



ORGANIC FRUIT & VEG

All our fresh fruit and veg is certified organic or “in conversion” (i.e., sown within the 2nd year of converting land to organic agriculture).

Unicorn operates within a set of ethical and social guidelines – these Principles of Purpose pre-date our physical shop. We support organic growing as part of our commitment to two of our Principles: Wholesome Healthy Consumption and Fair and Sustainable Trade.

WHAT IS ORGANIC GROWING?

Read below and overleaf to learn more about organic agriculture.

Biodiversity

Organic farming is a holistic system that works with, rather than against, natural systems. Increasing biodiversity through habitat management or rotation allows nature to better provide pollination and natural pest control. Intensive farming is the main cause of insect decline - particularly the heavy use of pesticides whilst organic farms are havens for wildlife like bees, birds and butterflies. On average, plant, insect and bird life is 50% more abundant on organic farms.

Non-GMO

The use of genetically modified organisms is banned under organic standards. GMOs are incompatible with the aims of organic farming – to produce food with respect for human health and the environment.

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WHY ORGANIC?

Soil and Plant Health

Around 95% of food production relies on soil. On organic farms natural, sustainable soil fertility is encouraged through composting and crop rotation with legumes to provide nitrogen, rather than energy hungry synthetic fertilisers.

Organic growers feed the soil and build organic matter through crop rotation, green manures, cover crops and compost additions. These processes enable natural cycles of soil flora and fauna such as worms, bacteria and fungi, which in turn provide nutrients to crops. Healthy, biologically active soil is also full of air pockets and able to hold water.

Organic farming nourishes plants by building healthy soils, reducing the likelihood of pest and disease problems. Growers use preventative approaches to manage pests, diseases and weeds, e.g. using natural enemies of pests to control their numbers instead of pesticides, in addition to mechanical or thermal weed-control.

Lower energy consumption

On average, organic farms use less energy. Much of UK agriculture relies on artificial fertilisers and biocides that, in turn, depend on fossil fuels for production. For example, conventional nitrogen fertiliser requires natural gas both as a base material and as fuel for its high-heat, high-pressure processing methods. This reliance on fossil fuels can sometimes distort the argument over food miles.