

PRESS RELEASE

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OMSCo wins for innovation at BOOM awards

OMSCo has won a prestigious BOOM (Best of Organic Market) Innovation award at a glittering ceremony held at Borough Market Hall in London. Previously known as the Organic Food Awards, the awards showcase the best in organic throughout the UK.

OMSCo, (the Organic Milk Suppliers Cooperative), the only national 100% organic, farmer-owned and farmer-run dairy cooperative in the UK, has seen a hugely successful 12 months through the execution of creative marketing initiatives. They have formed strong, strategic, relationships with leading processors and customers, in the UK and abroad. This was recognised by the judges with the award for innovation.



An historic agreement in 2015, with CROPP in the USA, brought together the two largest organic cooperatives in the world providing international opportunities for both to share. CROPP, trading as Organic Valley, has exclusive marketing and distribution rights to OMSCo’s Kingdom Cheese brand, which has recently had three new flavours added to the range to meet strong US demand.

As a result of such opportunities, in 2015 OMSCo became the UK’s largest organic cheese and whey producer, a position won exclusively from export sales. Another partnership with an independent cheese business has seen organic mozzarella for the USA market manufactured in Wales using specialist USDA-compliant organic milk.

In December 2015, OMSCo gained the first ever organic accreditation from the Soil Association to market products in China; a major achievement. China is obviously a major global market and gives

OMSCo huge growth potential. The first shipment of UK produced organic UHT milk has been delivered to China this week in partnership with Organic Valley.

“On behalf of OMSCo, I’m delighted to receive this award, which acknowledges the work we’ve done to grow the demand for organic milk and milk products. Credit has to be given to the professionalism and adaptability of the OMSCo members that has allowed us to expand in to new markets around the world,” says Richard Hampton, OMSCo’s managing director.

“OMSCo’s success demonstrates the global consumer demand for sustainable, organic products. This could have significant implications for the wider food industry and food production. It’s critical the consumer is considered for future success, and for confidence in UK food production,” he concludes.