



Baltimore, USA
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PRESS RELEASE

November 2018

BIOFACH AMERICA – ALL THINGS ORGANIC 2018: Strong international focus and great atmosphere

- High-calibre audience and satisfied exhibitors
- German Pavilion impresses participants

For three days, the Baltimore Convention Center became the key meeting point for the organic sector in North America. From 13 to 15 September 2018, 27,000 visitors from 120 countries flocked to BIOFACH AMERICA – ALL THINGS ORGANIC and the parallel Natural Products Expo East, to find out about the latest trends in organic products. The trade fair pairing attracted more than 1,500 exhibiting companies, 201 of which were purely organic exhibitors from more than 24 different countries. In respect of its exhibitors, including many from Australia, France, India, the Netherlands and Sweden, BIOFACH AMERICA – ALL THINGS ORGANIC is proving to be a highly international event. Exhibitors and visitors alike were not just impressed by the trade show but also by the high-calibre conference and wide-ranging supporting programme.

New Hope Network, the organiser of Natural Products Expo East, is highly satisfied with the outcomes of the combined event, while Adam Andersen, Senior Vice President Events, is overwhelmed by the dedication shown by the sector: “We would like to thank all visitors and exhibitors who attended this year despite the weather forecast. Our thoughts are with everyone affected by Hurricane Florence. However, the passion that drives our sector was not muted by the potential impact on Baltimore. We witnessed so much enthusiasm in the halls when the numerous exhibitors presented their new products. Every single person who came through the doors into the exhibition halls has the potential to effect change and help encourage more people to adopt a sustainable lifestyle.” Markus Reetz, Executive Director International Exhibitions at NürnbergMesse, is also full of praise: “On top of the excellent mood in the

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halls, we were also once again delighted by the strong international contingent among the participating organic exhibitors. With this year's event, BIOFACH AMERICA – ALL THINGS ORGANIC once again reinforced its role as an international trend-setter and global trading platform.” He adds: “This year, we were especially pleased that our Half-booth-Area and the German pavilion subsidised by the German Ministry for Food and Agriculture (BMEL) were so well received. This meant that we were able to offer fledgling companies an attractive, low-cost opportunity to be part of the vibrant organic segment at the trade fair by showcasing their innovative products. Some of the first-time exhibitors have already switched to a larger booth for 2019.”

The positive outcome of the combined trade fair is also reflected in the latest figures for the organic sector: According to the Organic Trade Association (OTA), the US organic market is continuing to develop positively. In 2017, Americans spent almost USD 50 billion on organic food, that's 3.5 billion more than in the previous year. Meanwhile, more than 82% of American households are also buying organic products.

High satisfaction rate among all participants

As well as the organisers of BIOFACH AMERICA – ALL THINGS ORGANIC and Natural Products Expo East, exhibitors too are looking back at three successful days. Gerald A. Herrmann, Managing Director of Organic Services, had this to say: “The BIOFACH AMERICA team did a fantastic job. The business contacts we made were very promising.” Marc Netten, Executive Partner at Naturkost Übelhör in Germany, was delighted by the high-calibre professional audience: “BIOFACH AMERICA enables us to break new ground. Even though there were fewer exhibitors and visitors in 2018, the conversations that we did have were very rewarding and productive.” For Jeff Marie, CEO of French company karine & jeff, the trade fair is also an event not to be missed: “BIOFACH AMERICA in Baltimore is the show in the USA where you find the largest number of organically certified companies and manufacturers. This is why it is attended by purchasers from all over the USA. It is a brilliant show.” Peggy Miars, CEO of Organic Materials Review Institute and President of IFOAM – Organics International, was also impressed by this year's industry gathering. “Despite the approaching hurricane, the participants in BIOFACH AMERICA enjoyed an excellent trade fair that not only featured



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dozens of new exhibitors but also offered an exceptional number and variety of organic workshops. For those who want to do business with the players from the organic sector, this show is the best place to get to know companies and organic industry stakeholders from the USA and all over the world.”

Diverse highlights in supporting programme

Alongside the exhibition, the combined trade fair also created a unique sense of community thanks to its numerous networking events. On the day before the fair, the popular “Harvest Festival” table-top event invited visitors to get to know a wide range of organic foods in a relaxed outdoor setting. During the three days of the event, trade visitors and exhibitors benefited from the usual high-calibre programme at the accompanying conference. The discussions focused on the innovations and ideas that are driving the growth of the organic industry and issues that affect manufacturers, retailers, investors and suppliers alike. Another highlight was the presentation of the NEXTY Award, which also involved consumers in the voting process for the first time this year. Once again, the combined trade fair BIOFACH AMERICA – ALL THINGS ORGANIC and Natural Products Expo East became a key meeting place for the industry that is at once a trading platform, innovation centre and networking event.

Save the date!

The next BIOFACH AMERICA – All Things Organic will take place in Baltimore alongside Natural Products Expo East from **12 to 14 September 2019**.

The next BIOFACH events at a glance:

- BIOFACH, Nuremberg: 13-16 February 2019
- BIOFACH CHINA, Shanghai: 16-18 May 2019
- BIOFACH AMERICA LATINA, São Paulo: 5-8 June 2019
- BIOFACH SOUTH EAST ASIA, Bangkok: 11-14 July 2019
- BIOFACH INDIA, New Delhi: October 2019
- BIOFACH JAPAN: March 2020



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BIOFACH World

NürnbergMesse has proven expertise in the field of organic foodstuffs. In February every year, the international organic sector gathers in Nuremberg at BIOFACH, the world's leading fair for organic food products. The comprehensive range of certified organic products on display shows their diversity – from fresh products like dairy and cheese, fruit, vegetables, dry products like grains and pulses, nuts and confectionery to beverages. The international patron of BIOFACH is IFOAM – Organics International, while the national honorary sponsor is the German Federation of Organic Food Producers (BÖLW). An integral part of this world-leading fair is the BIOFACH Congress, a knowledge-sharing platform that is unique worldwide. With another six BIOFACH events in Japan, the USA, South America, China, India and Thailand, BIOFACH World has a global presence and year for year brings together more than 3,500 exhibitors and 100,000 trade visitors.

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