

# The Grocer

## Focus On: Organic

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**Advertising deadline:** 15 May 2026

**Submissions deadline:** 7 May 2026

**Intro:** Retailers are backing organic foods again. Organic food often comes at a premium, which explains why it was sidelined early on in the cost-of-living crisis. But despite shoppers' tighter budgets, organic food is flying. So, how are supermarkets getting behind it?

**Organic appeal:** Shoppers are concerned about their health and the environment

- To what extent does buying organic calm their worries?
- How are shoppers learning more about organic food?
- Where are they most likely to pick up produce?

**Retailer activity:** Supermarkets are getting behind organic

- Which retailers are prioritising organic growth?
- Which organic own-label lines have launched?
- Which suppliers have benefitted from retailers' renewed focus?

**Pricing:** Organic food often comes at a premium

- How price sensitive are consumers when shopping organic?
- What impact has inflation had on organic produce?
- Which premium organic brands are flying?

**Regenerative agriculture:** Emerging methodologies

- Which new regenerative agriculture initiatives are having the biggest impact?
- How are manufacturers supporting suppliers to move to embrace regenerative practices?
- What role does regenerative forestry play?

**Innovations:** We will profile two new products or ranges. We need launch date, rsp, and a hi-res picture of each.