



Baltimore, USA
12 – 14.9.2019



PRESS RELEASE

August 2019

BIOFACH AMERICA – ALL THINGS ORGANIC: Best prospects for trade fair and market

- **US market: Organic revenues at record levels**
- **International product show with varied supporting programme**

The international organic sector will gather at the Baltimore Convention and Exhibition Center from 12 to 14 September 2019 for **BIOFACH AMERICA – ALL THINGS ORGANIC**. Held in parallel with **Natural Products Expo East** on the east coast of the US, the show offers businesses from all around the world the opportunity to present both raw materials and new developments in the food and non-food areas. About 1,600 exhibitors, including about 200 organics companies, and about 30,000 visitors are expected. Once again, the public can look forward to an event with a highly international flavour: **Bosnia and Herzegovina** will be there with its own pavilion for the first time. **Argentina** will also have its own national pavilion, and the **German pavilion**, sponsored by **Germany's Federal Ministry of Food and Agriculture (BMEL)**, will be larger this year.

Developments on the US organic market have been gratifying for a number of years, and new record values are even more pleasing. According to the Organic Trade Association (OTA), the US organic market passed the \$50 billion mark for the first time in 2018, with record revenue of \$52.5 billion. This represents an increase of 6.3 per cent compared to the previous year. Revenue from organic foodstuffs grew by 5.9 percent to reach \$47.9 billion. The rate of growth for organics is still very high compared to general market conditions: in 2018, total foodstuffs revenue in the US increased by 2.3 percent. "Organics is big in the US right now, and this positive market development is also evident at **BIOFACH AMERICA – ALL THINGS**

International Patron



Co-located with



Organizer

NürnbergMesse GmbH
Messezentrum
90471 Nürnberg, Germany
T +49 9 11 86 06-0
F +49 9 11 86 06-82 28
info@biofach-world.com
www.biofach-america.com



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ORGANIC,” comments Markus Reetz, Executive Director International Exhibitions at NürnbergMesse. “Organics companies can benefit from this upturn, and there are still good opportunities for them to gain a foothold in the US organic market. We are happy to prepare the way and provide access to this market with our sector gathering, and we are looking forward with pleasure to the 17th event in the BIOFACH AMERICA series.”

Larger German pavilion and half-booth area

Once again in 2019, BIOFACH AMERICA – ALL THINGS ORGANIC will be celebrating its variety and making attractive offers to encourage a broad range of exhibitors. The German Pavilion, sponsored by Germany’s Federal Ministry of Food and Agriculture (BMEL), will put in a second appearance this year accordingly. A total of ten German exhibitors will take advantage of the larger exhibition area to highlight their innovative products and businesses. The ‘half-booth area’ will also offer some inspiring inputs, giving new international exhibitors in particular an opportunity to participate in the trade fair and enjoy plenty of attention at a reasonable cost.

Platform for trading and networking with a varied supporting programme

A further highlight is the three-day Education Conference, where visitors can look forward to many presentations on the latest trends and themes, including CBD and hemp products, packaging and online trading. The keynote by international best-selling author Shawn Achor on the Friday of the trade fair will be a big drawcard. A Harvard graduate, he is known for his advocacy of positive psychology and the connection between happiness and success. The presentation on “The Future of Organic: Relevance & Scalability” should also be on everyone’s watch list. This expert session will discuss the future opportunities and challenges presented by a rapidly developing organic market. It will also offer fascinating insights into the latest food trends and the way they are marketed, as well as industry knowledge on the latest technologies, innovations and fields of research that are shaping the future of the organic sector.

The combined trade fair event not only provides a platform for the organic community while the event itself is being held, but also scores thanks to



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networking events that encourage communication both before and after the fair. The popular Harvest Festival, for example, provides a nicely coordinated lead-in to the large international sector gathering on the US East Coast the following day.

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 China, India, Japan, South America, Thailand and, the USA, BIOFACH World has a global presence and year for year brings together more than 4,000 exhibitors and 150,000 trade visitors.

The next BIOFACH events:

BIOFACH, Nuremberg:	12-15 February 2020
BIOFACH AMERICA, Baltimore:	12-14 September 2019
BIOFACH INDIA, Delhi-NCR:	7-9 November 2019
BIOFACH JAPAN, Chiba (Tokio)	10-13 March 2020
BIOFACH CHINA, Shanghai:	13-15 May 2020
BIOFACH AMERICA LATINA, São Paulo:	17-20 June 2020
BIOFACH SOUTH EAST ASIA, Bangkok:	9-12 July 2020



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To participate, please contact:

Katharina Neumann
NürnbergMesse GmbH
Exhibition Centre, 90471 Nuremberg, Germany
Tel +49 9 11. 86 06-81 79
info@biofach-world.com

Contact for press and media

Christina Kerling, Lisa Hartbrich
T +49 9 11 86 06-88 25
saskia.viedts@nuernbergmesse.de

For all press releases, further information and photos please go to:
www.biofach-america.com