

Nürnberg, Germany 13.– 16.2.2019

BIOFACH2019

into organic



Let's talk about "external values"!

The 2019 BIOFACH Congress offers a range of events on the highly topical issue of packaging.

Consumers value organic food and more and more people are opting to buy organic products. But it's not just the content and quality of the products that make the difference. Increasingly, (organic) manufacturers have to pay attention to the external values of their products. And not just in relation to questions of "look & feel" and "design". Other aspects like sustainability and recyclability (not least with a view to the new German packaging law) are growing in importance.

When the international organic sector gathers from 13 – 16 February for BIOFACH 2019, the leading international fair for organic food, the concurrent BIOFACH Congress will offer a range of events focusing on the highly topical issue of packaging, including a recent survey on the issue that will be presented for the first time.

Overview of packaging-related sessions at BIOFACH

13 February 2019

The sessions on packaging begin on the very first day with an exclusive presentation of a recent survey on packaging under the title: **"Organic products call for sustainable packaging. Cardboard does the job; current surveys, analyses and arguments"** (15:00 to 15:45, NCC Ost, Room Kopenhagen). A related question is whether packaging material influences purchasing decisions and the way products are perceived, particularly organic products. According to the results of a survey of European consumers, the answer is yes. And what is the impact on sales figures? Another survey demonstrates that consumers appreciate sustainable packaging and that as a result the sales figures for organic products can be increased.

Other sessions on the first day of the fair discuss the opportunities and limitations for packaging as a result of the new German packaging law (**"Eco-design and Recyclability"**, 16:00 to 16:45, NCC Ost, Room Kopenhagen), and how complex information can be conveyed on packaging (**"Lost in Label"**, 17:00 to 18:00, NCC Ost, Room Oslo).

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14 February 2019

On 14 February the spotlight will then shift to the new German packaging law, under the heading “**Environmental steering effect of the packaging law: what does packaging recyclability mean?**”. This session will discuss the following questions: How is recyclability evaluated? Who sets the standards? What problems result from this? Design for recycling vs. product safety. What exactly does packaging have to do? How can recyclability and the use of recyclates in packaging be increased without impairing product safety? Sustainability of packaging to improve image – what to do? (11:00 to 11:45, NCC Ost, Room Budapest)

The presentation “**Plastic Planet? Packaging and recyclability in the organic market?**” will discuss developments in sustainable packaging. What is the situation in the organic sector and how are the materials currently in use to be evaluated? UnternehmensGrün (the Federal Association of Green Business) has invited experts from the design segment, packaging manufacturers and representatives from the organic sector. (14:00 to 15:30, NCC Ost, Room Copenhagen). The **future of the unpackaged concept** will be the focus of the session taking place from 15:00 to 16:00 at Forum Fachhandel (Specialist Retail Forum), Hall 9 – Stand 9-348.

15 February 2019

On Friday, the event will have a practical focus and will be especially hands-on and product-centred. For example, Carolina Schweig, Packaging, Material, Engineering, C.E. Schweig, will host a **tour of the BIOFACH Novelty Stand** (11:00 to 12:00 noon, Hall 8 – Stand 8-505) on the **topic of sustainability in packaging**. Participants will see plenty of examples, ideas and approaches, as well as assessments of packaging on display from the perspective of the new German packaging law and EU plastic strategy. (Please register for this event: j.oehler@ceschweig.com).

Under the heading “**How the organic sector is working to stem the tide of packaging**”, manufacturers and representatives from the retail and wholesale sectors will gather at the Forum Fachhandel to discuss existing approaches to sustainable packaging in the various stages of the supply chain and where improvements can still be made. The hurdles involved will also be described and the session will look at how and where packaging can be saved and what kind of packaging is ecologically sound (14:00 to 14:45, Hall 9 – Stand 9-348).

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At VIVANESS too, packaging is a hot topic

The sessions on packaging at the VIVANESS Congress explore for example the question: **“Why brand communication and design for recycling are not mutually exclusive but can complement one another in packaging”** (14 February, 13:00 to 13:45, Hall 7A – Stand 7A-733) and how packaging waste can be reduced and closed loop recycling achieved (**“Presentation of Recycling Forum”**, 15 February, 12:00 to 12:45, Hall 7A – Stand 7A-733)

Just like at BIOFACH, there will also be a tour of the Novelty Stand on the topic of sustainable packaging at VIVANESS, the international trade fair for natural and organic personal care. This will also be hosted by Carolina Schweig. Date and time: 16 February, 12:00 to 13:00, Hall 7A – Stand 7A-655.

If you'd like a general overview of all sessions at the BIOFACH and VIVANESS congresses on the topic of packaging, all events can be found in the programme using the search term “packaging”:

www.biofach.de/programme and www.vivanness.de/programme