

Biofach

Undiminished Appetite for Organics

Nuremberg, February 2010 – Organic Products enjoy an ever growing popularity. Visitor statistics for Biofach and Vivanness, the annual get-together for the global organic market are the proof: These world-leading exhibitions, which took place from 17-20 February in Nuremberg attracted 2,557 exhibitors and 43,669 trade visitors, only slightly less than in the previous year, but significantly more than in 2006, when only 37,400 visitors were counted.

“The organic market defied the crisis. The trend to organic and ecologically sustainable consumption is uninterrupted”, said Claus Raettich from Messe Nuremberg, the organizer of the show.

“Despite the difficult economic situation in the market, we noticed a whole lot of inspiration, energy and optimism”, added Markus Arbenz from IFOAM , the International Federation of Organic Agriculture Movements, patron of BioFach Trade Fair

Two-thirds of the exhibitors came from abroad; amongst them exhibitors from New Zealand. After an interval of four years, Fonterra Organics exhibited again in Nuremberg. The stand, they shared with Comvita, was mainly funded by the dairy company.

Rick Carmont, global category manager for organics at Fonterra was happy to join again: “It was a great show”, he said, “It’s all about networking with other people and talking to our clientele.” He reveals that the result of exhibiting at the fair was quite measureable, with a good number of qualified leads. High profile buyers from Europe and South East Asia were among the many visitors of the NZ stand, which was located near the Canadian exhibitors, the wine section and close to the main entrance. All this attracted a lot of foot traffic.

However, it came as a disappointment that the NZ government did not provide any funding for NZ exhibitors. Especially smaller companies, that could not afford the costs of having a stand of their own at this prestigious and

export oriented fair were disadvantaged “If we get some funding from the ministry next year, we could create a bigger stand, up to 70 qm”, Carmont is convinced. With a proper designed stand New Zealand would finally appear on the organic world map.

The interest is there: A number of kiwi companies and organizations such as Openz, Zespri, Green Bay Harvest, traveled to Nuremberg as visitors.

Besides Germany’s strong representation of 823 manufacturers Italy (384), Spain (174), France (169), Austria (103) and the Netherlands (83) were strongly presented, too.

Biofach and Vivanness offered an extensive range of organic food and fair trade products, plus everything worth knowing about agricultural and marketing supplies. More than 8,000 participants visited a number of events on offer at the BioFach Congress. Six special forums to exchange views on the market with special emphasis on the fairness and sustainability aspects also attracted a lot of visitors. The Fair & Ethical Trade Forum alone had an interested audience of some 750 people.

Due to the growing number of people looking for added value in organic products, the trade fair organisers announced “Organic + Fair” as the topic of this year’s exhibition. According to the Fairtrade Labelling Organizations International (FLO) in Germany, sales of fair trade products in the retail trade amounted to 2.9 billion US \$ in 2008. Meanwhile two-thirds of all fair trade products come from organic farming. Fair production and trading conditions are becoming increasingly important for customers.

Vivanness, the international platform for natural personal care and wellness has been known and valued by enthusiastic trade buyers of natural personal care products since its launch in 2007. 183 manufacturers from 21 countries have presented their products this year in Nuremberg. Germany with 87 manufacturers has been head of the stats, followed by France (29), Italy (16), Great Britain (12) and Austria (8).

The international natural cosmetics market is still growing. The difficult economic environment has had an astonishingly little effect on this sector. According to a sample analysis by the international market research institute IRI Information Research of Nürnberg, Germany, natural cosmetics achieved a sales increase of 7.6 % in the German retail food trade and drugstores in the first half of 2009. The whole German market for certified natural cosmetics grew by almost 7 % to 717 million EUR in 2009 and reached a market share of 5.6 % of total sales of cosmetics.

Worldwide sales of organic products topped 50 billion US \$ in 2008, which means the market has doubled since 2003. Initial estimates by Organic Monitor of Great Britain indicate that the international market will continue to grow, although at a decreased pace. The whole market and the sector itself can look forward to higher growth rates in 2010, according to Managing Director Amarjit Sahota.

Winegrowers from all over the world also flocked to Nuremberg to present their products from organic vineyards. There were 269 exhibitors from 24 countries, including 61 from Germany. The international leader was Italy (78), followed by Spain (49), France (37) and Austria (14). Leé Griffin, Marketing Director from South African Stellar Winery was pleased about his success at the exhibition: "Here we meet our exact target group and reach new customers, even representatives from the gastronomy segment who are aware of the importance and advantage of the organic & fair combination," he commented.

For the first time an international Organic Wine Award was presented. 622 organic wines from 19 countries faced the critical verdict of a jury of international experts. A total of 220 medals were awarded.

Another highlight of the fair was the Olive Oil Bar, where 75 different oils were on offer and could be tasted by the visitors. The best oil was chosen for the Olive Oil Award. 226 exhibitors from 24 countries showcased their olive oil products.

Biofach is not only the largest but also the oldest of the large organic trade fairs in the World. It started in 1989 with only a few participating companies and took place in

Frankfurt am Main for a number of years, before it moved to Nuremberg.

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