



BIOFACH AMERICA - ALL THINGS ORGANIC: 2016 show impresses in every respect

From 22 to 24 September 2016, organic products were once again the focus of everyone's attention at the Baltimore Convention Center. BIOFACH AMERICA – ALL THINGS ORGANIC, which was held at the same time as Natural Products Expo East, drew over 28,000 visitors (2015: 26,842) to the American East Coast from abroad. They were able to learn about raw materials and organically produced products in the food and non-food sectors from roughly 190 (2015: 159) organic exhibitors. Organic products are continuing to increase in popularity in the USA. According to the Organic Industry Survey carried out by the OTA (Organic Trade Association), Americans spent USD 43.3bn on organic food in 2015. That's 11 % more than in 2014. The growth also explains the significant rise in the number of visitors at the two exhibitions. BIOFACH AMERICA – ALL THINGS ORGANIC was very international again as



well: In addition to national pavilions representing Korea and Argentina, the Spices Board from India was there too. Enterprises from 28 countries took part altogether. As well as the product displays, visitors and exhibitors alike benefited from a top-quality conference programme as usual and from a wide variety of workshops.

Adam Andersen, the managing director of the New Hope Network is satisfied and summed up his thoughts after the trade fair, saying: "As the organic industry continues its explosive growth, Natural Products Expo East and BIOFACH AMERICA – ALL THINGS ORGANIC have

become the trade fair duo on the East Coast for organic and near-natural enterprises to showcase new products and tell their unique stories. Also, every year there are more sustainable products unveiled in these halls, which can help make healthy food more accessible to everyone."

Katharina Neumann, a manager at NürnbergMesse, was very pleased too. She said: "Expectations were high for this year's BIOFACH AMERICA – ALL THINGS ORGANIC, as all the stand spaces had already been booked by the spring. Because of that, we even created a temporary additional special area in the Pratt Street lobby, so I'm all the happier that all our organic exhibitors were very satisfied. As usual, there was high percentage of exhibitors and visitors from outside America and the quality of the conversations was praised. Overall, BIOFACH AMERICA – ALL THINGS ORGANIC 2016 was a resounding success in my opinion."

Business trip to Baltimore organised for German organic companies

According to the German Federal Ministry of Food and Agriculture (BMEL), the food industry has become one of the most dynamic economic sectors for foreign direct investments in the USA over the last few years. With its increasing population, growing purchasing power and people paying more attention to eating healthily, the American market offers high-quality German products promising potential. With this in mind, the BMEL arranged a business trip to the USA for organic food companies that are headquartered in Germany. The aim of the trip was to officially initiate business contact and also to exchange views and information and consolidate relationships with local companies, experts and other professionals. During their trip, the delegation visited BIOFACH AMERICA – ALL THINGS ORGANIC 2016 on the first two days of the exhibition.

Supporting programme highlights

One highlight of the trade fair duo's supporting programme was the Natural Products Business School, which took place on 21 and 22 September. On the first day, those running the school and the participants developed enterprising solutions for specific problems in the green sector. The workshop began with an inspiring keynote address from Kirsten Tobey and Kristin Richmond, the joint founders of Revolution Foods. The participants then attended intensive learning blocks whose content covered various



sales channels (online trade, conventional trade, wholesale, and natural food one-off shops and chains). To improve networking, there was what was called the "Solutions Lunch", during which complex problems were discussed. On the second day of the school, the participants took part in a pitch slam competition. The main prize, a free stand at Natural Products Expo East 2017, went to Milton's Local.

Natural Products Expo East and BIOFACH AMERICA – ALL THINGS ORGANIC 2016 also provided a solid conference programme once again. Among other things, it included keynote talks from Paul Hawken and the founder of the AllergyKids Foundation, Robyn O'Brien. One well-attended highlight of the conference programme was a panel

discussion about the uneven distribution of sources of sustainable food in the USA. It was hosted by Walter Robb, the co-CEO at Whole Foods.

Finally, the trade fair duo would not have been complete without the communicative tabletop event, Harvest Festival, morning yoga classes and the popular "Women in Naturals" get-together, at which a number of female entrepreneurs from the organic industry networked and shared their success stories with each other. Live music and food were provided at the evening events, where exhibitors and visitors alike could all celebrate together.

The next BIOFACH AMERICA – ALL THINGS ORGANIC will take place from 14 to 16 September 2017 in Baltimore. ♦

