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Anuga Organic - the fair for the international organic products trade

Organic products are still in high demand, large variety in cultivation and origin

"Anuga Organic Market" - the special exhibition presents the current retail trends

In the scope of Anuga from 10 to 14 October 2015 in Cologne, 240 exhibitors from home and abroad will be presenting a versatile spectrum of offers at the "Anuga Organic" trade fair in Hall 5.1. These include among others Alb-Gold, Fratelli Damiano, Dr. Goerg, Lauretana, Natur'Inov, Roggenkamp, Topas, Tradin Organic, Voelkel, Wechsler and Zabler. The offer of exhibits will be enhanced by the "Anuga Organic Market" special exhibition. It will skilfully present the organic products to the retail trade and will graphically demonstrate the possibilities of a diversified organic line-up. The accompanying Organic Competence Centre will additionally offer daily lectures, discussions and information events.

The demand for organic products continues to grow worldwide. According to IFOAM - Organics International, the market for organic products trebled between the years 2000 and 2013. The USA is the biggest market, followed by Germany and France. According to the last survey, the turnover for organic products has increased worldwide up to almost 54 billion Euros. German households spent almost eight billion Euros on food and drinks of organic origin (Source: German Association for Organic Farming (BÖLW)).

The cultivation areas for organic products are increasing worldwide. Organic products are produced in more and more countries around the globe. Family businesses play a particularly important role here. With regards to the number of companies, India is the leading nation. 650,000 companies are listed as organic producers there, many of them are small family businesses.

In addition to the European and North American organic markets, especially new markets have been recording a strong growth in both the trade and consumption over the past years. These include the BRIC states as well as Mexico.



Anuga
10.10.–14.10.2015
www.anuga.com

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Anuga Organic in Hall 5.1

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With over 250 companies, Anuga Organic offered a concentrated and at the same time diversified overview of the organic industry two years ago. In addition, around 1,700 further companies also exhibited organic products spread across the entire Anuga. The wide-ranging offer met with excellent acceptance among the buyers. Around 60,000 of the 155,000 trade visitors at Anuga 2013 targetedly visited Anuga Organic.

The coming Anuga Organic also displays a clear profile. In addition to the exhibitors, the "Anuga Organic Market" special exhibition conveys a vivid insight into the various possibilities of an organic product range in the retail trade. The exhibition is conceived as a stimulus for one's own product range and also as a direct point of contact to competent and high-performance suppliers. The product spectrum ranges from meat and dairy products, to hot and cold drinks, through to pasta products, chocolate and biscuits, convenience products, frozen goods and delicatessen. Sausages and ham will be presented in a refrigerated display cabinet, a wine rack will show an attractive presentation of wines and fresh convenience products will be offered in a refrigerated island. For many Anuga visitors, precisely the attractive design of the special exhibition is the key to new ideas and suppliers. Around 1,500 products will be on display here.

The offer of products will be enhanced by a professional and competent lecture programme in the "Organic Competence Centre" on all days of Anuga. The focus here lies on practical information and training. The aim is to promote and enhance the knowledge on and about organic products and their marketing.

Organic gastronomy offers will also be presented in Hall 5, which is being jointly organised by the Bioland and Naturland associations.

Anuga is exclusively open to trade visitors from the retail and gastronomy trades from Saturday, 10 October 2015 until Wednesday, 14 October 2015, from 10:00 a.m. until 6:00 p.m. on all days.

Note for editorial offices:

Anuga photos are available in our image database on the Internet at www.anuga.com in the "Press" section.

Press information is available at: www.anuga.com/pressinformation

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Next dates:

Anuga

10. - 14.10.2015 in Cologne

Sweets & Snacks Middle East

27. - 29.10.2015 in Dubai

World of Food Beijing – powered by Anuga

18.-20.11.2015 in Beijing

ISM

ProSweets Cologne

31.01.-03.02.2016 in Cologne

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