



Baltimore, USA
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PRESS RELEASE

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The successful trade platform on the American organic food market

- **US market: Organic food sales figures are continuing to increase**
- **A diverse supporting program**

From 14 September to 16 September 2017, the Baltimore Convention Center will once again be dedicating itself entirely to organic foods. **BIOFACH AMERICA – ALL THINGS ORGANIC**, which is taking place at the same time as the **Natural Product Expo East**, will then be opening its doors for those involved in the organic market. Over 1,500 companies are expected to participate, of these 190 purely organic exhibitors, and more than 28,000 visitors. The trade visitors can once again look forward to a highly international event. Not only will there be a Korean pavilion and an enlarged Argentinian pavilion, but also a Polish one. In addition, companies from Italy, Great Britain, France and the Netherlands amongst other countries have announced their participation. NürnbergMesse offers the possibility of securing a niche in the popular Tabletop Area for organic food companies who decide at short notice to familiarise themselves with the American market and to present themselves without too much investment at **BIOFACH AMERICA – ALL THINGS ORGANIC**.

According to the Organic Trade Association (OTA), the American organic food market is continuing to develop positively. In 2016, Americans spent almost 50 billion US dollars on organic food. 14 % of this turnover was achieved with fruit and vegetables. In the meantime, more than 82 % of American households buy organically produced products. According to USDA ORGANIC, in order to meet the Americans' demand for organic products, goods worth around 1.4 billion US dollars were imported in 2013, mainly fruit, nuts and vegetables, as well as coffee, tea and spices – and this trend is rising.

This market development is also palpable at **BIOFACH AMERICA – ALL THINGS ORGANIC**. "Organic food companies who sell these products have excellent chances of achieving a foothold in the American organic food market", says

International Patron



Co-located with



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NÜRNBERG MESSE





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Markus Reetz, Executive Director International Exhibitions at NürnbergMesse, adds: “This year, there are several organic food exhibitors who, amongst other things, are presenting herbs, teas and also nut products and cereals of all kinds to trade visitors”.

For last-minute deciders: Secure a Tabletop niche now

In the Pratt Street Lobby of the Convention Center, organic exhibitors are again presenting themselves and their products in the popular Tabletop Area this year. “In 2016, we created this special area to enable new international exhibitors in particular to participate in the trade fair at favourable conditions”, explains Markus Reetz. A further major advantage of the area is that every visitor to BIOFACH AMERICA – ALL THINGS ORGANIC passes through it, and therefore a high level of awareness is guaranteed. For last-minute organic companies who wish to participate in BIOFACH AMERICA – ALL THINGS ORGANIC 2017, there are still a few niches left. Interested parties should contact the exhibition team directly at NürnbergMesse.

Natural Products Business School one day prior to the start of the exhibition

One highlight in the support programme of this trade fair duo is the Natural Products Business School, which takes place on the day before the start of the exhibition. During this one-day workshop, entrepreneurial solutions are developed with the participants for problems specific to the green sector, and optimum network possibilities are created. On the first day of the exhibition, a so-called Pitch-Slam competition is once again awaiting the participants. The main prize is a free exhibition booth at the Natural Products Expo East 2018.

Natural Products Expo East Education 2017 with numerous highlights

Once again numerous topics are being addressed in the conference. Amongst other things, visitors can look forward to talks regarding the benefits of hemp production and numerous exhibitor presentations. The keynote speech by the international best-selling author Jonathan Safran Foer is awaited with great anticipation on the Friday of the trade fair. He will be speaking about his road trip, during which he visited livestock farms throughout the USA – from small, family-run organic farms, to large-scale operations. Following this experience, he poses less the question of “Can you eat this?” but rather “Should you be eating this?” Foer has processed his thoughts and experiences in a book, about which he will also be speaking.

In addition to this, the day prior to the trade fair begin, on 13 September 2017, a Herb Walk is to be held, during which participants can acquaint themselves with



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plant species from all over the world. Furthermore, numerous herb experts will be presenting the advantages of various plants in cuisine and medicine.

Celebrating and networking: Expo East Events brings the branch together

Prior to and following the end of the trade fair, the trade fair duo Natural Products Expo East and BIOFACH AMERICA – ALL THINGS ORGANIC will also earn points again this year with their communicative events. For example, besides the tried and tested Tabletop Event Harvest Festival on 13 September, the Community Breakfast awaits visitors and exhibitors on 15 September. Here, prior to the start of the trade fair, the branch can exchange information regarding current topics over a healthy breakfast. Celebrations are also to be held featuring live music and good food at the evening events on 14 September and 15 September. As a result, BIOFACH AMERICA – ALL THINGS ORGANIC 2017 is not only an ideal trade and networking platform, but it also provides a diverse support programme.

The next BIOFACH events:

- BIOFACH, Nuremberg: 14 – 17 February 2018
- BIOFACH AMERICA LATINA, São Paulo: 7 – 10 June 2017
- BIOFACH INDIA, Delhi: 9 – 11 November 2017
- BIOFACH China, Shanghai: 24 – 26 May 2018
- BIOFACH JAPAN, Tokyo: 2018

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.



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