



Baltimore, USA  
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PRESS RELEASE

June 2018

## **BIOFACH AMERICA – ALL THINGS ORGANIC: International hub for the US organic market**

- **Half booths: Spotlight on international first-time exhibitors**
- **BMEL funds German Pavilion**
- **Diverse supporting programme brings organic to life**

From 13 to 15 September 2018 the Baltimore Convention Center will once again be totally devoted to all things organic. This is when **BIOFACH AMERICA – ALL THINGS ORGANIC**, which runs alongside the Natural Products Expo East, will draw the international organic industry to the Eastern seaboard of the USA. The event expects to welcome a total of around 1,400 companies, more than 200 of which are purely organic exhibitors, and more than 28,000 visitors. The professional audience can look forward to a highly international event featuring an Argentinian pavilion, an enlarged Korean pavilion and companies from e.g. Madagascar, Sri Lanka, France, Italy and Turkey. Newly created half booths offer international first-time exhibitors a cost-efficient yet high-visibility opportunity to showcase their company at **BIOFACH AMERICA – ALL THINGS ORGANIC**. German companies also have the chance to register for a pavilion subsidised by the German Federal Ministry of Food and Agriculture (BMEL).

Organic is still “in”. According to the annual statistics from the Organic Trade Association (OTA), the US organic market has broken new records: In 2017 Americans spent almost USD 50 billion on organic food, equivalent to an increase of 6.4% over the previous year. This makes the USA the world's leading market for organic food. “Despite the good market situation the organic potential in the USA is far from exhausted, as the increasing figures from recent years show. The excellent market figures are also reflected in the positive development of **BIOFACH AMERICA – ALL**

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**NÜRNBERG MESSE**



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“ALL THINGS ORGANIC” says Markus Reetz, Executive Director International Exhibitions at NürnbergMesse. He is looking forward to September: “At this point in time we already have 22 new exhibitors. In particular, the increasing mix of American and international companies is resulting in a unique product diversity. Superfoods like acai berries, Ashwagandha or Moringa, coconut products, argan oil and other organic ingredients are just some of the product highlights at this year's event.”

### **Get in quickly for Half Booth Area and German Pavilion!**

Attractive options specifically support the broad range of exhibitors. A new feature this year, for example, is what is known as half booths. This is an option especially for international first-time exhibitors, allowing them to take part in the fair inexpensively while ensuring good visibility. The half booths are located in the former table top area in the Convention Center's Pratt Street Lobby, which every visitor has to walk past. The German Pavilion, which is exclusively for companies from Germany and is funded by the German Federal Ministry for Food and Agriculture, will also make its debut this year. Organic companies from Germany or other countries interested in the US organic market that are making a last-minute decision to attend BIOFACH AMERICA – ALL THINGS ORGANIC 2018 should contact the NürnbergMesse exhibition team in this conjunction.

### **NEXTY Award: Setting the stage for the next generation**

Alongside the diverse product display, the supporting programme also offers a number of highlights that provide important inspiration and excellent networking opportunities. For example, the NEXTY Award is specifically designed to encourage the next generation: Every year at the combined trade fair, the NEXTY, NEXTY Gold and NEXTY Editor's Choice awards are presented to innovative and inspiring products that show where the organic journey can take us in respect of sustainability. A new feature this time is the NEXTY Consumer Choice Award, in which consumers rather than experts choose their favourite product directly. In the run-up to BIOFACH AMERICA – ALL THINGS ORGANIC and der Natural Products Expo East, product samples will be given to around 1,000 consumers who can then vote for a brand in each of the three categories Food and Beverage, Personal Care and Natural Living Products and Supplements.



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### **Be inspired by the 2018 Education Conference**

Once again, the high-calibre conference will be the key port of call where industry experts gather to share knowledge, network with one another and discuss a viable and sustainable agricultural and food industry. One of the highlights will be the much anticipated presentation by IFOAM President Peggy Miars, who was newly elected to the role in November 2017, on the subject of Organic 3.0. This concept, which was once a key thematic focus of BIOFACH in Nuremberg, has in the meantime become an inspiring discussion worldwide about the contribution that organic farming can make to resolve the challenges of global sustainability.

### **Networking events with professional and culinary inspiration**

The diverse supporting programme at BIOFACH AMERICA – ALL THINGS ORGANIC and Natural Products Expo East offers a wide range of additional inspiration for organic specialists, foodies and fans of a sustainable lifestyle. For example, the one-day Natural Products Business School on the day before the fair helps start-ups from the sector to network with one another, share their success stories and learn to create new success stories together. Also on the day before the fair, the popular Harvest Festival table-top event provides a lively marketplace that celebrates the organic mind-set and brings it to life in a festival atmosphere. In short: In 2018, BIOFACH AMERICA – ALL THINGS ORGANIC is once again the international hub on the US Eastern seaboard that brings together supply and demand, and people and organic products.

### **The next BIOFACH exhibitions:**

- BIOFACH, Nuremberg, Germany: 13 – 16 February 2019
- BIOFACH SOUTH EAST ASIA, Bangkok: 12 – 15 July 2018
- BIOFACH INDIA, New Delhi: 25 – 27 October 2018
- BIOFACH JAPAN: March 2019
- BIOFACH CHINA, Shanghai: 16 – 18 May 2019
- BIOFACH AMERICA LATINA, São Paulo: 5 – 8 June 2019





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### **BIOFACH World**

NürnbergMesse has proven expertise in the field of organic food produce. The international sector comes together in February of each year in Nuremberg at BIOFACH, the World's Leading Trade Fair for Organic Food. The comprehensive range of certified organic products is demonstrated by the variety – from fresh products such as dairy produce and cheese, through fruit, vegetables, dried goods such as cereals and pulses, nuts and confectionery, to beverages. The international patron of BIOFACH is IFOAM – Organics International, the national supporting organisation of the Bund Ökologische Lebensmittelwirtschaft (BÖLW; in English: Organic Food Production Alliance). An integral element of the world's leading trade fair is the BIOFACH Congress, a knowledge platform unparalleled around the world. With six other BIOFACH exhibitions in Japan, the United States, South America, China, India and Thailand BIOFACH World is present around the globe and brings together a total of more than 3,500 exhibitors and 100,000 trade visitors year-on-year.

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All press releases and more detailed information and photos are available from: [www.biofach-america.com/](http://www.biofach-america.com/)