



CLOSING REPORT

June 2017

Brazil's most important organic exhibition closes with significant growth

- **More exhibitors and visitors than the previous year**
- **Industry platform provides fantastic business opportunities**

The focus was once more entirely placed upon organic produce at the Biennale Pavilion of the Ibirapuera Park in São Paulo, Brazil, from 7 to 10 June. The 13th BIOFACH AMERICA LATINA – BIO BRAZIL FAIR saw impressive record numbers of visitors and exhibitors: 25,664 exhibition visitors – around 35% more than the previous year – poured into the halls to find out more about the latest products and services in the industry from the 167 purely organic exhibitors (2016: 117). But these positive numbers are not overly surprising: the national organic industry as a whole is developing in a positive manner. In the year 2016, organic sales in Brazil amounted to approx. 350 million US dollars, which represents an increase of 20% compared to the previous year. This was the outcome of a study by the Brazilian institute IPD (*Instituto de Promoção do Desenvolvimento*) which was conducted in cooperation with Euromonitor. A highlight at the 2017 BIOFACH AMERICA LATINA – BIO BRAZIL FAIR was once again the organized business meetings between exhibiting companies and potential business partners from all over the world.

Abdala Jamil Abdala, Chairman of the Organizer Francal Feiras, is more than satisfied with how the exhibition went: “The significant growth in the number of exhibitors and visitors compared to the previous year reflects the positive development of the industry. When this exhibition celebrated its premiere 13 years ago, the Brazilian organic market was very much still in its infancy. It has been simply brilliant to experience this growth over the years and to make a contribution to the professionalization of this diverse market. We are confident that the organic industry will continue to develop impressively in the future. The BIOFACH AMERICA LATINA – BIO BRAZIL FAIR has been and will remain the most important organic trading platform in Brazil.”

International Patron



Organizer



Co-organizer

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There was only positive feedback from the exhibitors, too

There was plenty of praise from exhibitors for the 2017 BIOFACH AMERICA LATINA – BIO BRAZIL FAIR, too. Gabriel Daniel, Managing Director of BR Spices, from Brazil summed it up: “We were exhibiting for the second time and I enjoyed this year even more than 2016. The route guidance in the halls was superb and ensured that visitors passed by almost all of the stands. I had fruitful discussions with new interested parties and finally got to know existing customers with whom I had only had email contact before the exhibition in person. Amazing!” Thione Diaz, Marketing Analyst at Barilla Brasilien, also had words of praise for the exhibition: “Our brand Dodani Orgânicos has only existed for six months. By taking part in the 2017 BIOFACH AMERICA LATINA – BIO BRAZIL FAIR, we have been able to optimally present our organic products – which are targeted at children – and to establish contact with new customers. We had countless interested buyers at our stand. The exhibition has really given the sales of our products a boost.” Karin Jampietro, President of Cogushi, from Brazil attended the exhibition for the first time: “We were pleasantly surprised by the exhibition. The visitors were extremely interested in healthy eating and organic products. We held many good discussions and were able to close plenty of direct sales.” Giancarlo Obando, Managing Director of Empório Agro Peruano, from Peru also gave his feedback: “We were particularly amazed by the growth of the BIOFACH AMERICA LATINA – BIO BRAZIL FAIR this year. More exhibitors, more visitors and even better stands. We were particularly pleased by the keen interest of the trade visitors and end consumers in Peruvian organic products. We were not only able to provide them with an understanding of our age-old culture, but could also inform them that our products are also available in Brazil. All in all, an extremely successful event for us!”

Organized business meetings with impressive results

Exhibitors and trade visitors once more had the opportunity at the 2017 BIOFACH AMERICA LATINA – BIO BRAZIL FAIR to register to take part in organized business meetings. A total of 416 meetings took place between 135 organic companies and 15 purchasers. The sales resulting from the concluded agreements will potentially amount to 7.2 million US dollars within the next year. That is almost ten times the amount compared to the last exhibition.



Successful trade forum with exciting presentations

Running parallel alongside the comprehensive product show, the top-class International Organic and Sustainable Agriculture Forum once again attracted many visitors. The participants were impressed with the more than 100 hours of presentations, panels and workshops. In terms of the content, the forum explored the question of how the awareness for organic products could be heightened amongst producers, processors, retailers and end consumers.

The results from the first ever study into organic consumption by end consumers in Brazil were also presented. The study was initiated and coordinated by ORGANIS, the Brazilian Council of Ecological and Sustainable Production. A total of 905 people from nine major Brazilian cities – São Paulo, Rio de Janeiro, Salvador, Belo Horizonte, Brasília, Curitiba, Recife, Porto Alegre and Goiânia – were asked about their consumption habits. 15% of respondents stated that they buy organic products. Interesting: twice as many organic products end up in a shopping basket in the south of Brazil compared to the national average. Organic vegetables, pulses and fruits are in the highest demand. All of the respondents also indicated that they would like to have a greater choice of organic products available to them.

The 14th BIOFACH AMERICA LATINA – BIO BRAZIL FAIR will take place at the Biennale Pavilion of the Ibirapuera Park in São Paulo, Brazil, from 6 – 9 June 2018.

BIOFACH World

NürnbergMesse has proven expertise in the field of organic food produce. The international industry comes together at BIOFACH, the World's Leading Trade Fair for Organic Food, in Nuremberg in February of every year. The comprehensive offer of certified organic products is reflected in the diversity – from fresh products, such as dairy products and cheese, through fruit, vegetables, dry goods, such as cereals and pulses, nuts and confectionery, right to beverages. The international patron of BIOFACH is IFOAM – Organics International, national supporting organization of the German Organic Food Production Alliance (BÖLW). An integral component of the world's leading trade fair is the BIOFACH congress – a knowledge platform unparalleled around the world. With five further BIOFACH exhibitions in Japan, the United States, South America, China and India, BIOFACH World is present around the globe and brings together a total of more than 3,000 exhibitors and 100,000 trade visitors year after year.



The next BIOFACH exhibitions:

- BIOFACH, Nuremberg: 14 – 17 February 2018
- BIOFACH AMERICA, Baltimore: 14 – 16 September 2017
- BIOFACH INDIA, Delhi: 9 – 11 November 2017
- BIOFACH CHINA, Shanghai: 24 – 26 May 2018
- BIOFACH JAPAN, Tokyo: 2018

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