

## Organic delights from Austria at BIOFACH 2020 in Nuremberg

There will be 62 Austrian organic exhibitors this year (five more than in 2019) at the 886m<sup>2</sup> ADVANTAGE AUSTRIA joint stand as part of the international trade fair BIOFACH 2020, the world's largest fair for the organic industry, held from 12 to 15 February in Nuremberg. In addition to the companies represented at the ADVANTAGE AUSTRIA Group Stand, there will be another 53 Austrian companies presenting separately at BIOFACH alone or in joint appearances. A total of 3,000 companies from over 80 countries (73% foreign) will present their organic products to 52,000 international trade specialists on an 83,000m<sup>2</sup> exhibition space.

The comprehensive range of high quality products from the Austrian participants includes organic dairy products, hard and soft cheeses, fresh and dried organic fruits, organic muesli, pumpkin seed oil, organic oils and pastes, seeds, sugar and starch products, organic eggs, organic flour, organic fruit juice, organic teas, organic chocolate, organic jams and preserves, organic baby food, herbs and spices for baking, hemp seeds, fresh and frozen organic vegetables, organic nutritional supplements, IT services for organic organisations and consultants for organic certification, organic commodities management, organic fertilisers, lunchboxes and drinks bottles, primary packaging, the development, construction and sale of food processing machinery, and an information stand for organic certification bodies.

There will be 13 new exhibitors presenting at the Austria Stand.

ADVANTAGE AUSTRIA traditionally hosts a Viennese organic café with free tastings provided by the exhibitors. Visitors can sample freshly prepared organic meals at the Agrarmarkt Austria and Bio Austria stands.

On the second day of the fair, ADVANTAGE AUSTRIA, Agrarmarkt Austria and Bio Austria will host an "Organic evening" at the Austria Stand; 300 participants are expected to attend.

The Upper Austria Food Cluster is set to visit the Austria Stand with a business delegation during the course of BIOFACH. The Higher Technical College for Agriculture and Nutrition in Linz has also announced that they will bring a group of students. The Lower Austria Food Cluster is planning to attend the fair - together with Bio Austria delegations from Lower Austria and Vienna.

Furthermore, industry experts from the foreign trade centres in The Hague will be on hand to give Austrian exhibitors information about the food and drinks markets in the Netherlands. Appointments have already been arranged between food and drinks buyers and the Austrian exhibitors.

As previous fairs have shown, BIOFACH is the ideal trade fair for Austrian companies from the far-ranging organic segment, offering excellent opportunities to find German and international business partners in particular.

The organic market in Germany grew by 5.5% to EUR 10.91 bn in 2018, accounting for around 5.3% of the entire German food and drinks market. Germany is the EU's largest export market for organic products.

Discount chains and full-line providers in the food retail business have increased revenues by expanding their organic ranges; organic food is no longer a niche product and has now grown into a normal market segment. Organic sales in food retail saw an above-average rise of 8.6% to EUR 6.43 bn. This meant that food retail accounted for almost 59% of the entire organic market. Discount stores were catching up for many products, a trend observed in 2017, and customers welcomed the greater choice of organic food and drinks available. 27% of the market share of organic sales was held by specialist health food stores and the remaining 14% went to direct sales by manufacturers, organic butchers and bakers, farmers' markets, etc.

Another important feature is the fact that only around 50% of organic products sold in Germany are produced at home; the remainder are imported from other EU member states and third countries.

Further information:

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