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## Expo East and BIOFACH America attract more new exhibitors than ever

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BIOFACH America – All Things Organic returns to Baltimore, Philadelphia, September 17th-19th. Once again, the event will be held in conjunction with Natural Products Expo East, the largest natural trade show for the region organized by US trade show company New Hope Media, a division of Penton Media, Inc.

The organic market in the US is growing by leaps and bounds and the East Coast accounts for around 47% of the country's entire organic sector. According to a recent

study by the Organic Trade Association (OTA), organic sales grew 11.3% to 39.1bn USD in 2014. And although the best-performing sub-category was organic non-food products such as textiles and especially cosmetics; organic fruit and vegetables accounted for a turnover of 13bn USD last year.

In 1997, certified organic products were still regarded as a niche in the US market, the OTA study comments. Today, organic and natural products account for 5% of the US' entire food market which was estimated to have reached a turnover worth 780bn USD. Katharina Neumann, Project Coordinator at BIOFACH America, comments: "The OTA study once again confirms Americans' increasing need for high-quality foodstuffs. This market trend is a giant opportunity, particularly for European organic products companies seeking to establish themselves in the USA."

This year marks the 12th anniversary of BIOFACH America, and both trade shows are set to attract more visitors and exhibitors than ever this year. New Hope Media and co-host Messe Nürnberg are expecting some 1,200 exhibitors to attend the two events. Some 30% of companies will be new brands and first-time exhibitors. BIOFACH alone will host some 160 organic certified companies presenting their products on a total exhibition space of 1,840 net sq m. The organizers estimate that in total, around 22,000 trade visitors

will attend the two shows.

Country pavilions this year include Argentina – a returning exhibitor – and Poland exhibiting at BIOFACH America for the first time. Most international exhibitors are also coming from China, Turkey, Germany and the Netherlands.

The supporting conference program offers lectures and workshops on a variety of topics, including the state of the organic industry, on-going ingredients regulations, and reforms – with a particular focus on non-GMO and “clean” ingredients. Other topics covered are natural products in the media and how shifting consumer expectations are affecting the food industry, the organic market, and consumer trends.

In addition to the trade show and conference sessions, there will be a range of events including the annual Harvest Festival, an outdoor event showcasing natural and organic brands in a farmers’ market atmosphere. Exhibitors can also book a number of special workshops, including the American Herbal Products Association (AHPA), sponsored Herb Walk, which will visit the Maryland University of Integrative Health herb garden and James Duke’s Green Farmacy Gardens. There is also a Farm-To-Market Tour to some of the most interesting farms and natural stores nearby.

Neumann comments: “BIOFACH America is the most important platform for organic and natural products on the East Coast of the US. This year, there will be more international exhibitors including brands from exotic countries like Lithuania and Paraguay. I am also glad that Poland is exhibiting at BIOFACH this year – the country is here for the first time but is already planning to attend the next three BIOFACH America shows.”

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