



FOLLOW THE LEAF

Live clean with European organic



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Biols **EU**
BIO ORGANIC LIFESTYLE

BIOFACH2020
into organic

Organic food tastes great, is healthy and totally safe. Organic farming means cleaner water, more fertile soil, greater biodiversity, care for the environment and animal welfare. Independent control bodies certify the non-use of synthetic fertilizers, pesticides and GMOs. Follow the leaf: look for the EU organic logo and you'll find great taste, wellbeing and a better world to live in.

ENJOY
IT'S FROM
EUROPE



Bionext



CAMPAIGN FINANCED
WITH AID FROM THE
EUROPEAN UNION

Biols (BIOrganicLifeStyle.EU) is an international project in which the most representative and important organic agri-food trade organisations from Italy (European Organic Partners) and from the Netherlands (Bio-Next) cooperate.

It's a campaign in Germany, France and Italy, financed with aid from the European Union. The main objective is to promote organic lifestyle and contribute to the awareness of the added value of organic agricultural production methods in the EU. The goal is to increase the perceived value of products proud to exhibit the European organic logo, ensuring an image of European excellence together with tradition and national cultural heritage. By following the green leaf (the European organic logo), people can enjoy organic food and live clean with European organic. Consumers are more concerned about their nutrition habits (e.g. where food

comes from and how it has been processed) and they find a clear answer in organic foods and beverages. "Think organic" will be the new European consumers' lifestyle.

The cooperation between **European Organic Partners** (Italy) and **Bionext** (the Netherlands) in the BIOrganicLifeStyle.EU project greatly contributes to increase the Union's added value and to highlight the diversity of the Union's agricultural products. European Organic Partners and Bionext share the same thought about the European organic production and the desire to emphasize its standards through a common strategy. They also participate in the same European and International associations as IGOP and IFOAM-EU. The project aims is to highlight specific features of organic European agricultural production methods, particularly in terms of respect to the environment, sustainability and

nutritional aspects (including proper dietary practices as well as food safety, traceability, authenticity, origin and labeling) and the characteristics of organic products, particularly in terms of quality, taste, biodiversity, animal welfare, human-labour and traditions.

As part of the BIOrganicLifeStyle.EU project Biols organizes a **common booth at the BIOFACH** from 12th – 15th February for **15 Italian** and **17 Dutch** organic companies (booth numbers 5-111, 5-119 and 5-129), a **press conference 'All lights on green for an organic decade'** with market development figures and trends (Wednesday 12th February 14.00, lounge area Biols pavilion, booth nr. 5-119) and a **seminar 'Challenge for organic growth: harmonisation of residue handling in EU'** (Friday 14th February from 10.00 – 11.30, Hall St. Petersburg – NCC Ost).

European Organic Partners S.C.R.L. (Italy)

European Organic Partners is a new Organic consortium aimed to «Promote and inform the consumer about organic agriculture». It is representative of Italian organic market based on the fact that the marketshare in Italy of the members of one of its founder, AssoBio, was over 50%.

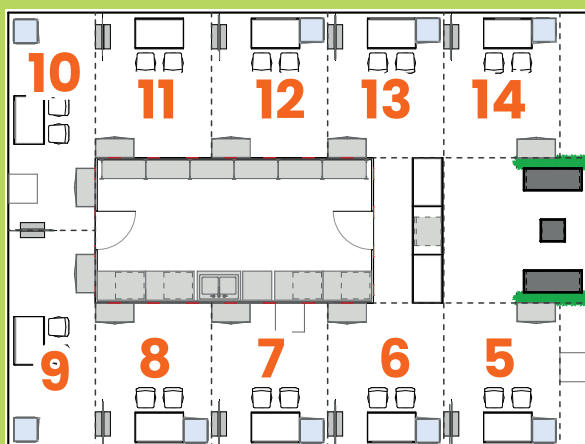
Bionext (The Netherlands)

Bionext is the Dutch organization of the organic supply chain, established and based in the Netherlands. Bionext acts on behalf of the entire Dutch organic sector. Bionext is the contact for all parties with an interest in organic food and farming (civil society, government, politics, media and consumers). Bionext is a non-profit organization, and has three members: BioHuis (organic farmers), BioNederland (organic traders and processors) and Biowinkelvereniging (organic specialized shops), which have a market share over 70%.

BIOFACH2020

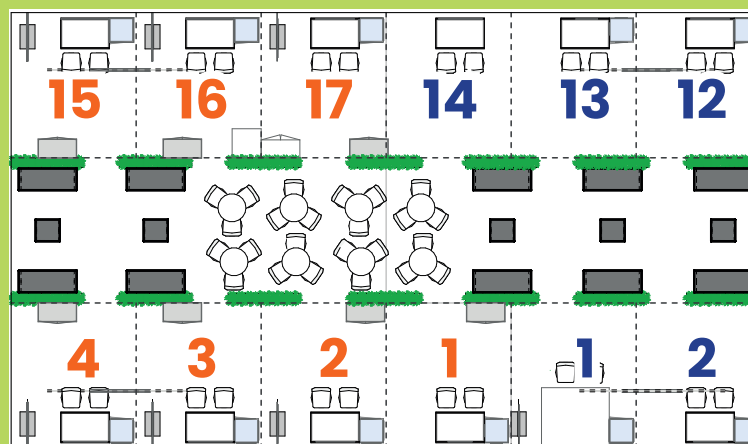
into organic

12th – 15th February 2020 / Booth numbers 5-111, 5-119 and 5-129



NETHERLANDS EXHIBITORS:

- | | |
|--------------------------|--------------------------|
| 1. KAASLUST B.V. | 7. VAN DER PLAS, SPROUTS |
| 2. ORIGINAL BEANS | 8. YOGI & YOUSEF |
| 3. FARM BROTHERS | 9. ELJAP B.V. |
| 4. DOPPER | 10. KLEINSTESUPPENFABRIK |
| 5. G.KRAMER & ZONEN B.V. | 12. MILLETS PLACE BV |
| 6. HART&CO | 13. NATURALCOSBIO |



ITALIAN EXHIBITORS:

- | | | |
|--------------------|---------------------------------|-------------------------|
| 1. SALUMI VIDA | 6. RIGONI DI ASIAGO | 11. BIOALLEVA |
| 2. AGRICOLA GRAINS | 7. PADOVANA MACINAZIONE | 12. CEREAL FOOD |
| 3. YOGIBIO | 8. CERRETO | 13. SALUMIFICIO FALCONE |
| 4. FARMO | 9. BIO BRUNI | 14. FEDERBIO |
| 5. ILTA ALIMENTARE | 10. TESORI DELLA TERRA SOC COOP | |

PRESS CONFERENCE

"All lights on green for an organic decade"

Since 2016 the organic market is growing with double-digit figures worldwide already. The enormous growth will at least continue, but it is even more likely that we will face a more massive transition to organic. During the press conference, information will be provided on:

- International trends.
- Differentiation in developing organic markets
- New quality innovations in organic food and farming
- Facts and figures for the near future
- The eight reasons why the next decade becomes the break-through of the organic food and farming, at least in the EU.

Speaker: **Bavo van den Idsert**, specialist in international organic developments
Organic Processing and Trade Association Europe (OPTA)

Date: **Wednesday 12th February**

Time: **14.00 – 14.45**

Location: **BIOFACH** (Nuremberg, Deutschland), Biols pavilion, lounge area,
booth number 5-119

SEMINAR

"Challenge for organic growth: harmonisation of residue handling in EU"

Despite all contributing factors to the growth of organic, there are still some important challenges to tackle. One of them is the way residue cases are handled at the moment in the EU. As part of the BIOFACH Congress, BiOrganicLifeStyle.EU organises a seminar on harmonisation of residue handling. A big threat for the fast-growing organic market is the disharmonized situation of residue handling, varying from zero tolerance to a case by case approach and different approaches in between. Therefore the Organic Trade and Processing Organisation (OPTA) took in cooperation with Research Institute for Organic Agriculture (FiBL) the initiative to start a common project that evaluates the strengths and weaknesses of the different approaches. Representatives from trade, the Anti-Fraud Initiative and labs will share latest project results and their knowledge with the audience.

Speakers: **Dr. Bernhard Speiser** – FiBL – Research Institute of Organic Agriculture
Dr. Jochen Neuendorff – European Organic Certifiers Council (EOCC)
Johannes Jaschik – Eurofins Dr. Specht Laboratorien GmbH
Johanna Mirenda – Organic Trade Association
Karst Kooistra – Tradin Organic
Bavo van den Idsert – Bionext

Date: **Friday 14th February**

Time: **10.00 – 11.30**

Location: **BIOFACH** (Nuremberg, Deutschland), Hall St. Petersburg – NCC Ost