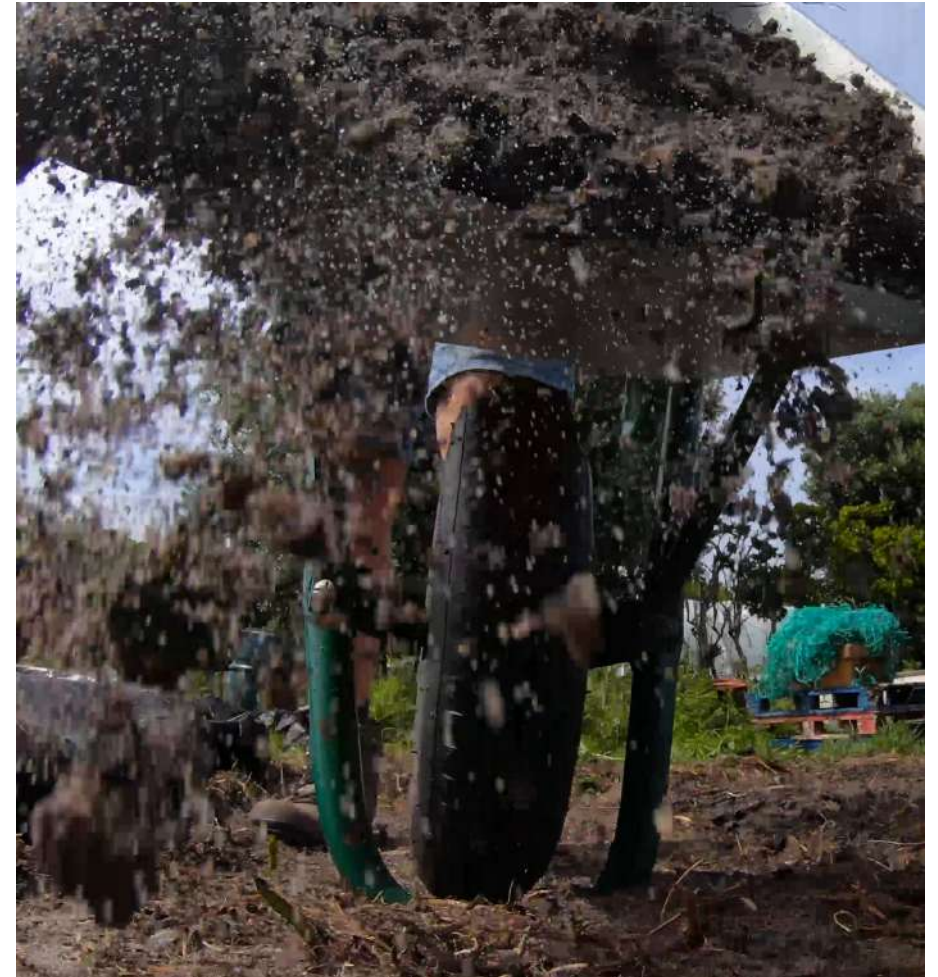




# RECYCLING & RE-USE : WHAT WE'VE DONE



- Improved **waste & recycling**
- Made more **compost**
- Trialled new **packaging**
- Plan for **Plastics**



# RECYCLING & RE-USE : LEARNINGS



- You can't have too much good compost!
- Packaging is important to customers
- Recycling can be limited by local facilities/systems
- Work with suppliers
- Engage customers



# PROJECT : KEY ACHIEVEMENTS



- Carbon and eco labels
- New packaging
- Customer engagement
- Apple juice and Carbon Consultancy
- Concentrating on soil more

## SCILLY ORGANICS

Life Cycle Analysis of this salad



SCAN ME



# PROJECT : CHALLENGES



- Sticking to the Project Plan
- Covid
- Unsupportive policies and/or economy
- Simplicity of communication



EUROPEAN COMMISSION  
Executive Agency for Small and Medium-sized Enterprises

Director



**GRANT AGREEMENT**

**NUMBER — 776503 — CIRC4Life**

This **Agreement** ('the Agreement') is **between** the following parties:



# WHAT IF...



There had been no Covid...

We'd had more time...

And more resources....



# LEARNINGS FOR...POLICY MAKERS



- Ensure farmers get paid for producing quality food and protecting our environment
- Join up agricultural, food and health policies
- Fruit and veg production has low subsidies yet is high health priority
- 'Polluter pays' principle
- Use carbon markets as incentives
- Explicitly support Circular Economy solutions
- **Whilst Brexit is challenging...EU and UK can learn from each other still**

# LEARNINGS FOR...FARMERS & GROWERS



- Circular Economy can offer significant business opportunities
- Understanding environmental and social impacts is really beneficial
- Create an Action Plan to reduce business impacts
- Engage customers in what you're doing and why
- Engage now or get left behind!
- Campaign for subsidies and policy to support positive actions
- ~~Work with the whole supply chain to improve solutions~~

# LEARNINGS FOR...OTHER SECTORS



- Principles can apply to most businesses
- Sustainable Consumption and Production is a bit 'chicken and egg', but both critical
- Integrity and scoping are key in measuring impacts
- Work up and down supply chains
- Lots of opportunities for customer engagement



# A WORD ON TRACEABILITY



- Increasingly where food is going
- Opportunities to communicate lots through traceability
- Different solutions for large and small scale food businesses & chains
- Be aware of 'label fatigue'

# WE ALL EAT...



**...so make sure your food choices are positive ones!**

Where does your food come from?

How is it produced?

What are its environmental and social impacts?

Engage with farmers, growers, retailers and restaurants



# AND FINALLY...



## Why is food so cheap?

Some people can't afford to **pay more for food**, but for the majority it's a choice...an extra few pounds/euros a week on sustainable food, or a another cafe lunch?

Why do the public pay for farming's **externalities** - water pollution, diet related ill health, poor rural job prospects, etc?

Why does our **environment** get abused by farming with no recourse - climate crisis, biodiversity loss, etc?

Circular economy is a proven solution and can enable positive change but **public policy and payments must support it**





## PRESENTER CONTACTS

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**SCILLY ORGANICS**

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