

# Member Spotlight



## Moss Organics

Moss Organics is one of SOPA's newest members and offers organic certified groceries in the Scottish Borders. Their veg box delivery scheme business is about connecting food and the community and their family run business, run by Ewan and Klara, is named after their daughter Moss. They are keen to supply as much Scottish produce as possible, and aim to bring together their passions for business, wellbeing, and sustainable living, giving their family a way to contribute meaningfully to life in the Borders.



[www.moss-organics.com](http://www.moss-organics.com) | @Moss.organics



When they moved to the countryside, Ewan and Klara assumed they'd find a bounty of organic produce on their doorstep. But they quickly realised that, despite their location, access to fresh, certified-organic fruit and veg was surprisingly limited.

That gap sparked an idea: to bring high-quality organic food to the Borders in a reliable, affordable, and community-minded way. This is where the business was born.

Moss Organics intentionally offer a simple choice of 2 veg boxes that you can add extras to including fruit, a seasoning bag or eggs. The boxes contain a mixture of staples such as seasonal veg and greens and are hand-packed and delivered for free on your chosen delivery schedule. Although the box ingredients are set and they can't offer custom selections yet, as the business grows Moss Organics hope to offer more flexibility in the future and do try to accommodate occasional swaps. They also offer wholesale supply including to bars cafes and restaurants so get in touch if interested.



[www.moss-organics.com](http://www.moss-organics.com) | [@Moss.organics](https://twitter.com/Moss.organics)



# Q&A

**Q. You're a fairly new Organic fruit and veg supplier in the Borders of Scotland. Can you tell us how long you've been trading?**

We've just been trading about 4.5 months and are breaking even with paying a full time member of staff, a part time member and our suppliers. It's early days.

**Q. Can you give us some background to the business?**

Previously I was a salesman selling high end coffee to restaurants and bars and realised I wanted to change direction and began to study theology. I changed my lifestyle and wanted to do a job related to food and drink. With all of the organic food options around being so ltd, with lots imported, I decided someone's got to do something.

I wanted to create a sense of purpose, control and meaning for our lives. There are lots of people around us who grow great food but some do not want to be certified as organic.

## Q. Can you tell me their reasoning for that?

It's normally about the cost of becoming certified, people don't believe they should need to pay for a certificate just for being chemical free. But for me it's much more than just being chemical free, it's being honest, transparent in how you grow your food, in how you treat people, the everything, all of it. It's the holistic nature of it, for the whole organisation. It provides a load star or stein to build a business around and that's how we want to be.

I also find around our area that all the organic businesses I deal with will always bend over backwards to help you, there's a kindness there lacking in other types of food production, I think it's to do with the organic philosophy.

## Q. So what's your growth plan from here?

I had no business plan intentionally, I wanted the flexibility to see what happens and grow it around that. I might need to pivot at some point and add other things in, so we have the flexibility to do that.

# Q&A

I'd like to do premium wholesale for restaurants in Edinburgh, but I need to think about how I attract chefs to eat my food. Once they taste it, they'll want it as it's amazing but it's how to convince them to try it.

## **Q. How do you promote Moss Organics?**

We promote via social media, mainly Instagram & Fb, but also have spent a lot doing Royal Mail flyers around our area too which although expensive has yielded great results. So far 1% of customers who have received a flyer have signed up so that's great. Our business is built on slower, more traditional connections and interactions, we do conversations.

We purposely plan a 10-minute chat into all our deliveries; it's in our delivery time plan. We help older people out with things whilst there, we check people are ok and it's word of mouth and slow but it works. We also promote in cafes etc too.

What we don't do is offer discounts, we don't believe in that because we are offering premium food.

# Q&A

**Q. It's great to hear about your all-round ethos and treatment of everyone from staff to consumer. Can you tell us more about what it means to be organic?**

Our ethos is around S.O.L food – which stands for seasonal, organic and local so we like to trumpet that as much as we can and follow it as far as is possible.

When the fruit and veg is in **season** it tastes better, keeps longer, hasn't been forced to travel or grow out of place and we can follow the rhythm of the year.

Everything we pack is handled to strict **organic** standards. We're a proud SOPA-certified organic processor, which means every step of our buying, storage, and operations are inspected and approved giving our customers peace of mind they are buying organic.

We start with growers in the Scottish Borders and across Scotland as **local** as we can. While some fruits, for example, cannot be grown locally, we source from trusted, organic-certified importers.

# What is your top tip?



By choosing organic, you're supporting growers who nurture their land for the long term — so your food is high-quality, flavourful, and part of a more sustainable food system.



**The Team**



[www.moss-organics.com](http://www.moss-organics.com) | [@Moss.organics](https://www.instagram.com/Moss.organics)

