

# BIOFACH AMERICA

into organic

**Philadelphia, PA, USA**  
**Pennsylvania Convention Center**

**Education & Events:** September 23 - 26, 2020

**Trade Show:** September 24 - 26, 2020

[biofach-america.com](http://biofach-america.com)

International patron:



Co-located with:



Co-organizer:



# Reach the largest buying audience on the US East Coast

**BIOFACH AMERICA** and Natural Products Expo East have proven themselves to be the best place to reach organic, natural and healthy lifestyle buyers on the East Coast.

This is your chance to get one-on-one time with retailers, distributors, health practitioners and food service professionals. Be there to tell your story and network with the industry!



## Exhibitors come to **BIOFACH AMERICA** & Natural Products Expo East to:

- Establish industry presence
- Expand domestic distribution
- See existing customers
- Generate new leads
- Increase brand awareness
- Introduce new products

## **TOP REASONS** Attendees come to **BIOFACH AMERICA** & Expo East

- Learn about new products/services
- Stay up to date with industry trends
- Meet with specific company(s) and see specific products
- Network with peers

## **TOP BUYERS** Who Come to Expo East

ALLEGIANCE/ FOODTOWN  
DEAN'S NATURAL FOOD MARKET | EARTH FARE  
FAIRWAY MARKET | FRESH DIRECT  
FRESH THYME FARMERS MARKET | GROCERY OUTLET  
HARRIS TEETER | H-E-B GROCERY  
JIMBO'S NATURALLY | KROGER  
LASSENS NATURAL FOODS AND VITAMINS  
LUCKY'S MARKET | MOM'S ORGANIC MARKET  
MOTHER EARTH NATURAL FOODS | NATURAL GROCERS  
NUTRITION SMART | SPROUTS FARMERS MARKET  
SUNFLOWER NATURAL FOODS MARKET  
TARGET | THE FRESH MARKET  
WALMART | WHOLE FOODS

## **TOP ATTENDEE** Categories

- Importer, Exporter, Retail Buyers, Broker, Distributor
- Independent/Coop/Natural Products Store
- Health Practitioner
- Etailer
- Chain Natural Products Store
- Gourmet Specialty Products Gift Products Store
- Natural Foods Restaurant, Food Service
- Drug Store/Pharmacy



## **Organic consumer sales reached \$52.5 billion\***

- U.S. consumer sales of all organic products reached \$52.5 billion in 2018 on 6.3 % growth.
- Food is the main driver in the organic marketplace, accounting for 91.3 % of all organic sales and growing 5.9 % in 2018
- Fruits and vegetables continued to play an integral role in the organic industry's growth, accounting for 36.3 % of all organic food sales.
- Beverages notched the second highest growth rate – 8.5 % – within organic food, trailing only the much smaller organic meat, poultry and fish category, which grew by 11.2 %.

\*According to the Organic Trade Association's Organic Industry Survey 2019 and the Natural Foods Merchandiser Market Overview 2018.

**Everything under one roof** Together with Natural Products Expo East, **BIOFACH AMERICA** will move to Philadelphia in 2020 to host all accompanying events in one of the country's premier meeting facilities



## **Philadelphia**

2nd largest city on the East Coast | 45 million people living within 200 miles | easy to travel to | everything you need within walking distance

## **Pennsylvania Convention Center**

Located in the center of Philadelphia's historic downtown | more than 10,000 hotel rooms within a 10-minute walk | seven halls and 82 meeting rooms | largest ballroom in the Northeast | LEED Gold certification thanks to initiatives around air quality, waste minimization, energy efficiency and water conservation in the expanded area



# Let Buyers Discover Your Certified Organic Products

BIOFACH AMERICA features thousands of new and unique certified organic products, timely and informative education sessions and exceptional networking events.

## Organic Standards Statement

Under the patronage of IFOAM - Organics International, BIOFACH AMERICA guarantees the constant high quality of exhibits through strict admission criteria. All exhibits are certified to the accreditation directives of the IFOAM Family of Standards, which contains all standards officially endorsed as organic by the organic movement. Additionally, the New Hope Standards Department will review displayed materials and packaging. US companies can only display products which are certified organic by a recognized certification body and contain at least 70 % organic ingredients. International companies which have already exhibited at BIOFACH in Nuremberg can take advantage of a streamlined admission process as long as they meet BIOFACH criteria. All admission information are available at [biofach-america.com](http://biofach-america.com)

## Book your space today!

### International Companies

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[biofach-america.com](http://biofach-america.com)

### US & Canadian Companies

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F +1 913 514 71-64  
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[expoeast.com](http://expoeast.com)

All events are subject to change. Visit [biofach-america.com](http://biofach-america.com) for up-to-date information.



## BIOFACH

into organic

Join the world's leading trade show network for organic products!



### BIOFACH 2021

Nürnberg, Germany  
World's Leading Trade Fair for Organic Food  
February 17 – 20, 2021  
[biofach.com](http://biofach.com)

### BIOFACH JAPAN

Chiba (Tokyo), Japan  
March 10 – 13, 2020  
[biofach-japan.com](http://biofach-japan.com)

### BIOFACH CHINA

Shanghai, China  
May 13 – 15, 2020  
[biofach-china.com](http://biofach-china.com)

### BIOFACH AMERICA LATINA

– BIO BRAZIL FAIR  
São Paulo, Brazil  
June 17 – 20, 2020  
[biofach-americalatina.com](http://biofach-americalatina.com)

### BIOFACH AMERICA

Philadelphia, PA, USA  
September 24 – 26, 2020  
[biofach-america.com](http://biofach-america.com)

### BIOFACH INDIA

Delhi-NCR, India  
October, 2020  
[biofach-india.com](http://biofach-india.com)

### BIOFACH SOUTH EAST ASIA

Bangkok, Thailand  
[biofach-southeastasia.com](http://biofach-southeastasia.com)