

BIOFACH America: Successful fair with double-figure increase in visitors

From 17 to 19 September 2015, the Baltimore Convention Center once again became the meeting place for international organic players. At BIOFACH AMERICA – ALL THINGS ORGANIC, the parallel event to Natural Products Expo East, 159 organic companies from 23 countries presented their organic raw materials along with ecological products from the food and non-food areas. In the USA organic is continuing its successful course. According to a study conducted by the OTA (Organic Trade Association), in 2014, organic products sales exceeded 39 billion US Dollars (2013: 35.1 billion). This trend is also confirmed by the clear increase in visitors at the combined exhibition. The Next Exhibition will be held from 22nd to 24th September 2016.

This year, 26,842 specialists from over 100 countries flocked to the halls, an increase of 14% compared to the previous year's event. Complementing the exhibition, additionally the trade visitors and exhibitors were provided with the usual high-quality conference program as well as many highly diverse workshops.

Adam Andersen, Managing Director Natural Products Expos, is more than satisfied with the business at the fair. "Each year we endeavour to make the most of the growth potential on both the exhibitors' as well as visitors' side. At the same time however, we never lose sight of strengthening the community between the sector and the region, in particular the city of Baltimore. For this reason, this year for the first time, we had the Community concept: on the Farm-to-Market Tour, both the farms based in the surrounding



region as well as the retail stores they supply their products to, were visited. This format has far exceeded the expectations in relation to personal bonding with our event."

Exhibitor survey: Satisfaction across the board

In addition to the organizers of Natural Products Expo East and BIOFACH AMERICA – ALL THINGS ORGANIC, the exhibitors are also full of praise. Christian Treffler, Product Manager, Granosa AG, Switzerland said, "As a result of our exhibition participation, we were spotted by numerous potential new customers. The organization was excellent and I was surprised how many familiar faces were there from the European industry. The USA is a strongly growing market and it appears that in the short term domestic organic production will not be able to increase its output to the extent required. As a result, great potential is being created for companies who wish to export to the USA."

Peter de Kok, President of Freeline Organic Food from The Netherlands said, "Natural Products Expo East and BIOFACH AMERICA – ALL THINGS



ORGANIC are the only event of this size and quality on America's East Coast. For our core business, the natural-based and organic products retail trade, participation is therefore an absolute must. Here, each year, we meet not only the regular customers and suppliers, but also come into contact with many potential new customers. Our participation in 2016 has already been firmly planned. In addition, we are already looking forward to our visit to BIOFACH in Nuremberg."

Natural Products Expo East Education 2015

At the conference one highlight was followed by the next: in addition to the keynotes delivered by best-seller author and system critic Dylan Ratigan along with farmer and author Joel Salatin, the "How to enter the European Organic Market" presentation by David Gould was also well attended. Among others, the North American representative of IFOAM, Organics International provided an overview of the market developments along with the current sector trends. ♦