

Nürnberg, Germany 11.–14.2.2025

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INTERVIEW

NürnbergMesse opening press conference for BIOFACH 2025 (Room Shanghai, Level 3, NCC Ost, and livestreamed)

10:00, Tuesday 11.02.2025

Interview: Dominik Dietz, Director BIOFACH, NürnbergMesse, and Victoria Vehse, Member of the Management Board, NürnbergMesse

Check against delivery.

Dominik, for anyone wanting to experience the whole spectrum of the organic market – in terms of products and services and all its various thematic aspects – the exhibition venue here in Nuremberg is the place to be for the next four days. As the trade fair gets under way, can you give us a foretaste of what to expect?

BIOFACH 2025 will once again provide an impressive showcase for the organic sector. We expect about 2,300 exhibiting companies from 94 countries, which emphasises the international focus and broad spectrum of the trade fair. More than 70% of the companies come from outside Germany. After Germany (653), the countries with the strongest representation this year are Italy (262), Spain (133), the Netherlands (109) and France (73). In terms of products, dry products such as cooking ingredients or sweets and snacks account for a good 40% of the product groups. Raw materials for organic foodstuffs and natural personal care products represent just under 20% of the total. In addition, half of the exhibiting companies have a vegetarian or vegan product in their range. This wide variety ensures that visitors along the entire value chain can gain a comprehensive overview of the organic sector.

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Bund Ökologische Lebensmittelwirtschaft

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Victoria, the world faces challenges on many levels. What role does BIOFACH play in this?

BIOFACH is much more than just a trade fair. It is a platform for trade and business, and at the same time we build bridges and provide space for new perspectives, which means we are also creating new alliances with a view to a sustainable future. It is precisely at times of economic uncertainty, geopolitical challenges and changes in consumer behaviour that it is all the more important to develop a strategy for the organic sector with long-term viability. And that is exactly why BIOFACH provides a forum and brings the relevant players together. That includes the exhibiting companies, trade visitors, our partners and associations, and also high-calibre representatives from the world of politics. On Thursday, for example, we will welcome Cem Özdemir, Federal Minister for Food and Agriculture and also for Education and Research, and here with us today for the opening is Silvia Bender, State Secretary at the Federal Ministry of Food and Agriculture. At an international level we are very pleased to welcome Armands Krauze, Minister of Agriculture of Latvia, and Stefan Krajewski, State Secretary at Poland's Ministry of Agriculture and Rural Development (MARD).

Speaking of global developments, Victoria, BIOFACH in Nuremberg is part of BIOFACH World. What makes this international network so special and what are its highlights?

Our BIOFACH World family comprises eight trade fairs. We provide a link for important economic regions and organic marketplaces with international demand, which is why we are represented with BIOFACH events in Brazil, China, Germany, India, Japan, Thailand, the US and Saudi Arabia. Every year we bring together about 150,000 people with an interest in organics and bolster global organic trade in the process. With every event we promote regional value chains and organic markets at a local level at the same time. This year we are particularly looking forward to BIOFACH AMERICA, which will take place for the first time as a standalone event at the Georgia World Congress Center in Atlanta from 2 to 4 June. This is the first and only purely

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organic trade fair in north america. Activities continue in June with BIOFACH CHINA in Shanghai and BIOFACH AMERICA LATINA in São Paulo.

After that fascinating excursion into the international organic sector, let's come back to our own region. What is happening in Nuremberg and the wider Franconia region in terms of organics and BIOFACH? What impact does the World's Leading Trade Fair have on the region, and vice versa?

Nuremberg is active in the network of organic cities. In 2017 it was honoured with the title of the first "Fairtrade Metropolitan Region" in Germany. With support from the development agency "Faire Metropolregion", for example, 86 schools and six universities in Nuremberg and the surrounding area have made a commitment to the three quality criteria of "fair", "regional" and "organic".

Community catering and supply constitute an important lever in achieving the goal of "30% organic". "Fairtrade-Metropole" has created the SMARTGuide to help municipalities to review their overall procurement and sustainability aspects. Nuremberg also has something to offer from an organic perspective in the catering sector: If you want a typical Nuremberg bratwurst, you will naturally get one in organic quality, and the world's first organic/fair/regional lebkuchen comes from Nuremberg. BIOFACH works with the city to bolster regional value chains, anchor organics in society, and network the global organic community with the citizens of the region. Under the heading of "BIOFACH meets Nuremberg" we have developed a rich and varied accompanying programme together with the Department for Environment and Health. This includes networking events, presentations and panel discussions throughout the city.

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Dominik, let's also have a brief look at BIOFACH digital. What new developments and refinements are available?

BIOFACH digital has grown to become an integral component of the trade fair. Once again this year, part of the BIOFACH Congress will be live-streamed. Following the trade fair, the videos will be available as video on demand for six months. For BIOFACH 2025, we have expanded the platform's functions still further, to make some of them available to people who do not yet have a ticket for BIOFACH. This relates to the agenda and individual networking tools. For the trade fair preparation and follow-up activities, we have also incorporated some new features, such as the option of exporting favourite companies. BIOFACH digital thus helps you to stay informed and networked before, during and after the trade fair.

Trends and innovations are among the main reasons for visiting BIOFACH. This year, once again, a trend jury has determined the key sector and product trends. Victoria, what can we look forward to here?

As we did in 2024, we asked our trend jury this year to define the trends in the sector based on their know-how and market expertise. In "We, Myself and I", the jury describes the contradiction between idealism and hedonism that is currently evident in buying behaviour. Although price and variety are becoming increasingly important as purchasing criteria, sustainability considerations often fall into the background. Even so, consumers have high expectations of manufacturing firms to communicate transparently. They would like to know where their products come from and how they are made. The plant-based trend is experiencing a new dynamism thanks to conscious flexitarians. Under the heading "Next-level plant-based", the jury expresses a wish for innovative plant-based products that combine enjoyment and sustainability. The demand for outstanding taste experiences is setting new standards.

In addition to the registered products on the New Products stand, the submissions from Experience the World of PLANETARY HEALTH and the BIOFACH start-up pitches also served as a basis for the product trends this

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year. The BIOFACH Trends for 2025 are Rebel's Choice, Vegan en Vogue, Culinary Ease, Functional Finesse and Cheers to Every Moment.

More information on the trends is available at the New Products stand in Hall 4A and elsewhere. Three trend tours provide a compact overview and an opportunity to experience the products firsthand. The trend jury will present insights into the trend discovery process in Hall 4A on Wednesday afternoon.

BIOFACH is the perfect place for making new discoveries and being inspired. Dominik, which themes have been refined, and what will this year's trade fair offer in the way of brand-new formats?

There are many fascinating new developments this year! Start-ups and pioneers will introduce themselves on a big stage for the first time. The PRESENTATION STAGE focuses on organic products and their manufacturers, while the INNOVATION STAGE provides space for creative concepts, innovations and trends. As part of the BIOFACH start-up pitches, 25 newcomers will introduce themselves on the INNOVATION STAGE. The grand finale will take place on Thursday afternoon. We are already very excited to find out who will win the first BIOFACH Start-up Award, and we wish all the participants every success. There is a very attractive prize package for the start-ups. In addition to booking benefits for BIOFACH 2026, the winning start-up can look forward to a coaching session from REWE Süd, for example, and short-term listings with Alnatura und dennree.

We have also expanded the range of Experience the World of VEGAN. Under the new name of PLANETARY HEALTH, it will include themes such as planetary health and whole foods.

The special exhibition area "Out of home catering" not only has a new name (it was previously the HoReCa – GV & Gastro meeting point), but also an expanded range of products and services. Formats for knowledge and interaction, examples of best practice and also live cooking sessions provide an overview of community catering.

And last but not least I would like to extend an invitation to take part in the SustainableFutureLab. With its interactive nature, this is the place to take a critical look at the themes of the organic sector, discuss new prospects and

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work together to find solutions for the transformation toward even more organics! BIOFACH is the co-host, and we are looking forward to the programme from our partners, the GOOD FOOD COLLECTIVE, and new participants BAM! Bock auf Morgen, Forum Fairer Handel e.V., and the Ministry of Food, Rural Development and Consumer Protection of Baden-Württemberg.

A cornerstone of BIOFACH is the comprehensive Congress with its wide range of topics. Dominik, what sets the 2025 Congress apart?

The BIOFACH Congress offers a wealth of accumulated knowledge via its 171 individual sessions spread over four days. The sessions at the seven trade forums, all of which attract leading names, give participants a comprehensive overview of the latest market developments, trends and political conditions, in addition to examples of best practice and food for thought. Together with our partners, Bund Ökologische Lebensmittelwirtschaft (German Federation of Organic Food Producers, BÖLW) and IFOAM – Organics International, we have defined the keynote theme, “Yes, we do! How to effect change in the organic food segment”. With the Congress theme we have defined three pillars for this change: sustainability as a determining factor in the financial landscape, the public sector as a driver for more organic food and the use of compelling stories to market organic food and anchor the concept in people’s minds.