

Nürnberg, Germany 14.-17.2.2023

BIOFACH2023
into organic

VIVANESS2023
into natural beauty



PRESS RELEASE

December 2022

Shifting values

- A desire for more transparency and clarity in the digital environment

As the digital transformation process continues to advance, a cultural shift is emerging: The increasing flow of information is creating a need for more sovereignty among consumers. This development goes hand in hand with a desire for more clarity and transparency.

Futurologist Max Thinius explains the background to these developments. And with its congress theme “Organic. Food Sovereignty. True Prices.”, the programme for BIOFACH, the World’s Leading Trade Fair for Organic Food, offers ideal points of reference for this discussion.

How is digitalization shaping our values and consequently, our society and culture? How is this affecting our behaviour, including our day-to-day shopping decisions? And what opportunities are there for organic brands, in whose DNA certain values are firmly embedded? Max Thinius answers these questions for BIOFACH.

Find out all the latest trends and information on industry developments live at BIOFACH and VIVANESS from 14 to 17 February 2023 at the trade fair and congress. Secure your ticket [here](#) now.

It’s time to actively reshape our self-image

Increasing numbers of consumers are questioning how food affects them and the environment. A database on the origins and quality of food can be helpful when it comes to making purchasing decisions or choosing food. “The availability of more and more data is giving us back the ability to decide for or against a product in line with our own values – and enabling us to rely less

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on advertising-driven information. The more we know about products and their manufacturing processes – and in this context, the data collected due to increasing digitalisation simply play a key role – the better we can determine whether what has been done is also right for us as people and for the natural environment,” explains futurologist Max Thinius. An increasing flow of information brings with it the need for more sovereignty among consumers. The current crises are also making many people feel insecure, increasing this desire for more individual responsibility, accompanied by clarity and transparency.¹

This offers a great opportunity for organic products especially, as consumers increasingly identify with the value systems of organic companies and brands. Such firms practice ecological and social responsibility, do business sustainably while sparing resources, interact fairly with the Global South and consistently focus on human beings and nature. If this commitment is communicated transparently, even more consumers will opt for organic products in the future, Max Thinius predicts.

BIOFACH Congress addresses these issues

BIOFACH 2023 has also taken the calls for more clarity and transparency on board. At this year’s congress, experts will explore among other topics the “true prices” of food, the aim of which is to include the consequential costs of non-ecological production methods. This makes the added value of organic produce more visible in its prices and allows the consumer to make informed purchasing decisions more easily.

Join the discussion at the congress and talk about the transformation of the industry. You can get your ticket [here](#) in the ticket store.

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Supported by

¹ Survey: “Climate Sentiment” on behalf of Deloitte, 2022.

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