


Organix

Spark their Love
of Great Food

our
Spirit



A young child with curly blonde hair is sitting on a tree stump in a grassy field. The child is wearing a dark blue long-sleeved shirt under denim overalls and blue sneakers with yellow socks. The child is eating a piece of fruit, possibly a lemon or orange, and looking up and to the side. The background is a lush green field with a forest of tall trees in the distance.

“Nothing is more powerful than an idea whose time has come”

Victor Hugo
French writer 1802-1885

It's a great challenge to write down what Organix is all about — our values; our history; why we do what we do. But it's essential that we do write it down, because as the company grows, we need to know the things that we have in common, and the things that make us different to the rest of the food industry.



Our 30th birthday!

Other companies can always imitate what Organix does, and what we sell. But they can never imitate our unique approach. The more we know about that approach and the more faithfully we express it, the stronger Organix will become.

Expressing our values, truthfully and passionately, will make us succeed as a community of people, and as a commercial company. Other people will only understand and believe in what we do, if we understand and believe in the company too.

This book communicates what the spirit of Organix is all about. With best wishes from us all at **Organix**



“ Our values and our spirit are the things that make us different ”



“ Every successful company has a powerful sense of its own identity ”



The aim of this book



A company with spirit

Organix wasn't created just to make a profit. It was created by a desire to do something different and important. Our goal is to become successful by building honest relationships with parents, based on creating healthier eating choices for their children.



Everyone in the company is creating a business that wants to 'do business in a different way'

- We want to ensure that what we make, how we sell it, and what we say about it, creates better choices for children's health.
- We intend to campaign to improve awareness of the important links between child health and food quality.
- We want Organix to be a great place to work, where people are treated with respect, and there are lots of opportunities to learn.
- We want to build our future by sharing our vision:
 - With parents, who should drive everything we do.
 - With suppliers, working with them to open up new opportunities.
 - With customers, such as the supermarkets and other outlets, to enhance the choices they offer to parents.
 - With each other. We are partners to each other in the company and encourage disagreements and healthy debates to work out the best solutions to challenges.



“ We are doing business in a different way ”



“ Organix exists to help parents to raise a new generation of happy, healthy eaters ”



The Organix brand DNA

Purpose

Organix exists to help parents to raise a new generation of happy, healthy eaters.

Character

- We are parents' ally at every stage of their child's food journey.
- We're passionate champions of great food that is tasty, nutritious and sustainable.

Core features

- Real recognisable ingredients with nothing artificial.
- Designed to spark a love for vibrant flavour and textures.
- Harnessing the inherent goodness of organic.
- Proactively drive standards to reduce fat, salt and sugar.



“ Business can
- and should -
change society
for the better ”



We believe

- Good nutrition is vital to the healthy growth of our children.
- Giving children healthy food should be easy for parents, and enjoyable for children.
- Food companies should only sell foods for children that are nutritionally sound, and never harmful.
- Business can – and should – change society for the better.

The way we work

- We are honest and always act with integrity.
- We are pioneering and take pleasure in what we do.
- We will not compromise on any of our values.



The Organix No Junk Promise



Our No Junk Promise is our stamp of reassurance that you'll find on all our foods and always will. It's not a legal or food industry requirement. Instead it's a challenging set of rules we have created that sits at the heart of our mission to make things better in food for children.

Always Organic

We promise to only use organic ingredients as only organic food can offer the assurance to have the lowest levels possible of harmful pesticides. Organic farming also means high standards of animal welfare and protects the environment too.

Nothing Unnecessary

We promise to only use recognisable ingredients that serve a purpose. That means absolutely no unnecessary additives and you can check as the labelling on our foods is always clear, open and honest.

Setting Standards

We promise to set the best standard in what good food for children should be.

As part of our promise we continue to campaign for the food industry to remove the 'junk' from all children's food. To achieve the best for children we are tough on ourselves and we demand this from others. Why? Because quite simply, we love making things better.



“ We always say Yes to clarity and honesty in our labelling ”



The Organix personality

We want to connect easily with parents and others

It's vital that we make people feel:

- Safe and reassured.
- Free from guilt.
- Able to give their best.

What kind of a person is Organix?

Someone who:

- Wants to do something **different** and **important**.
- Is honest and always **acts with integrity**.
- **Takes pleasure** in what they do.
- Succeeds through **creativity** and **hard work**.
- Is **pioneering** and uncompromising.
- **Drives change** and makes a difference.



Hero values



Create wow

We dare to do things differently, seek to always win with consumers and customers, and endeavor to be forever relevant and vital to our world.

It's about **Curiosity, Innovation and Consumer/Customer Focus.**



Everyone Hero

We work together in pursuit of our common mission and strategy, strengthening our local businesses by leveraging the power of the collective.

It's about **Purpose, Performance and Teamwork.**



Nourish others

We treat everyone with honesty, care and respect and provide our people, customers and consumers with what they need to thrive.

It's about **Honesty, Empowerment, Respect and Diversity.**



Take responsibility

We make good choices today to build a more sustainable business and environment fit for the needs of tomorrow.

It's about **Sustainability, Heritage, Ownership and Quality.**

And finally...

...over to you.

We can only succeed together through creativity and hard work. Sometimes we may feel that we are just dealing with details.

That change is too big a challenge. That we are too small to make a difference. But this is not the case. Join with us in giving children healthier choices and a better start in life.



“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed it’s the only thing that ever has”

Margaret Mead
Anthropologist





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