



PRESS RELEASE

Naturland & Partner at BIOFACH, July 26-29 2022 in Nürnberg

Naturland at BIOFACH - Largest joint stand at the fair - Start of the anniversary year

22.07.2022

Nürnberg – Strong appearance at an unusual date: At this year's summer edition of BIOFACH, the world's leading trade fair for organic food, Naturland is again presenting itself with a large number of new and old partners. At the same time, the trade fair is also a start to the anniversary year marking the 40th anniversary of the organic association. In Hall 7A, directly at the East Entrance of NürnbergMesse, visitors can immerse themselves in the Naturland world with its unique combination of organic and fair, regional and worldwide.

With about 1,300 square meters, the joint stand "Naturland & Partner" is once again the largest joint presentation at BIOFACH. Naturland presents itself there with a total of 35 partner companies, 8 of them with the additional certification Naturland Fair. More than 150 other Naturland partners can be found in the other halls of the trade fair.

Naturland President Heigl: Organic is the more resilient system!

Naturland President Hubert Heigl is particularly pleased that Federal Minister of Agriculture Cem Özdemir and EU Agriculture Commissioner Janusz Wojciechowski have announced their presence at the opening of the exhibition in Nuremberg. "The current discussions about energy and hunger crises, triggered by the war in Ukraine, must not lead to a role backwards in the agricultural turnaround! That is why we must succeed in putting the organic farming system back at the center of the discussion about the transformation of agriculture," says Naturland's president.

That is why the main theme of the accompanying congress program, "Organic. Climate. Organic agriculture is the more resilient system and offers long-term solutions for the major crises ranging from species extinction to climate change," emphasizes Heigl.

Climate, fish and fair trade: themed islands guide visitors through the Naturland world

At Naturland's joint stand, various theme islands guide visitors through Naturland's world. Right at the entrance, the theme island "**Product diversity**" offers an overview of the origin of Naturland's organic, social and fair trade products from 60 countries around the world. The theme island "**Politics and Climate**" deals with particularly climate-resistant cultivation in **agroforestry systems**. At the "**Fish & Seafood**" theme island, visitors can test their knowledge of fish in a quiz. Other theme islands will provide information on Naturland Fair Trade, Naturland's international project commitment, and organic food in out-of-home catering.

Points of calm in the hustle and bustle of the trade fair: Naturland Gastro offers

The **Naturland Fairwöhn bar** will again be a meeting place with its rich food offering, especially at lunchtime, as well as eco-fair coffee specialties, snacks and cakes. In addition, the Naturland coffee bar in cooperation with LaSelva will be located in the specialist trade area in Hall 9.

Naturland in the congress program

Visit us at the **Naturland information desk in Hall 7A, Stand 344**, daily from 09.00 to 18.00 (Friday until 17.00). In addition, the following dates and events of Naturland or with Naturland participation will take place during the fair, among others:

Wednesday, July 27

- Panel discussion: **"Sustainable sourcing of agricultural products: Why biodiversity must be a key task in the food sector."** 10:30 - 11:15 a.m. Seoul Room (NCC East).
- Panel discussion: **"How threatening is the organic regulation from the USA for the integrity of organic and what needs to be done?"** 16:45 - 17:45. Tokyo Room (NCC East).
- Panel discussion: **"New challenges threatening European organic fruits farmers and solutions to face them: BIOFRUITNET Project."** 17:15 - 18:00. Kiev Room (NCC East).
- Panel discussion: **"Resilience: how we can use organic to comprehensively protect our livelihoods."** 16:45 - 18:00. St. Petersburg Room (NCC East).
- **Blue Night Stand Party- with a cinematic surprise to celebrate Naturland's 40th anniversary:** from 6:00 p.m., Naturland Stand Hall 7A, Stand 468.

Thursday, July 28

- Panel discussion: **"Youth, organic agriculture, and the climate crisis: where does the organic sector stand?"** 10:00 - 11:00 am. Kiev Room (NCC East).
- Panel discussion: **"Organic fair play: how human rights, planetary boundaries, and the laws of the market economy fit together."** 11:15 a.m. - 12:00 p.m. Shanghai Room (NCC East).
- Panel Discussion: **"New dynamics of group certification - opportunities and challenges for the organic smallholder agriculture sector."** 15:00 - 16:00. Tokyo Room (NCC East).
- Panel discussion (German/English): **"No climate justice without trade justice: ways out of multiple crises."** 3:30 - 4:30 pm. Room Shanghai (NCC East)

We celebrate 40 years of Naturland!

The traditional stand party on Wednesday evening, when the exhibition halls remain open until 10:00 p.m., is this year dedicated to the founding of Naturland e.V. in 1982. We want to celebrate this - among other things with a **cinematic surprise** that will premiere **around 6:00 p.m. at the Naturland stand**.

The highlight of the anniversary year will be an anniversary congress in Berlin in September, to which, among others, Federal Minister of Agriculture Cem Özdemir, organic chef and Naturland producer Sarah Wiener, DFB honorary match leader and health entrepreneur Philipp Lahm and renowned species conservation expert Katrin Böhning-Gaese have agreed to attend.



Naturland was founded in 1982 by ten pioneers and is today the largest international organic association. More than 140,000 producers in 60 countries around the world show that ecological, social and fair management is a successful project. In Germany alone, more than 4,500 organic farms belong to this association. Worldwide, the majority of Naturland farmers are organized in smallholder cooperatives and producer associations.

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