

Nürnberg, Germany 11.–14.2.2025

BIOFACH

into organic



PRESS RELEASE

11 February 2025

BIOFACH 2025 gets underway with a diverse product range and sustainable inspiration for the food sector

- **Around 2,300 international companies will showcase a diverse and concentrated range of organic products**
- **Overview of BIOFACH Trends 2025**
- **Congress and supporting programme inspire the transformation towards more organic food**

Nuremberg is the venue today for the launch of BIOFACH, the World's Leading Fair for Organic Food. From 11 to 14 February 2025, the sector will gather in the organic food metropolis to collectively tackle global challenges and build networks. The theme of this year's accompanying congress is "Yes, we do! How to effect change in the organic food segment". Some 2,300 exhibiting companies from 94 countries are set to showcase the diversity and innovative strength of the organic community. "BIOFACH 2025 will show how the sector is actively shaping change. In times of multiple crises, ecological transformation is more important than ever. With its comprehensive product display in nine exhibition halls and accompanying congress, BIOFACH sees itself as a guiding force that provides direction, dialogue, and leading-edge inspiration," explains Dominik Dietz, Director of BIOFACH.

At BIOFACH 2025, stakeholders from the entire value chain will gain a comprehensive overview of the products and solutions available. In nine exhibition halls, they'll discover a wide variety of products from international exhibitors who have travelled from all over the world but primarily from Italy, Spain, the Netherlands, France and Austria. Almost half of the participating companies have organic ingredients for food and natural cosmetics as well

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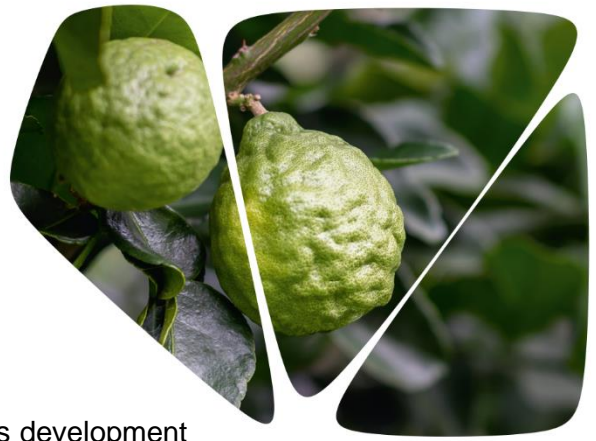


**Nationaler Ideeller Träger
National supporting organization**
BÖLW
Bund Ökologische Lebensmittelwirtschaft

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as vegetarian and vegan options in their product ranges. This development is also reflected in the BIOFACH Trends of 2025. The Trend Jury, made up of experts from the organic and sustainability sector, has chosen this year's **industry trends**: “Next-level Plant-based” and “We, Myself and I”. The former describes the dynamic development of plant-based alternatives on the market, where innovative products that combine flavour and sustainability are setting new benchmarks. “We, Myself and I” reflects the conflict between idealism and hedonism. Price and variety are at the forefront of purchasing decisions, while sustainability has taken a back seat. Nevertheless, consumers still want transparency and environmental awareness from manufacturers.

This is also happening at the product level. The **product trends** in 2025 range from rebellious moments of (organic) indulgence (Rebel's Choice) and plant-based taste sensations (Vegan en Vogue) to high-quality convenience products (Culinary Ease), eco-friendly beverages for every occasion (Cheers to Every Moment), and foodstuffs with added benefits (Functional Finesse).

For information on the BIOFACH Trends of 2025, please go to:
www.biofach.de/de-de/wissen-inspiration/2025/artikel/biofach-branchentrends-2025

Highlights from the supporting programme

In 171 individual sessions, the 2025 BIOFACH Congress offers a platform for the industry's thought leaders. Seven different forums cover topics such as market developments, trends, policy frameworks, best practice examples, and “food for thought”. The congress theme, which was devised by the BÖLW (German Federation of Organic Food Producers), the national supporting organization of BIOFACH, and BIOFACH's international patron IFOAM - Organics International, is: “Yes, we do! How to effect change in the organic food segment”. As an interactive format, the SustainableFutureLab invites participants to discuss critical issues and open new perspectives. Via the BIOFACH digital platform, numerous programme highlights will be live-streamed and will then be available for about six months after the fair as on-

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demand videos. The networking tools provided also facilitate discussions between industry experts.

The professional audience can look forward to a wide-ranging supporting programme with many new features and highlights. The INNOVATION STAGE and PRESENTATION STAGE provide a platform for young start-ups and organic pioneers to showcase their diverse products and creative ideas. In 2025, the PLANETARY HEALTH world of experience (formerly World of VEGAN) will also cover topics like the planetary health diet and whole foods as well as plant-based solutions. The special display area “Organic Food in OOH” has been expanded yet again. This is where interested visitors will find best practice examples and exhibitor presentations and can gain deeper insights into out-of-home and institutional catering in live cooking demonstrations and guided tours.

Anyone wanting to find out what the future of organic food could look like should make their way, for example, to the BIOFACH Novelty Stand, the International Newcomers & Start-ups area in Hall 4A, the “Young Innovators” pavilion subsidised by the BMWK (German Federal Ministry for Economic Affairs and Climate Action) and the BIOFACH start-up pitches. Participants are also encouraged to vote for their favourite product either online or at the Novelty Stand to win the Best New Product Award. This accolade is awarded in 12 categories on the last day of the fair.

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