

Nürnberg, Germany 13.– 16.2.2019

BIOFACH2019

into organic



PRESS RELEASE

October 2018

BIOFACH 2019: World leading trade fair continues its success story

- **Over a four-day period from 13 - 16 February 2019 , the heart of the international organic sector will be beating in Nuremberg**
- **Get your fill of organics – product variety, networking and knowledge-sharing take centre-stage**
- **BIOFACH Congress puts the spotlight on organic as a healthy system**

When the international organic sector gathers for the world's leading trade fair for organic food for four days from 13 - 16 February 2019, the heart of this industry will once again be beating in Nuremberg. More than 2,900 exhibitors are expected to take part in this 30th round of BIOFACH. The some 50,000 trade visitors can look forward to an unrivalled product display, inspiring innovations, numerous trends in food and other product lines and a range of networking opportunities. The BIOFACH Congress 2019 also promises to deliver sound content and high-calibre presentations. This time round, the main conference theme is: “The organic system – healthy in a holistic approach.”

“BIOFACH stands for organic tradition and innovation. It connects the entire sector, from pioneers to newcomers, and for no less than the 30th time in 2019 will provide a unique showcase of the inspiring diversity of the worldwide organic market,” says Danila Brunner, Executive Director BIOFACH and VIVANESS. “And it does all this through the products on display, the congress programme and the presence of international players from the organic industry. It’s a 360-degree perspective on all things organic, in other words. We look forward to welcoming all those who are seeking a comprehensive overview of the sector as well as the added value that we provide not least through our thematic focus areas “Innovations & Trends”, “Experience & Discover” and “Knowledge & Learning”.

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All-round perspective on organic sector: the thematic focus areas at BIOFACH

Trade visitors looking for exciting new products and inspiration will find them at the **BIOFACH Novelty Stand**, for example, where exhibitors will showcase around 600 new products in 2019. And they can also vote on the spot for what they think is the most innovative and interesting new product, as part of the Biofach **Best New Product Award**. But it's not just those who want to make their vote count in 2019 who should head for the Novelty Stand; all visitors should make sure it is part of their trade fair circuit. The thematic focus area **Innovations & Trends** also includes the pavilion for young innovative companies, or “German newcomers”, that is subsidised by the Federal Ministry for Economic Affairs and Energy. This is where, under the banner “Innovation made in Germany”, 25 newcomers and start-ups will get the chance to present themselves to a professional trade fair audience.

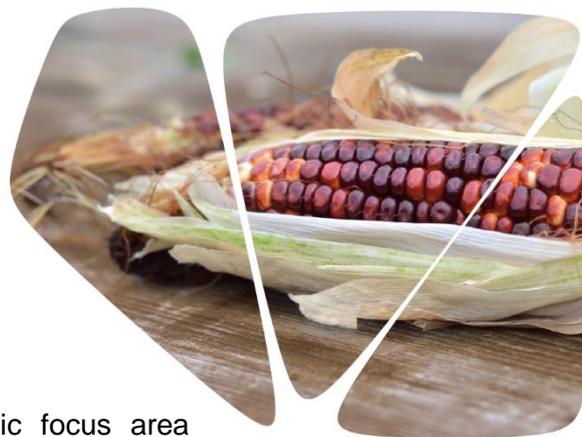
As in previous years, olive oil, wine and vegan food will all have their very own exhibition areas known as the “**Experience the Worlds of**” **OLIVE OIL, WINE AND VEGAN**. These are part of the **Experience & Discover** area. As well as product presentations, each “world” offers tastings and a specialised supporting programme. In the worlds of OLIVE OIL and WINE, there are prizes to be won. This is where the most exquisite products receive the MUNDUS VINI BIOFACH, the international organic wine prize or the Olive Oil Award. The MUNDUS VINI BIOFACH is decided following a wine tasting by a jury from Meininger Verlag publishing house before BIOFACH, while the winner of the Olive Oil Award is determined by trade visitors at the venue during the trade fair who do a blind tasting with live voting.

Experience & Discover also includes the special show “**Organic right from the start**”. Following its successful debut in 2018, this special show will go into the next round in 2019 and features numerous initiatives from the fields of organic cultivation of plants and organic animal breeding. This area is located centrally in the Mitte entrance area of the exhibition centre.

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Absolutely essential for an all-round view is the thematic focus area **Knowledge & Learning**. It includes the **BIOFACH Congress**, which is once again set to welcome around 8,000 participants to about 150 separate presentations, the **Generation Future Network Hub**, the **Fachhandelstreff** and the **Initiatives & NGOs Network Hub**.

Knowhow and learning go perfectly well together at the **BIOFACH Congress**. Biodiversity, soil fertility, clean water, strong plants, animal welfare or nutrition choices are all topics that will be explored in 2019 as part of the main conference theme. The congress will also explore the connections between agriculture, processing, nutrition and health and the question of the contribution made by the organic system.

For many years now, BIOFACH has had the next generation in the organic sector firmly in its sights with the **Generation Future Network Hub**. This area includes a job market and a careers centre and features the Organic Food Research Award.

At the next round of BIOFACH, the **Fachhandelstreff** for specialist retailers will once again offer a space for topics like the joint development of pioneering retail concepts or approaches to meet current challenges.

And because the organic system is always about responsibility, trade visitors can meet representatives of initiatives and NGOs at the aptly named **Initiatives & NGOs Network Hub**, i.e. non-governmental organisations that make a valuable contribution to the greater good of our society. They will discuss with you issues like the responsible use of natural resources, fair trade, regional focus, animal welfare or biodiversity.

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BIOFACH World

NürnbergMesse has proven expertise in the field of organic foodstuffs. In February every year, the international organic sector gathers in Nuremberg at BIOFACH, the world's leading fair for organic food products. The comprehensive range of certified organic products on display shows their diversity – from fresh products like dairy and cheese, fruit, vegetables, dry products like grains and pulses, nuts and confectionery to beverages. The international patron of BIOFACH is IFOAM – Organics International, while the national honorary sponsor is the German Federation of Organic Food Producers (BÖLW). An integral part of this world-leading fair is the BIOFACH Congress, a knowledge-sharing platform that is unique worldwide. With another six BIOFACH events in Japan, the USA, South America, China, India and Thailand, BIOFACH World has a global presence and year for year brings together more than 3,500 exhibitors and 100,000 trade visitors.

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