



BioFach



Vivanes

Newsletter

**News on the global organic market:**

- **1. BioFach: Positive mood in the international organic market**
- **2. BioFach Japan: Exhibition duodefiesthe crisis**
- **3. Belgium: Organic market grows by 25%**
- **4. More reliable purchasing for organic manufacturers**
- **5. India: No approval for growing GM aubergines**
- **6. Canada: Planet Organic annual results**
- **7. Czech Republic: Working holiday on organic farms**
- **8. Andalusia: Direct marketer Yoeco aiming for 70,000 customers**
- **9. Successful premiere of Romanian Organic Forum**
- **10. Berlin Terra Naturkost expanding**

News on the global natural personal care market:

- **11. Patyka: French natural cosmetics**
- **12. Natural cosmetics standards in Austria**
- **Events**
- **Newsticker**

1. BioFach: Positive mood in the international organic market

The world's leading exhibition BioFach and its daughter Vivanes expect some 2,500 exhibitors and more than 46,000 trade visitors at the Nuremberg exhibition site in 2010, since organic and green consumption are among the international trends. The sector expects single-digit growth for 2009 and is looking optimistically to the future. "Although the growth in sales of organic food and drink has slowed down in 2009, growth is still apparent," says Amarj it Sahota of Organic Monitor in London. "The biggest growth is in Europe and North America, but demand is also increasing in the Asia-Pacific region and in Latin America." According to the latest annual figures from FiBL, both organic areas and markets grew strongly again at an international level in 2008.

www.biofach.com**2. BioFach Japan: Exhibition duodefiesthe crisis**

242 exhibitors from 18 countries presented their latest product developments and trends to 13,690 visitors in the Tokyo Big Sight exhibition centre from 7–9 October 2009. Although the 1,461 m² occupied by BioFach Japan and Natural Expo this year was less than the year before, this did not adversely affect the satisfaction of the exhibitors. Due to the strong trend on natural personal care and eco-textiles, special areas had already been created for these ranges in 2008. In 2009, 24 exhibitors presented their latest creations from the textiles segment in Cotton Street and the Natural Personal Care Area attracted 28 exhibitors of natural cosmetic products. Around 30 wine growers enhanced the event with their wines from certified organic grapes.

www.biofach-japan.com**3. Belgium: Organic market grows by 25%**

The sales volume of the Belgian organic market with euros. Sales are up 25% on the previous year despite the strong growth in sales was positively influenced by the bigger demand (+7.6%) and higher revenues (+14%) are on average 33% higher than conventional products affected by the macroeconomic recession. Larger retailers around half of all purchases of organic products (4

its some 2,800 products has stopped 300 million euros. According to market researcher GfK, by factors such as rising prices (+5.8% for food products, +7.7%). Although the prices of organic products are higher, the organic sector does not seem to be affected. Retail chains remain the main sales channels, as 8.5% are made in traditional supermarkets.

www.fruchtportal.de



4. More reliable purchasing for organic manufacturers

Manufacturers are constantly faced with the problem of channels, i.e. whether more organic products are produced.

"We need a technical system for checking the authenticity of organic raw materials," say the members of the Association of Organic Food Producers (AoE). They consider it important to find a private sector solution. Until now there have been isolated applications. The processors would therefore need data exchange and allow a rapid response in suspect cases. They therefore recommend that companies install the organic XML interface in their existing systems. "We need compatible systems," says Jörg Große-Lochtmann, Managing Director of Naturland Markt GmbH.

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www.organicxml.com



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5. India: No approval for growing GM aubergines

Activists in India have prevented approval for growing the Indian biotechnology regulator seed definition of Monsanto. The Indian Environment Minister Jairam Ramesh said approval will only be granted if the safety data is lacking for the GM aubergines developed by Mahyco Monsanto Biotech. According to a study by the French researcher Gilles-Eric Serailin from the Committee for Independent Research and Information on Genetic Engineering (www.criigen.org), the aubergine is not suitable for human consumption. However, the manufacturers argue that 25 studies have been conducted since 2002. Critics accuse these seed producers of not having the company's sown studies analysed by an independent body.

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www.eco-world.de



6. Canada: Planet Organic annual results

Planet Organic Health Corp., Canada's leading natural products retailer, announces its financial results for the year ended June 30, 2009. Sales for the year ended June 30, 2009 were \$128 million, compared to \$114 million in 2008, an increase of \$14 million, or 12%. The Planet Organic Market division, operating in ten locations in Canada, showed same store sales growth for the year ended June 30, 2009 of 5.4%.

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growth of 1.3% for the year ended June 30, 2009. A and Mrs. Green's Natural Market account for approximately 88% of total consolidated revenue. The rest is accounted for by Tropic Canada, the foods

the two largest divisions, Planet Organic Market and the supplement manufacturer.

www.reuters.com



7. Czech Republic: Working holiday on organic farms

WWOOF is not new but an increasingly popular and original way of travelling and getting to know people in the Czech Republic too. The volunteer helps pay for food and accommodation by working on an organic farm and during this time can discover the country independently and at low cost. The idea originated from the London secretary Sue Coppard in the early 70s, who wanted to show British workers and other city dwellers how to enjoy an active summer vacation: WWOOF stands for "World-Wide Opportunities on Organic Farms". The interested helper chooses a region on the website of the Czech WWOOF network (www.wwof.cz) and can view the relevant offers after paying a membership fee of approx. 10 to 14 euros.

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www.tschechien-online.org



8. Andalusia: Direct marketer Yoeco aiming for 70,000 customers

The organic direct marketer Yoeco (www.yoeco.es) already has over 6,000 customers in Madrid and intends to expand from the capital into Andalusia by starting in 2010. "More than 70,000 consumers are to be reached there in the next five years," explained Managing Director Juan Carlos Pérez. The company was founded in Palma del Río (Córdoba) in January 2009 and currently markets organic fruit and vegetable exclusively in the Spanish capital. "We started in Madrid for strategic reasons, but it's now time to venture further afield," asserted Pérez. At the presentation of Yoeco, the Andalusian government's Secretary General of Agriculture and Organic Production, María Isabel Salinas, stressed that the initiative is extremely innovative, "solves the consumers' problem of access to organic products" and "also provides advice and information about their advantages".

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www.lagacetadealmeria.com



9. Successful premiere of Romanian Organic Forum

The first Romanian Organic Forum was successfully held from Oct. 22-23 in Bucharest. Around 150 participants attended this two-day conference at the eRomexpo grounds. They showed great interest in the lectures given by international and national experts. The program was divided into several topics, e.g.: production of organic food products; product market in Romania; trade of organic food; controls and trade by organic farmers; the organic food system in production and trade of organic food. The two national organizers were BioRomania, the newly founded umbrella association of organic operators, and the Ministry of SMEs, Trade and Business Environment of Romania. The two international organizers were the Dresden-based NGO EkoConnect, and the Geneva-based International Trade Centre (ITC). A major focus at the Forum in October 2010 is to be know-how transfer between successful stakeholders from Western Europe and South-Eastern Europe.

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www.organicforum.ro



10. Berlin Terra Naturkost expanding

The Berlin organic food wholesaler Terra Naturkost HandelsKG is expanding and opening more warehouses with "Terra2" and "Terra3". This increases the space from the present 8,000 m² to 14,000 m², a good 70 percent more warehouse capacity. The organic wholesalers supply some 800 tradecustomers in Berlin, Brandenburg, Mecklenburg-Western Pomerania and parts of Saxony-Anhalt. The expansion enables Terra to supply 50 percent more products, which means consumers in the north-eastern states of Germany can obtain more fresh organic produce. The regional producers from which Terra buys its products also play a very important role here. The total investment amounts to 5.8 million euros, of which 4.2 million are for "Terra2" and 1.6 million for "Terra3". Terra Naturkost has a workforce of 140, which is to be expanded in 2010.

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www.terra-naturkost.de



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11. Patyka: French natural cosmetics

The Frenchman Philippe Gounel, a former employee of the name of 'Patyka' (Hungarian for pharmacy) in a of the simple and natural recipes and the puristic natural cosmetics brand in France for some years. P Organic Line in particular is a reminder of the ori care and facial care products are packed in transpa closure. Besides the Organic Line, there is Biokali Line. All products are certified by Ecocert and man in Paris and New York.

The Body Shop discovered old recipes under Hungarian pharmacy and recognized the potential presentation form. Gounel has now produced the atyka comprises three lines, and the Original gin of the Hungarian pharmacy philosophy: the body rent glass bottles with a simple aluminium screw ft in Organic Anti-Aging Skincare and the Family aged without animal tests. Patyka has flagship store

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www.fem.com



12. Natural cosmetics standards in Austria

An online survey of 500 participants by Market agent the industry platform "Cosmetics Transparent" products with a natural origin if possible. Three-q quality label. All cosmetic products are basically the EU Cosmetics Directive throughout the EU and an more detailed regulations for natural cosmetics in carry the "natural cosmetics as per codex chapter" certified by an assessor appointed by the Health Mi for the origin and cultivation of ingredients.

. on behalf of the Austrian Health Ministry and show that almost six out of ten Austrians see atr end to uarters of those interviewed would like a trustwort hy subject to the same regulations, which are based on chored in food legislation in Austria. There are codex chapter B33. Anyone wanting his product to or "tested codex quality" labels must also have thi s nistry. Organic cosmetics also require certificates

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www.geomix.at



Events

2nd European Organic Congress of the IFOAMEU Group

The detailed programme for the 2nd European Organic on 1.12.2009 has now been decided and is available on the role of the organic food manufacturers as mo

Congress of the IFOAMEU Group in Brussels on the congress website. The workshops focus deland the relevant EU legislation.

www.organic-congress-ifoameu.org

2nd International Congress on Organic Bananas

The 2nd International Congress on Organic Bananas at 11.12.2009. The meeting aims to bring together a discuss new market trends, associability and techno

akes place in Valledel Chira, Peru, from 9–rgenumber of players in the banana industry to logy. The congress is organized every two years.

www.freshplaza.com

5th Organic Marketing Forum

The 5th Organic Marketing Forum, an international conference on processing and marketing organic products and raw materials, takes place in Warsaw,

Poland, from 6–7 May 2010.

www.organic-marketing-forum.org



Newsticker

+++ 1200 certified traders in 73 countries are controlled by FLO Cert. More than 900 certified producers and organisations are involved with over a million farmers producing food and handicraft spread in 58 countries.

+++ Agriculture Deputy Secretary Kathleen Merrigan today announced that more than \$19 million in grants have been awarded to universities across the country to solve critical organic agriculture issues through the integration of research, education and extension projects.

www.usda.gov



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www.biofach.de

BioFach America
14.-16.10.2010
www.biofach-america.com

BioFach América Latina
03.-05.11.2010
www.biofach-americalatina.com

BioFach China
27.-29.05.2010
www.biofach-china.com

BioFach India
18.-20.11.2009
www.biofach-india.com

BioFach Japan
21.-23.09.2010
www.biofach-japan.com

Natural Cosmetics Conference
14.-15.09.2010
www.naturkosmetik-branchenkongress.de

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Editor of BioFach Newsletter:

Kai Kreuzer
Tel. +49(0)6641.5188
Fax +49(0)6641.5189

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Sven Lamle
Tel. +49(0)911.8606-8449
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