



## PRESS RELEASE

12 February 2020

### Organic4trade.com information portal goes online

- **Topics covering the entire value chain of organic food and sustainable consumer goods**

Coinciding with the start of BIOFACH, the World's Leading Trade Fair for Organic Food, and VIVANESS, the International Trade Fair for Natural and Organic Personal Care, the new information portal **organic4trade.com** goes online on 12 February 2020. From production to processing, marketing and sale, the site will compile, report and comment on topics of current interest on all aspects of organic food and sustainable consumer goods. The content, in German and English, will be aimed at manufacturers, suppliers, retailers and service providers. The portal is a joint project between **dfv Mediengruppe** and **NürnbergMesse**.

Rainer Miserre, Publishing Director in charge of technical trade journals at dfv Mediengruppe, explains how the collaboration between the two entities came about: "Organic4trade.com is based on an approach that we have been implementing with success for the FachPack exhibition since 2018. It's a simple idea: both partners want to take trade fair themes – in this case, those of BIOFACH and VIVANESS – further in digital form and complement them with a new information service." Danila Brunner, Exhibition Director BIOFACH and VIVANESS at NürnbergMesse, comments: "With this new portal, we want to offer guidance to our customers and everyone else with an interest throughout the year, not just for the four days of the fair, and cover the entire value chain in the process! We want to be able to provide inspiration and information for the sector in this way, and give all the players an even greater opportunity to network."

#### Themes and target groups

What is special about the new information portal is that, as an independent, neutral platform, it will report on the organic sector and the brand product



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**VIVANESS  
Ideelle Träger  
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and consumer goods industry along the entire value chain, with a focus on sustainability. This has not been available on the market in this form before now. Almost all Fast Moving Consumer Goods (FMCG) are currently the focus of discussion at a societal and political level in terms of climate protection, sustainability and use of resources.

The contributions to the four portal categories of Producing, Processing, Marketing and Selling will deal with the latest trends and discussions (e.g. organic agriculture, quality standards, organic products, brand names, marketing and sales channels, research, and training and professional development). Organic4trade.com – sustainable consumer goods is designed for target groups specializing in organic or sustainable products within the FMCG industry, i.e. the following in particular:

- Management personnel in the packaging and processing industry, in the areas of organic food and drink, and also pharmaceuticals and cosmetics
- Management personnel in wholesaling, retailing and mail ordering
- Service providers in the areas of research, development, consulting and design
- Decision-makers responsible for investment in machines, materials and processes
- Manufacturers and suppliers of packaging materials and accessories

To stay regularly informed about the latest contributions, interested parties should subscribe to the Newsletter at **organic4trade.com**.

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**BIOFACH**2020 **VIVANESS**2020  
into organic into natural beauty



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