

Nürnberg, Germany 14. – 17.2.2018

BIOFACH2018

into organic



PRESS RELEASE

November 2017

BIOFACH 2018: “Organic right from the start”

- **New special show on organic breeding to premiere**

From 14 to 17 February 2018, the international organic industry will be meeting in Nuremberg for the next edition of BIOFACH, the World’s Leading Trade Fair for Organic Food. Part of the exhibition will be a new special show called “Organic from the start”, which will be focusing on breeding plants and animals organically. The “Organic from the start” has been allocated a central location, namely the exhibition venue’s entrance area Mitte. BIOFACH’s partner for realizing the special show’s content is bioverita, and the aim of the show is giving industry professionals an introduction to its topic and to present and discuss alternatives in the field of breeding. Various breeding initiatives will be involved here. Altogether, over 2,950 exhibitors are expected at the next edition of the BIOFACH and VIVANESS duo, with about 250 of these exhibiting at the International Trade Fair for Natural Personal Care.

Danila Brunner, Executive director BIOFACH and VIVANESS, said: “Organic practices as a concept in the sense of organic farming and management have to be taken into consideration right from the beginning. It’s for that reason that we’ve decided to dedicate a special show at BIOFACH solely to organic breeding. We’re pleased to be able to work with bioverita and numerous breeding initiatives to offer visitors coming to BIOFACH and VIVANESS in 2018 an inspiring specialized forum on what is a highly relevant topic for the industry. We’re looking forward to inspiring discussions and lively exchanges between all the different parties at the world-leading trade fair!”

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Markus Johann, bioverita's managing director, said: "With the 'Organic right from the start' special show, we want to acknowledge what organic breeding has already achieved and also highlight the areas that require a lot of development work. We are convinced that the organic industry can only continue to develop qualitatively and sustainably if there is independent organic breeding. We are therefore delighted to be able to work with numerous breeding initiatives and NürnbergMesse to use BIOFACH as an information and communication platform for that.

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 3,000 exhibitors and 100,000 trade visitors year-on-year.

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