

Nuremberg, Germany 14 – 17/02/2018

# BIOFACH2018

into organic



PRESS RELEASE

July 2018

## Next Generation @BIOFACH 2018

- Next Generation is the main topic of BIOFACH 2018
- Organic sector discusses agenda for the future and aims of the next generation

Once a year the international organic sector meets at BIOFACH, the World's Leading Trade Fair for Organic Food. At the last exhibition in February 2017, 2,793 exhibitors (258 of them from VIVANESS) and 51,453 visitors travelled to Nuremberg. The next event – taking place between 14 and 17 February 2018 – kicks off the year by focussing on the topic Next Generation. There will be discussions on ideas about how the “next organic generation” wants to continue developing the concept of organic in production and on the market, and how the generational transition can be successfully shaped.

### Organic 3.0 and more

Organic farmers, processing facilities and distributors demonstrate how a sustainable farming and food industry can function. They contribute to solving global problems such as famine, poverty, the waste of resources, the destruction of the environment, climate change, the extinction of species, soil exhaustion and contaminated water. The Organic 3.0 concept, which was first presented at the 25<sup>th</sup> anniversary of the World's Leading Trade Fair, positioned the organic process as a modern, innovative system tackling global challenges in line with the UNO's sustainable development goals (SDGs).

Markus Arbenz, managing director of IFOAM Organics says, „Today there is certified production in 170 countries in the world. The professional organic sector generates an annual turnover of 80 billion US dollars. The people who shaped the organic movement from its beginnings at the start of the 20<sup>th</sup> Century (Organic 1.0) to the present day (Organic 2.0) can look back at

#### Veranstalter

#### Organizer

NürnbergMesse GmbH  
Messezentrum  
90471 Nürnberg  
Germany  
T +49 9 111 8606-0  
F +49 9 111 8606-8228  
info@biofach.de  
www.biofach.de  
www.biofach.com

#### Vorsitzender des Aufsichtsrates

#### Chairman of the Supervisory Board

Dr. Ulrich Maly  
Oberbürgermeister der  
Stadt Nürnberg  
Lord Mayor of the  
City of Nuremberg

#### Geschäftsführer

#### CEOs

Dr. Roland Fleck, Peter Ottmann

#### Registergericht

#### Registration Number

HRB 761 Nürnberg

#### Internationaler Schirmherr

#### International Patron



#### Nationaler Ideeller Träger

#### National Supporting Organisation

#### BÖLW

Bund Ökologische Lebensmittelwirtschaft

# BIOFACH2018

into organic



their astonishing achievements. Their experience is hugely valuable for the next generation. Following a holistic approach, they have succeeded in giving the organic process a secure place in the field, in stables, in processing facilities and store shelves, in the political agenda and, above all, a secure place in the heart of society. The organic process is successful because it functions practically in method and system and is sustainable for the future. In this way, the organic process and the extensive knowledge we have of it is at the frontline of the current debate on farming and nutrition.”

## **Young workers with an agenda for the future**

Dr. Felix Prinz zu Löwenstein, chairman of the German Federation of the Organic Food Industry (BÖLW) says, „Worldwide, organic farmers are, on average, younger than their conventional colleagues. The number of entry level employees is also higher. Organic start-ups are emerging all the time. In Germany alone, around a quarter of all food available was organically produced in 2016. And whilst the current generation of the organic sector moved across into organic, today, many entrepreneurs grow up with organic products. Like everywhere else, the generational transition in companies in our sector poses a great challenge. Exchanging experiences and advice is instrumental for the survival of these companies. Good training tailored to the needs of the sector is essential. There is still much to be done here!”

## **Established aims, new styles**

A sustainable planet, respect for nature, a fair society and a global perspective from the field to the plate – the younger generation are also spreading these traditional aims of organic produce. The dedication of organic farmers, food manufacturers and distributors as well as of organic customers and civil society is continuing – on this, industry representatives agree. So are values such as reliability to citizens and consumers, the authenticity of products, and honest communication. But new minds, new possibilities and new motivation change not only the stories that the sector tells, but the methods and strategies too, which bring us closer to these aims. The younger generation shall discuss exactly what this means at BIOFACH 2018.

Nuremberg, Germany 14 – 17/02/2018

# BIOFACH2018

into organic



The variety of topics ranges from the new generation's political programme about the passing of the baton and company succession to trends in the start-up sector and civil society. There will also be discussions on what conclusions the younger generation draws from the promises of the programme and the strategy implemented in the past for their plans and communication in the future.

## About the BIOFACH World

NürnbergMesse has proven its expertise in the field of organic foods. At the BIOFACH, the Global Leading Exhibition for organic foods, the international branch meets annually every February in Nuremberg. The extensive range of certified organic products available demonstrates its diversity – from fresh products such as dairy produce and cheese, via fruit, vegetables, dried products such as cereals and pulses, nuts and confectionery, right up to beverages. The international patron of BIOFACH is IFOAM – Organics International, the ideational national supporting body of the Bund Ökologische Lebensmittelwirtschaft (German Association of Ecological Food Industry) (BÖLW). A permanent component of this world-leading trade fair is the BIOFACH Congress, a globally unique knowledge platform. With five further BIOFACH exhibitions in Japan, the United States, South America, China and India, BIOFACH World shows global presence and attracts more than 3,000 exhibitors and 100,000 trade visitors year for year.

## Contact for press and media

Barbara Böck, Helen Kreisel, Marie-Claire Ritzer

T 49 9 11. 86 06-86 46

F 49 9 11. 86 06-12 86 46

marie-claire.ritzer@nuernbergmesse.de

You can find press articles, more information and photos at:

**[www.biofach.de/press](http://www.biofach.de/press) and [www.vivaness.de/press](http://www.vivaness.de/press)**