

The International Newspaper for Organic Trade

Organic & Wellness News

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They eat what
they watch

China: on the road to a green future



China, a major exporter of organic raw ingredients and importer of high-end natural health products available at boutiques, gourmet stores and large supermarket chains. PHOTOS SUPPLIED BY WILLIAM TSUI, MEKIM LTD, VALERIE BELL, BELL ALLIANCES INTERNATIONAL INC. AND HELEN SUN, JIALING-GROUP.

COUNTRY PROFILE

By Adriana Michael

The world's growing hunger for organic foods is pushing the organic market in The People's Republic of China to grow quickly so that it can meet the demand for exports. China is

already one of the most important suppliers of raw materials to Western and other Asian organic markets. Chinese production may very well mean cheaper organic foods at big-box stores to reach the mass-market, but as with other economic sectors, it also represents a challenge for organic producers in other countries.

Take, for instance, organic tomatoes. What if major supermarket chains decide to buy all of their tomatoes from China? Local producers, certainly, would be cut out if prices drop dramatically. What would this mean for farmers elsewhere? To whom could they sell their goods if prices drop dramatically? German beekeepers already

learned the answer the hard way: global markets are not always friendly to local producers, especially to the small ones. When organic honey from Argentina, Brazil, Africa and China began to flood the German market, prices plummeted. German beekeepers simply could not compete with the less expensive labour costs and the

huge volumes produced by Chinese suppliers. What could be the next mega-export from the Asian giant? "Processed organic vegetables," says Xi Yunguan, who directs the Nanjing Global Organic Food Research and Consulting Center.

What could be the next mega-export from the Asian giant? Processed organic vegetables. A door also opens to imported quality brands

This includes soybeans grown in the northeast, where China's organic farming is currently concentrated. Peanuts and tea are two other major exports, sent to Europe, Japan and the United States, notes Klaus Griesbach, who works with large Chinese grower Beijing Organic Farm. Organic distributors seeking to connect with the country's exports are also on the move. Bio-
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Yerba mate booming as healthy alternative



FOOD TRENDS

By Tatjana Schulz

The latest trendsetting drink isn't Latte Macchiato, not chai - not even Paris Hilton's prosecco so handily presented in a can. No, it's none of those: according to People magazine, the new 'in'

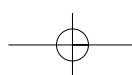
drink is Yerba Mate (*Ilex paraguariensis*). What is this concoction? Unlike many think, it is not derived from the ordinary tea plant. Instead, it comes from a perennial South American shrub that can grow up to fifteen meters in height. The leaves and stems were long brewed by the Guarani, an indigenous group in Uruguay and Paraguay.

Like coffee, the ever-popular hot beverage, mate stimulates alertness. However, unlike coffee it does not disrupt sleeping or digestion. Even though it contains caffeine, it also contains more minerals than black and green tea. The list includes calcium, iron, magnesium and potassium, vitamins A, C, E and B-complex -not to mention plenty of anti-

oxidants. As an emerging food, yerba mate is far less studied than green tea. Still, a flurry of research has been published recently. In test tubes, yerba slowed the growth of some cancer cells. Several small studies found it aided weight loss. Preliminary work suggests the South American brew may also
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Adriana Michael, Publisher



Lucía Lorente, Project Director

FOOD FOR THOUGHT

What does "organic" mean?

Can it include companies that are among the world's largest cigarette-makers?

Giant Kraft Foods company, is owned by the same group behind cigarette company Philip Morris. While the owner recently decided to sell its Kraft stake, for a while the food-maker, which bought the Boca Foods line with its boasts about organic soy, has been part of one of the world's largest promoters of toxic cigarette chemicals -and the lung cancer those products cause. This buying of supposedly 'organic' firms by world toxic food heavyweights is all too common. "That's one of the really

major concerns in the industry," says Joseph Borkovic, Canada-USA representative with eco-investment company Terra Firma. The question we organic entrepreneurs face is this: what can small firms do to survive when the very biggest players know organic is growing? Big firms usually just want to turn a profit, whatever the environmental and human health consequences. Some organic independents are still standing, like Nature's Path, Eden Foods or Clif Bar. Yet they are outnumbered -and out-moneyed -by ones like Group Danone, which purchased Stonyfield Farm, or Coca-Cola, which bought Odwalla, a juice and snack bar maker.

The packaging on brands like these rarely emphasizes the or-

ganic company's big owner. The giants realize health-conscious consumers don't want to pay harmful firms like Coca-Cola, so the connection is downplayed. That suggests one way small, genuinely organic firms can succeed -firms that care about protecting the earth for future generations. We must be sure to stick to our core values, supporting environmentally and socially sustainable initiatives, choosing healthy ingredients and materials, but also appropriate business partners, whenever possible. Emphasize this to the max in marketing and packaging. And yet, if you don't expand, the pressure to sell out can be huge. "As young companies and young business people are growing, there's a tremendous amount of frustration and pressure to grow the business on limited financing," says Borkovic, who sat on a task force that helped develop Canada's new national organic standard. Groups like Terra Firma, which currently focuses on Australia but plans to get going in Canada soon, can fund green entrepreneurs. The company sells loans and business services like

website hosting, shopping carts and business plans to natural and organic small businesses, Borkovic says. The goal, as he puts it, is to provide "responsible finances for people, businesses and our environment."

"One of the biggest industries, of course, is banking and financing," he says. Why not detoxify the financial world by helping eco-businesses in need? We need to support each other as much as our capabilities allow to keep integrity and real values that have nourished the movement for sustainable development. This spring, a General Mills press release announced the firm's Worldwide Innovation Network. WIN, they call it! The food giant "is seeking patented or patent-pending products and technologies from inventors and small companies," the release says. "Organic is supposed to mean sustainability," Borkovic says. Yet among the categories General Mills wants to buy up are ideas for organic soups, cereals and snack bars. Anyone who thinks this particular giant will suddenly turn sustainable has another thing coming. So, who will be bought out next?

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Agropalma committed to sustainable development

by Bernardo Kodopoulos

Agropalma, a member of the Roundtable of Sustainable Palm Oil and the largest Latin American producer of palm oil and its by-products, has been organic certified since 1994. Its products bear seals from IFOAM, USDA, Instituto Biodinamico (IBD) and JAS.

The firm says it keeps about 70% of its land for nature conservation, meaning 50,000 hectares of natural rainforest and diversity out of its 82,000 hectares. In all areas, hunting and fishing are banned.

"We make sure to cause the minimum negative impact to the environment along the complete vertical processing of our plant", says marketing manager Marcelo Brito. New palms are planted only in degraded areas. "We protect our many water springs and streams with native forest", adds export manager Andree Gasparini.

Agropalma was founded in the 1980s. The company has done several things to preserve the



Marcelo Brito (left), marketing manager of Brazilian group Agropalma S/A with export manager Andree Gasparini.

Amazon, says research and development manager Homero Souza. The company uses biological methods for plague and disease control, avoiding chemicals as much as possible.

All waste from the extracting and production processes is composted. All solid waste is collected separately, classified as organic, recyclable and non-re-

cyclable and properly disposed. Fibers from fruit pressing fuel the vapor boilers which turn generators that produce electricity. The steam sterilizes and generates the heat needed for palm oil extraction. Water leftover from processing goes back to fertilize and irrigate the palm plantation, located near the processing plant. ■

The rebirth of natural fats

Nowadays, it's pretty commonplace to scan the labels and try to avoid trans fats, the heart-disease-promoting artificial fats that have for decades been a staple ingredient in fast food and heavily-processed packaged foods.

That's great news for organics, since organic certified foods should never contain trans fats. Yet why did these fats permeate so much of our non-organic food supply?

About 100 years ago, American firm Procter & Gamble bought the rights to German scientist Wilhelm Normann's fat hydrogenation technique. Since then, the use of hydrogenated oils increased - and so did heart disease. The reasons for trans fat's popularity with big food companies are clear: the stabilized fats, which often remain solid at higher temperatures than natural fats, rarely become rancid, and foods cooked with them stay crisp longer. Companies happily promoted these bonuses and marketed unnatural trans fats as the ideal, healthier alternative to natural saturated fats,

fats which come from both animal and plant sources.

Now, of course, the tables have turned. Research steadily revealed just how harmful trans fats are. By 1995, hundreds of research reports had spoken out against trans fats. The products' deadly effects reportedly include coronary heart disease, type two diabetes, cancer and autoimmune diseases.

Natural fats are taking back some lost prestige, while a big alarm warns to protect our hearts from trans fats

In 2003, a non-profit organization called Ban Trans Fats asked California to order Kraft Foods to stop selling their famous Oreo cookies until they eliminated the product's trans fat. The mainstream media finally picked up on trans fat's dangers. Now, cities like New York are even banning restaurants from cooking with the fats, while

large companies like Kraft have rushed to switch away from trans ingredients.

This left an opening for other fats - less harmful, one hopes. Palm and coconut oil are two alternatives. Both are saturated fats. Although turning back to saturated fats is not exactly the world's healthiest solution, it is certainly better than trans and palm oil has a high percentage of non-saturated fats.

Yet environmental concerns are huge around such products. Natural though the oils may be, farming techniques are often anything but. Companies destroy diverse, rich rainforests to grow monoculture oil plantations.

Some producers have adapted to environmental concerns by creating the Roundtable of Sustainable Palm Oil. It lists companies that try to be socially and environmentally responsible. With moves like these, natural fats are taking back some lost prestige, while a big alarm warns us to protect our hearts from the artificial hydrogenation that trans fats produce. ■

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Omega 3 missing in most western diets

By Adrian Larose

Among the fats that contribute to our body's systems are omega-3 and omega-6 fats. What's special about these two varieties is that they are "essential": the human body cannot produce them from anything else, and so enough must be directly consumed in the diet to meet the body's needs. A third omega fatty acid is omega-9. The body can produce this from other foods, so it is not essential.

Today's average eater enjoys plenty of omega-6, which is available in foods like corn oil says Ian Lucas, executive vice president for global sales and marketing with Ocean Nutrition Canada. The firm, owned by major North American fish processor Clearwater, produces omega-3 fish oil.

While omega-6 consumption rose during the last half-century, Lucas says, omega-3 fell. "People are eating a lot less fish," he says,

fish being one of the strongest omega-3 sources. "It's a major nutritional problem in Western diets," he says -comparable even, he suggests, to the likes of the scurvy sailors suffered long ago due to low vitamin C.

Omega-3 fatty acids lower blood cholesterol, decrease clotting, reduce the risk of obesity and help prevent cancer, according to the World's Healthiest Foods website.

"The recommended daily omega 3 intake is about 500 to 1,000 milligrams, but the typical consumer gets only 100"

Ian Lucas
Ocean Nutrition

The question isn't whether people need more omega-3. The recommended daily intake is about 500 to 1,000 milligrams, Lucas says, but the typical consumer

gets only 100. And while omega-6 fats, which promote inflammation, should be eaten in roughly 3 or 4 portions per portion of anti-inflammatory omega-3 to keep a good balance, your average Joe is getting more like 20 or 25 to 1, Lucas says, a "disproportionate ratio".

The question is how we should get omega-3. While Lucas favours fish oil, which "by and large comes from waste products" from fish processing, others suggest organic sources such as flaxseed.

Udo's Choice oils, marketed and distributed by the Flora health products company, are made with organic crops such as flax. Udo Erasmus, the nutritionist behind the product line, says it's especially important for a pregnant woman to take omega-3 supplements, to feed both her own and her baby's brains. Fish and other omega-3 products really are brain food - the fatty acids may aid brain development.



Ian Lucas, executive vice president for global sales and marketing with Ocean Nutrition Canada.



Udo Erasmus PhD, nutrition expert and author behind Udo's Choice. His latest product Udo's DHA Oil Blend has been very well received in the market, according to Canadian distributor Flora Health.

Udo's Choice is made by Canadian firm Flora Health, under the most strict guidelines. Its production process takes oils from organic certified vegetable sources free from pesticides, chemical fertilizer residues and genetically modified organisms. Shipping in temperature control containers ensures maximum freshness from the manufacturer to the retailer and end user. Packaging and processing are also important. Udo's Choice oils are made in a state-of-the-art, low heat, low light and oxygen-free environment. The oils are packed in glass and surrounded with a box to block light. This is needed to keep the oils usable. Consumers should eat the oils in salads, smoothies, with cereals and avoid cooking. Heat seriously harms the nutritional value.

That's a problem Ocean Nutrition has confronted. Normally, omega-3 oils go rancid quite easily, oxidizing into forms the body cannot absorb while producing the ever-tantalizing aroma of rotten fish.

Lucas' firm patented a technique involving gelatin to create Meg-3, a fish oil product the company sells to many North American food and supplement

makers. In this form, the oils can even withstand pasteurization and remain bio-available, Lucas says.

"If a pregnant woman has a poor essential fatty acid in her diet, she will lose around 3% of her brain weight during pregnancy"

Udo Erasmus PhD
Udo's Choice

The product, which does not alter foods' taste or smell, is now included by large well known manufacturers of orange juice, ready made foods and some prepared breads and tortillas, Lucas says. That makes eating omega-oils convenient. Flax or fish, Udo's or Ocean's, the average Westerner's diet needs much more omega-3. Simply eating foods such as flaxseed and salmon is one way to get more of the fats, but for many people, finding a healthy, natural supplement or omega-fortified organic food may be the proper answer. ■



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Chia seeds: a super food rich in Omega 3

FORGOTTEN CROPS

By Adriana Michael

The produce a typical North American supermarket carries these days can get pretty depressing. Sure, fruits and vegetables arrive from worldwide. They are grown far away, at least, though few represent any distant native culture. The bountiful produce may look attractive, spotless and shiny with deep colors. But most of it, even the certified organic, lacks the natural smell of the truly fresh items sold at farmers' markets. The nibblies may also not have many nutrients. Thomas Pawlick, author of *The End of Food*, spent three years examining data from the Canadian government files on crops' nutritional value. He says an average



Chia seeds are an excellent source of omega-3 fatty acids, antioxidants, fiber and protein

Canadian supermarket potato today contains less than half the iron a typical potato contained 50 years ago. Tomatoes hold almost two thirds less calcium, 50% less vitamin A and about three times as much sodium! "It is amazing that the government has collected this data over the years. The findings are quite shocking", he says.

Industrial food growing that depletes soil nutrients while favouring transport-hardy varieties over nutrition and taste is behind the problem, Pawlick says. "People still question weather organic food is better than conventional from the nutritional point of view". Conventional crops and soils have lost much of their nutrients. That means even organic crops grown in previously conventional fields may face a time gap until the more holistic methods let the crops heal the earth and return the nutrients.

In the meantime, to get our daily intake of nutrients, supplements

from a good source are one option. Some have explored forgotten crops known by ancient cultures for their high nutritional value. Such little-known crops are still farmed in marginal areas that have not been exposed to industrial farming. Most are still grown by peasant farmers in remote communities that would benefit if the crops were taken seriously by committed, socially-responsible buyers.

Take the chia seeds. Along with Mexico's familiar corn, beans and amaranth, chia seeds (*Salvia hispanica* L) were one of the main Aztec (pre-Spanish civilization) crops. The seeds provided valuable energy. They were also raw material for medicines and even offerings to the gods. Chia is relatively easy to grow organically and very easy to handle; the flour can be stored for years. Perhaps because chia was unable to

dants, fiber and protein", says Guillermo Orozco of Cooperativa Chia Blanca, long time researcher of this super food's nutrition. "Chia seed oil offers the highest omega-3 fatty acid content, also found in fish oil, flax seed and marine algae, but without the fishy taste and smell", he

"Conventional crops and soils have lost much of their nutrients. An average Canadian supermarket potato today contains less than half the iron a typical potato contained 50 years ago. Tomatoes hold almost two thirds less calcium, 50% less vitamin A and about three times as much sodium!"

Thomas Pawlick, "The End of Food"

says. Further, chia oils are more stable than most natural omega-3 sources, eliminating the off, rancid taste common to many omega-3 sources. That makes chia ideal for enriching processed foods. The fibrous material left over when the oil is extracted can also serve as a thickening agent in certain applications. Oxidation of food lipids is a major concern for both consumers and manufacturers. Chia's unequalled omega-3 fatty acid stability is a result of the natural antioxidants it contains, providing it an enormous advantage over all other sources of omega-3 fatty acids.

"The nutritional value and properties of chia seeds have opened a window of opportunity for this forgotten crop in the

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The organic opportunity: Forgotten crops

By Adriana Michael

This section is based on the presentation "The Organic Opportunity in Latin America: Forgotten Crops", offered by O.W.N's publisher during Natural Products Expo West, Anaheim on March 8, 2007.

Thanks to modern intensive farming, most of today's food is derived from a few crops. We are forgetting a rich diversity of nutritious plants, especially from poorer countries in tropical latitudes.

According to Bioversity International, the world's largest international research organization on

agricultural biodiversity, maize, rice and wheat currently supply nearly half our food. And imagine this: just 20 of the Earth's roughly 13,000 known food plants make up 80% of what humans put in their stomachs!

In choosing crops, the food industry has often overlooked micronutrients and non-nutritional factors that are very important for healthy, long lives. Meanwhile, due to a shift in the industrialized countries' demographics and tastes, demand for ethnic and exotic ingredients is on the rise. Some neglected plants, such as amaranth in Mexico and quinoa in Bolivia, have been accepted by industrialized palates and have become

better-known. This is the case with the Colombian edible roots cubios and hibias. The roots sell well at gourmet restaurants in Germany, according to Colombian fruit exporter Ocati Ltda. Such success is a huge bonus for poor remote growers and their export partners alike.

Most of today's food is derived from a few crops. We are forgetting a rich diversity of nutritious plants.

A few tropical fruits have made it to supermarkets, too, the next logical step. Consumers can en-

joy the increased variety without having to fly south! However, very few are available in organic quality, and those that make it, are only available sporadically.

"It is hard to find producers of quality tropical fruits, and until demand for organic certified tropical crops is enough to justify the high cost of certification, producers will not switch that easy", says Sergio Lloreda of Ocati. Colombian export promotion agency Proexport is willing to help large-volume producers, but investment and commitment from buyers is lacking.

Meanwhile, too many urban consumers spend their days and dollars eating mostly highly-refined starches and sugars. The

average eater enjoys far too few fresh fruits and vegetables, as we know. We are also aware of the related health consequences, from obesity to diabetes to heart attacks.

Local supermarkets need to offer more diverse organic crops—not just pears, bananas and apples all winter long! In this department, distant rural farmers have a lot to offer busy urban eaters and the importers that can connect them.

Just one example of a forgotten crop that could succeed: a fruity drink popular in Colombia is the juice of Naranjilla Solanum Quitoense, commonly called lulo. It is a perfumed green juice
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Granadilla, Tree tomato, Curuba and Lulo. Photo courtesy of Proexport Colombia.

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Specialty coffees alternative for small producers

Coffee is one of the globe's most popular drinks, yet few consumers have tasted a cup of aromatic specialty coffee.

Like wine, coffee can also be recognised for its origin.

According to the Specialty Coffee Association of America, specialty coffee qualifications include origin-designated (by country, region or farm), organic, rainforest-certified and exotic. While a pound of conventional Colombian coffee runs about USD\$0.60, a pound of specialty coffee can reach \$1.60.

"Some coffee growers in Colombia have left the specialty market because of difficulties to find the appropriate buyers", says Freyre Restrepo from Cafe Granja La Esperanza, whose coffee is organic and rainforest certified. "Without this incentive, it is impossible for us (small producers) to stay in business and maintain the expensive cost of certification". Currently, specialty coffee repre-

sents 3% of Colombia's coffee export. In 2006, the country exported 700,000 bags and the 2007 goal is 1.5 million.

Rainforest Alliance certifies producers who guarantee migratory bird habitat. "We have a rainforest certified project in the Santander region that aims to export 3,000 bags per year", says Carlos Gonzalez, who directs the National Coffee Federation of
[Continued on next page](#)



Tomate
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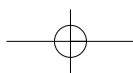
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"Gunmaku". Recently opened Arhuaco indigenous town, near to the city of Aracataca, Magdalena-Colombia. PHOTO COURTESY OF CAJA DE HERRAMIENTAS, COLOMBIA WWW.CAJADEHERRAMIENTAS.ORG

Continued from previous page
Colombia's Specialty Coffees Division. Through the "100% Colombian" designation, Gonzalez' federation aims to increase international recognition of the country's specialty coffees. In Mexico, first organic coffee exporter, the most popular brand is PLUMA. "It is Arabian coffee grown in the Pitalito's river basin situated in Oaxaca State", says biologist Laura Susana Diaz, who manages Oaxaca's Cafe La Antigua. "It grows on the mountains at 700 to 1,500 metres, surrounded by natural water springs". For top-quality organic coffee with a dash of wisdom, there are the Arhuaco indigenous community's coffee projects. These are situated in Colombia's Sierra

Nevada Mountains, a rich ecosystem facing the Caribbean Sea to the north. "The Arhuacos are 70,000 people living in around 30 different settlements", says Wilber Mestre, head of the Tayrona Indigenous Organisation. The Arhuacos follow the principles of their "law of origin" or "Marusama", transmitted through thousands of years of oral tradition. Wilber's group offers certified organic coffee under their brand TIWUN currently exported to Japan and the United States. Another project, ANEI, is a 600-family cooperative growing organic products such as coffee (1000 ton per year and BCS certified) and sugar loaves. "Although 90% of our production is bought by the National Coffee

Federation, we aim to reach more markets with our own roasted coffee" says ANEI leader and Arhuaco native Aurora Izquierdo "we re-invest all revenues on the development of our region". ANEI and TIWUN coffee from the Arhuacos are not only delicious, but have a very special added value: a chance of progress for this community to help them preserve their ancient culture in that still unspoiled part of the country. "We live according to the universal order, in harmony with mother earth, life, water and all living beings" say the Arhuacos. It is no wonder that they chose an organic and sustainable lifestyle long before Western civilizations felt any need for things like specialty organic coffee. ■

Edible roots with great potential

By Adriana Michael

Edible roots, too, can help spread organic farming. As the food industry uses more and more starches, many companies want alternatives to expensive maize and soy, now so much in demand for bio-fuel. The International Potato Center in Peru holds the world's largest bank of potato germplasm. Michael Hermann, previously a center researcher and now at CIAT (the International Center for Tropical Agriculture) in Colombia, told O.W.N about some species suitable for export. They include maca, which likes cold, moist climates. It comes from Peru at up to 4,000 metres elevation, where few plants can grow. Another root, mashua, is intercropped with other plants in a range from northern Argentina to Colombia. It is pest and disease resistant and yields up to 70 tonnes per hectare. Farmers plant it at field edges hoping to repel potato pests.

Industrially, Brazilian processors use the crop to thicken instant soups and baby food. Little is currently processed, but products on offer, are praised for quality. Some supermarkets carry arracacha chips. Some believe its appearance is superior to potato chips, which contain more fat. The chips have a light, sweet taste. According to Herrman, arracacha can grow in many environments. Small farmers value its low requirements. They often grow it with maize and beans or beneath coffee.



Michael Hermann, experienced researcher of Latin American forgotten crops, currently at CIAT Colombia

Yacon, meanwhile, is distantly related to the sunflower. It grows from Argentina to Venezuela and has been introduced in Japan. It contains a fructose, inulin, which could be a sugar substitute, suitable for diabetic people. Then there is the carrot-like arracacha, native to Colombia, whose roots are white or yellow. Plants themselves range from dark green to purple. Fresh arracacha has 28 mg calcium, four times the potato, and 1.1% iron, double the potato.

The arracacha, like the other crops we've mentioned and many, many more, have not yet shared the stunning global success of its sister New World crops potatoes and corn. That could and should change. Research and investment on processing and developing new products is needed to mainstream nutritious, organic crops like these, while benefiting both investors and communities in need of new income opportunities. ■

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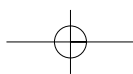
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Yerba mate booming as healthy alternative

(Continued from Cover)

fight atherosclerosis, and last year, Brazilian scientists found the tea slowed rabbits' growth of arterial plaques.

At the moment, the world's main yerba consumers are the Argentinians. 80% drink the herb at least once a week. The Middle East is the major market, in countries such as Syria and Libya. "With consumers looking for healthy alternatives to coffee and soft drinks, more people travelling and learning about customs and traditions in different countries and easier access to exotic and sometimes forgotten or marginal products, yerba mate has found a great moment to become more than just a trendy drink", says Ricardo Avalos of Canopy Foods, one of the first firms to introduce yerba to the United States, under the name Aviva Ltd. The company introduced a successful program for coffee and tea retailers -shops that sell prepared drinks as well as stores that retail drink mixes- to introduce yerba alongside coffee and tea.

Mate has other uses beyond drinks hot and cold, though, says Susana Manzur, with Paraguayan mate producer and exporter Rio

Itambey S.A.. Medicine and personal hygiene products are some examples. Chocolates and gum could also benefit. A perfume called Misiones has been launched recently in Argentina. The plant has great properties for natural cosmetics. An Iguazu spa applies yerba as part of an antioxidant skin mask.

"Creative entrepreneurs aware of changes of consumer tastes and expectations have developed yerba mate drinks that go beyond the traditional hot infusions to offer a growing line of

"To talk about sustainable development, the producer would need to be more directly involved"

says Avalos

healthier alternatives to conventional soft drinks", says Avalos. Companies like Guayaki in the United States and Sol Mate in Canada have developed unique, ready-to drink mate that have done well in the direct-to-consumer market.

An important aspect is yerba's connection to environmental issues. The way yerba is grown and harvested greatly affects the final product's taste -and not only that. A recent study suggests shade-grown yerba contains more nutrients than plants cultivated under the spicy hot sun. This is great news for organic yerba mate grown as part of diversity conservation projects in the South American forests. The increasing demand for healthier drinks is a great opportunity to innovate and explore alternative markets while introducing added value products, says Avalos. His partner Dan Garcia has introduced over 20 yerba flavours and pre-

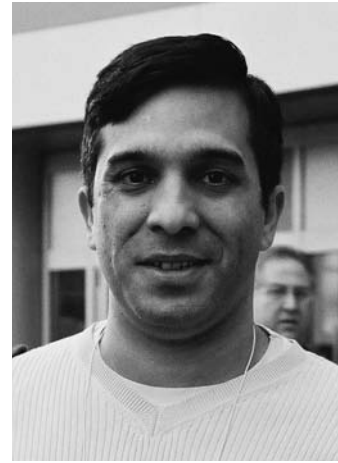
sentations. Avalos, who launched a brand of traditional yerba from Paraguay, will re-launch his and Garcia's brands under Canopy Foods. "We aim to join efforts and to work with yerba mate producers in Paraguay to enter the foreign and domestic market with better merchandising concepts and promotion like some importers and distributors have done in the United States", he says. But it is not an easy task, says Paraguay's Manzur. "Over 80% of the yerba mate sold to the United States comes from Paraguay", she says. Most producers do not care about added value when the main market is already growing.

Certainly, organic certification offers mate growers some incentive. "But in today's market structure, the producer just makes 10% of the profit, while the exporter and importer share 15% each, the distributor and broker 25% and the retailer adds another 35%", says Avalos. "To talk about sustainable development, the producer would need to be more directly involved".

Still, some growers are organic certified and they get a premium. One is Brazilian Cha Mate Triunfo Ltda. It has collected yerba in eco-friendly ways for almost half a century. The company, certified by Ecocert, is located in the Iguazu Valley where conditions are great for wild shade-grown yerba. The company exports to the United States one of the finest yerba mate in the market. From its South American origins, yerba is growing into a familiar international drink. Its diverse applications in everything from food colourings to cosmetics will only become more obvious as more and more consumers adopt yerba as a healthy -and very tasty -alternative to their morning cup of coffee. ■



Susana Manzur, marketing manager Rio Itambey S.A in Paraguay



Ricardo Avalos of Canopy Foods USA



David Karr, managing director and co-founder of Guayaki yerba mate.

Facts on Yerba Mate

The mate tree comes from the Aquifoliaceae family. Only 3 out of the 280 species are used in the mate industry.

Native from Brazil, Paraguay, Uruguay, and Argentina

A powerful blend of vitamins (A, C, E, B1, B2, Niacin (B3), B5, B Complex), Minerals (Calcium, Manganese, Iron, Selenium, Potassium, Magnesium, Phosphorus, Zinc) and additional compounds such as: Carotene, Fatty Acids, Chlorophyll, Flavonols, Polyphenols, Inositol, Trace Minerals, Antioxidants, Tannins, Pantothenic Acid and 15 Amino Acids.

Has 11 polyphenols which act as powerful antioxidants and are considered to exhibit anti-cancer effects.

Contains saponins which stimulate the immune system and aid the body protecting it against disease.

Induces mental clarity, sustains energy levels reducing fatigue, boosts the immune system, helps relieve allergies, aids in weight loss, improves digestion, diabetic treatment, inhibits lipid peroxidation.

Mate is not only used to prepared hot and cold herbal infusions, but also as ingredient for other natural soft drinks, as food ingredient, colorant and preservative, in herbal medicines and cosmetics

A great tree ideal to encourage development of sustainable forests surrounded with a rich diversity of other native trees and plants



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Flora's extreme attention to quality pays off

By Adrian Larose

Today's market is full of health supplements that promise us long, disease-free lives. Both the internet and retail shelves overflow with tonics and vitamins claiming to fight allergies, inflammation and indigestion. The amount of new products released each year can overwhelm consumers, distributors and retailers.

Every sector has leaders, though, the good and the better firms. One factor to check is how long a company has been in business.

a firm's products help their health are a good sign.

Flora has been in North America for more than 40 years. Its products are distributed worldwide and have won some of the natural health sector's major awards. The firm has roots in Germany's well-respected Salus health food company, established nine decades ago by the late Otto Greither. His grandson, Thomas, founded Flora.

"Running a company from its inception is a great experience", Thomas Greither says. "I started with a little team to grow it to over 300 employees", he says. "I



Flora export team. Sitting (Left to Right): Andrzej Markowski, Nadia Oujenko, Carolyn De Leon. Standing: Jennifer Isobe, Dolly Bhalloo, Miroslav Cekic, Inga Skoda

Another sign is proven product results. "Consumers that share their experiences with a product and promote their benefits to everyone they can without expecting any return is the best indicator of how effective a product is", says Andrew Markowski, export manager at Canadian firm Flora Manufacturing & Distributing. He's probably right! Loyal consumers who feel

learned from my father that you have to run it like a garden, where each member has a role and needs to work in constant cooperation with the others."

Part and parcel of that is staying close to motivated international distributors. Besides offering the reputation and quality of Flora's well-known brands like Udo's Choice and Flor-Essence, and all the Salus products Flora car-



Udo,s Choice Ultimate Oil Blend , one of the bestselling products at Flora Manufacturing & Distributing, recipient of several national and international awards in the natural health industry.

ries, the firm keeps in close touch with its partners, both suppliers and distributors.

"As a distributor you really receive great marketing support", says Darragh Hammond, who, along with Dominic Galvin, runs Natural Life, the firm that distributes Flora's products in Ireland. The duo's herbal distribution business was small, Hammond says -until they partnered with Flora. "With its high quality products, our business really took off".

Flora gives its distributors constant information, research facts to share with your retailers and the general public, he says. "We also get rewarded for our sales effort. For every dollar that returns to us, we invest another dollar in further promotion and advertising". In the end, though, the surest sales guarantee comes from quality products.

To distinguish itself in the growing and increasingly competitive field of natural remedies, Flora works on "putting extra attention on quality," Markowski

says. "To ensure that only the best available active ingredients are consistently used in each of our formulations batch after batch is a real challenge, because we are dealing with mother nature and some years crops might be better than others", explains Markowski. It is possible to

"We would like to expand eastward, both within Europe and into countries like the two giants, China and India"

says Markowski

keep consistency, though, through growing long-standing relationships with reliable suppliers and keeping the operation vertically integrated.

"We are able to control every step in our process, from seed selection and germination, to planting, harvesting and final production, packaging and delivery of our lines", Markowski adds. When a raw ingredient arrives with papers that declare it



Last Fall, Irene M. Kobbervskov of distributor Panacea ApS in Denmark, won the prize of Product of the Year with Udo,s Choice, at the national trade show coordinated by specialty health food stores Helsam. Mrs. Kobbervskov received a 250 ml bottle of Udo,s Choice plated in gold.

meets Flora's specifications, "we test it and compare the testing to the results obtained by the supplier or its laboratory," Markowski says. Such attention to detail has convinced some companies that Flora is very demanding to work with. That's a good sign for consumers and retailers. "You have to be sure that what you are getting is actually what you expect," Markowski says.

Sticking to sustainable practices is another way Flora maintains its sterling reputation. "We try to live our values and beliefs," says founder Thomas Greither. "We should respect nature and, if we take something beneficial from it, need to return also something good to it". The company uses only natural ingredients, organic certified where possible. It packs its

Continued on page 10



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Flora...

(Continued from page 9)

products in glass, partly-recycled boxes and biodegradable chips. Currently, about one quarter of Flora's business comes through exports to countries outside North America. Europe as a whole is currently an important market. Its markets are growing with seven new countries added in 2006. The firm is looking for

"We should respect nature and, if we take something beneficial from it, need to return also something good to it"

distribution partners both in Europe and other parts of the world. "We would like to expand eastward, both within Europe and into countries like the two giants, China and India", says Markowski. Distributors may be well established firms in

their own markets or someone who simply shares a vision for truly sustainable development and delivery of quality at all levels, he adds.

Flora exhibits at and attends major organic and health fairs, either directly or through distribu-



Thomas Greither, CEO and managing director of Flora Manufacturing & Distributing

tors. This year, the export team also plans to visit additional events like Geneva's Vitafoods, Alimentaria Portugal, and the

Paris Natexpo. We are very interested in the French market. We sell there already, but through agents in neighboring countries", says Markowski.

Promotion also comes through Flora's health experts like Udo Erasmus, who has a PhD in nutrition, Bev Maya, medical herbalist and registered midwife Dr. Cathy Carlson-Rink. They hold tours organized by Flora and its distributors, providing an opportunity for the company to directly contact health practitioners and especially end consumers.

Even though Flora has grown into a large firm with distributors in multiple countries, it is still like an extended family that enjoys meeting and helping one another in whatever ways necessary while sticking to sustainable roots. "As much as we are in the business and we need to be profitable," Markowski says, "at the same time, there is this spiritual aspect in everything you do, that is very important". ■

Chia seeds...

(Continued from page 5)

field of dietary supplements, functional foods, animal feed and the natural cosmetics sector", says Alejandro Palacio of Uebelhoer Naturkost GmbH & Co. Kg, a well known trader of organic seeds, pulses and cereals, currently supporting organic chia seeds production in Acati Jalisco. The Uebelhoer project is being developed under a private-public-program (PPP) in connection with

hocher, who is responsible for such DEG projects. This helps ensure the money helps communities in socially and environmentally responsible ways. "This approach is really important when financing a project for communities in the third world", he says. Often times, traders encourage farmers to adopt organic or some other certification and then disappear, or do not really share the high risks involved, leaving the farmers with no one to buy their products or pay the premium price. "Farmers are usu-

ally left to assume all the risks", Hagenhocher says. "I have seen groups motivated by traders to switch their production method with the hope to get better income". That's hardly the way to spread the good news about organics! The DEG approach helps to avoid such problems through its long-term commitment and the involvement of a company interested in the project to suc-

ceed. "Because of the EU Novelty Foods Regulation, we are not able to import chia seeds to the EU for human consumption yet", says Christian Uebelhoer, sales and managing director at Uebelhoer in Germany. "We expect to get the import permits by the end of this year". In the meantime, the seeds have proven great in trials testing pet food that prevents skin irritation. As chicken feed, the seeds increase omega 3 in eggs.

Naturkost Uebelhoer is also exclusive global distributor of the organic certified chia seeds from



A. Guillermo Orozco of cooperativa Chia Blanca in Acatic Mexico, B. Christian Uebelhoer managing and marketing director at Naturkost Uebelhoer GmbH & Co. KG C. Alejandro Palacios, sales manager of Uebelhoer Mexico and coordinator of the Sachia Chia Seed project.

Cooperativa Chia Blanca distributed under the Sachia brand and expects the first harvest at the end of the year. "We are really excited about this ancient food and aim to introduce it to our clients and to open new market opportunities, while bringing jobs and better living conditions to the community of Acati", adds Uebelhoer product manager Andree Hoeping. ■

Forgotten crops... (Continued from page 6)

with high levels of vitamin C and antioxidants. Ripe lulo is a truly delicious treat. However, the fruits must be harvested at the exact correct time and proper transportation is important to ensure the fruits are not sour. Other fruits with potential include guava, maracuya, curuba, chirimoya, and pitahaya. Establishing partnerships with potential organic importers to provide such crops in reliable organic quality could be very beneficial for both importers and farmers. Sufficiently large importers can help marginal communities by remedying the many obstacles such small growers face, like the lack of value-added products. Locals in small communities after all, do not have enough capital to invest in state-of-the-art processing, storage or distribution networks. Importers do. Organic importers could also help fund high certification costs. Since organic farming requires plenty of people power, promoting it helps develop rural communities while connecting with the values of the organic movement by preserving diverse native species. It also avoids the many harmful pesticides typically applied to many tropical fruits sold in the conventional market. Advantages like these, sufficiently promoted in the market, are bound to attract chefs, the media and shoppers alike. Being the first to successfully take a South American forgotten crop to market could easily recoup any up-front investments. ■

In search for sustainability

By Lucía Lorente

Today, most people probably know what organic farming means: growing crops in a planet-friendly manner without synthetic pesticides, fertilizers or other artificial chemicals. True organic entrepreneurs not only respect the environment but also the workers, through social responsibility and fair trade, a frequent certification in organic projects. Demand for organics has grown to an average of 10-20% per year in developed nations. Interest in organics has all but surpassed domestic supply in mature markets like Germany. The sector responds with more imports. Since yet another good influence of organic farming is its labor-intensive production, countries where labor is less expensive become great suppliers. Can supplying raw organic ingredients at a slight premium support real sustainability? In the conventional sector, farmers earn the least of all participants. Today, if a farmer earns 10% of the end sale price that is considered a lot! The other players in the chain turn the real profits by contributing added-value. The broker alone often makes around 25%, says Ricardo Avalos of Canopy Foods in USA. "It is very hard for a Latin company to enter some markets with an added value product", says Javier Hurtado, founder and managing director of Iru-

pana, a Bolivian producer of quinoa and other Andean cereals. "If we are not able to have some processing done in our country before an organic product is exported as commodity, we are not really gaining much more in the long term".

Irupana recently inaugurated the first processing facility for organic certified Andean cereals and grains. One added-value buyer they have found is Australia's Olive Green Organics Pty Ltd, trader and importer of finished goods. The firm wants to encourage a more direct connection between farmer and consumer.

In Mexico the state of Puebla has started a program, Providence Farm, to stimulate organic projects with own added-value products. "We aim for a market-oriented production of ethnic, natural and organic certified products, with environmental and social responsibility", says Edmundo Aguilar,



Antonio Ramos, Olive Green Organics Pty Ltd in Australia

who coordinates the project. Providence Farm began last year in rural, depressed areas. Products include several foods such as "Jamaica" flower, the traditional pulque drink, the tuna (fruit of the prickly pear) and products made with amaranth seeds. "The company Tinpi Pulcatta handles the pulque drink, a thick, white beverage made by a brief fermentation of the sap of maguey, a type of agave", ex-

plains Aguilar. Pulque was a royal Aztec drink but has been considered drink for disadvantaged people. With the alcohol content removed, it could be good for diabetics or as a body cleanser.

A major problem for sustainable development projects is economies of scale. If the projects lack volume, or if their product has a single harvest like vanilla, producers require frequent orders from small buyers. Exporting small quantities is often very expensive. Providence Farm aims to open a trading office in key European and North American markets with warehousing and direct sales to distributors at a more reasonable price than the conventional structure can offer. Innovative solutions like these can help organic producers add value to their basic commodities and as such move closer towards the organic movement's holistic origins. ■

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Organic people



A. Jeff See (left), director OCIA Intl. with Debbie Miller OCIA Canada and Edgardo Koestinger OCIA Europe **B.** Wilber Mestre (left) head of the Tayrona Indigenous Organisation in Colombia and Guillermo Rodríguez, director of La Red, a marketing association of Colombian indigenous and marginal organic producers. **C.** Gerardo Ramírez, CHICLA, producer of the first organic chewing gum in Mexico.



D. (From L to R) Standing: Zhang Aiguo, Yang Yu, Luo Min and Carrie Lee (sitting L.) of Organic & Natural Products Fair Shanghai with Xiao Xingji of the national Organic Food Development Centre. **E.** (L. to R.) Marketing team of ONP Fair Shanghai Andy Tong, Helen Sun, Edwin Long, Sherry Huang, Lily Liu and Jean Chen.



F. Barbara Scheitz, Andechser Molkerei and Amit Ranka, managing director, Giacomo Milchprodukte, celebrating the launch of their new venture adding Giacomo's organic lassi to Andechser's delicious line of yogurt and milk products. **G.** Peter Gross head of BCS, Germany the agency with the most organic certified projects in Latin America. **H.** Sylvain Dufour, Fruit d'Or, Canadian producers of cranberries **I.** Stefan Hauke, of Hauke Consulting, recently appointed representative of Messe Nuernberg Global Fairs in USA.



J. Josef Prockl, head of export division at Salus Haus GmbH & Co. **K.** Edit Dulovics, managing director of Dr. Wolfe's Bioproducts, first company to launch healthy organic certified juices in atvending machines in Hungary **L.** Ulrich Walter, managing director Ulrich Walter GmbH one of Germany's pioneers of its current organic sector **M.** T.J. Kim of JOIA Trading in Korea with Rick Ihasz of Edible Oil Services Inc. in USA, both distributors of Brazilian Agropalma's organic certified palm oil.

Horti Expo plans an "East meets West" event

By Lucía Lorente

India, one of the world's most populous countries, plans to make a splash on the international organic and food industry scenes with its government-supported Horti Expo 2008 in New Delhi, January 31 to February 2.

Poised to be South Asia's largest horticultural exhibition, the event is planned to contain six mini-expos highlighting organics, good agriculture practices, new technologies in processing and packaging, logistics, retailing Expo and the Medi-Herbal Expo, which will showcase the many diverse medicinal plants and herbs that dot the Indian sub-continent.

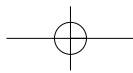
The country's recently-launched National Programme for Organic Production (NPOP) will be an expo focus promoting the concept and related certifications and standards to farmers while showcasing India's organic strength to foreign visitors. Horti Expo 2008 aims to help the government reach its stated goal of doubling crop production to help meet India's domestic food needs. In a large and growing country seeking to showcase its food industry strength on the world stage, Horti Expo 2008 is set to provide important help in the search for new partners, technologies and products.

Anuga Organic debuts at Anuga 2007

The world's largest food and beverage trade fair from October 13 through 17, 2007, in Cologne, Germany will provide the food market the opportunity to visit ten specialized trade fairs under one roof, one more time. The increased demand for organic products, an increase of 17% in the German market in 2006 alone, and Anuga's well received Organic World at the biennial's 2005 celebration, encouraged fair organizers to launch Anuga Organic as one of its separate shows this year, to better serve the needs of this rapidly growing sector.

Anuga Organic will highlight sector issues such as availability, certification and pricing.

Further features include a show "Fully Organic", which offers a range of organic products set in a conventional supermarket and a conference programme. Anuga Organic will be centrally located in Hall 5.1 of the newly revamped Cologne fairgrounds. More than 6,200 exhibitors from 90 countries in a gross exhibition space of 296,000 sq. meters and 60,000 trade visitors from 157 countries are expected this year. Fair organizer Koelnmesse, fourth largest trade fair in the world, has just finished a 28 month renovation of the fairgrounds offering the latest amenities and infrastructure to meet demand of today's marketplace.



China: on the road to a green future

(Continued from Cover)

Fach, the leading international organic trade show which hosts successful events in Germany, the United States, Japan and Brazil, has planned its first fair in China, May 31-June 2 in Shanghai.

A complex market

Yet the Chinese market is intricate and can overwhelm foreigners, and even confuse people within the country. The numbers are huge. China has a population of about 1.3 bil-

lion and some 2.3 million organic certified hectares. That places China third globally, after the Australians and Argentinians, according to IFOAM's most recent numbers. While massive Chinese exports are common in many global industries, organics are slowly but surely beginning to affect China's domestic market too. Several obstacles stand between the current export-dominated situation and larger domestic consumption. One is common in many countries: consumers are unsure what 'organic' means. Many Chinese do not know what different product labels mean, says Eva Sternfeld, with the China Environment and Sustainable Development Reference and Research Center, China's largest public environmental library.

Chinese have long recognized the "Green Food" label, introduced by the Ministry of Agri-

culture. The designation lets farmers apply some chemical fertilizers and certain pesticides. "It is therefore not the same as organic certified food," Sternfeld says. "Consumers are confused and for many Green Food sounds like the healthier choice."

Xiao Xingji, with the national government's Organic Food Development Centre, agrees Chinese consumers are ill-informed. "Not so many people here know the concept of organic farming," he says. Shoppers focus on organic food's health benefits, not environ-

are mainly in large cities such as Beijing and Shanghai, notes Sternfeld. According to Xiao, enough workers and expats there have higher salaries to buy organics. "In Hong Kong it is because of all the recent food scares, that the market for organics has exploded and now all the major grocery chains have organic sections", says Valerie Bell of Bell Alliances International Inc., a Canadian marketing consulting firm, which develops strategic alliances between North American, Chinese and Hong Kong based companies. And independent stores are starting to pop up throughout major urban areas. Lohaocity was the first organic food shop following the style of Whole Foods Market to open in Beijing. "And firms such as the Dairy Farm Group, the largest retailer in Hong Kong, are

"Greater income is the reason most farmers give for converting to organic agriculture, followed by health, ideological and environmental reasons"

opening chains of organic stores such as "360", which launched its first shop before Christmas 2006. "It is a spectacular store with both a sit down and take out resaturant areas, a huge wine area, deli, fresh salads, fruits and veggies, and a wide selection of fish, poultry, meats, health and beauty products and dietary supplements", adds Bell. Beautiful shops for rich shoppers does not mean rich farmers, though. The government first promoted organics to poor farmers as a way for them to earn money, Xiao reports. "Generally said, the salaries of organic farmers are relatively higher than the conventional ones," says the Nanjing centre's Xi. Yet, even though the price is higher, farmers' economic return is still "not good," Xiao says. First comes organic certification. It costs about 10,000 Chinese yuan, according to Xiao, or US \$1,300. That may sound small, but not in China where it suits some categories, Xiao says, such as large vegetable farms that have steady demand. Smaller, less-established



Eva Sternfeld of the China Environment and Sustainable Development Reference and Research Center in Beijing.

farms, though, may have difficulty paying. Second come the layers between producer and consumer. Often, organic farmers must spend more money establishing marketing channels. The higher price versus conventional products does not always mean higher profits.

Sternfeld sees a related problem in exports, the main target for fairs such as BioFach China. "For the organic products that are exported, I guess the major profit is made outside of China and is not paid back to the producers," she says. "A solution could be to promote

ture, followed by health, ideological and environmental reasons." The study warns farmers not to rush to go organic, especially with the country's quickly-rising number of export growers. "While organic premiums are very high in a few markets, the global experience is somewhat less promising as more and larger producers enter this lucrative niche. Established organic commodities like rice, sugar and coffee have already seen considerable reductions in price premiums," the report says. "Promises to farmers about enormous market profits may prove to be misleading, especially after the two-three years it typically takes to be certified." That situation may be bad news for producers in other countries, too. Cheap prices in China would logically mean lower prices at the stores! The question remains exactly how this will affect local growers. China's organic markets, both export and domestic, have challenges. Both are likely to grow as the country develops, consumers get better informed and continue to demand more organic and healthier products.



Lohaocity, the first organic shop in Beijing, with a wide variety of fresh fruits and vegetables from its own farm and processed foods, imported cosmetics, supplements and natural products.

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mental effects, he says.

Organics, luxury in China The bottom-line problem currently facing domestic consumption, though, is the cost. Within China, organic food is expensive - or, as Griesbach puts it, "food generally is far too cheap in China, farmers generally are very poor." Organic certification often pushes prices out of ordinary folks' reach.

"Conventional foods are relatively cheap," says Xiao. Certified organic milk might cost 2.5 times more than non-organic milk, he says. Organic honey can reach 10 times the conventional price (probably still cheaper than when produced in Germany though!).

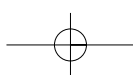
The problem is partly volume. The small domestic organic market prevents most companies from reaching economies of scale. Also, high-end stores are currently the main retailers and demand fancy packaging. For now, China's organic shops



According to IFOAM, 11 out of 31 provinces are involved in organic production.

organic and fair trade projects." Chinese farmers do say they go organic partly to earn more money. A 2001-2002 China study by the United Nations International Fund for Agricultural Development reports: "Greater income is the reason most farmers give for converting to organic agricul-

And whatever the consequences of global exports, Xiao expects that China's domestic organic market will eventually take off, as the purchasing power for more consumers increases. "Ten years ago, I couldn't imagine I could buy a car," he says. That has changed - not just for him, but for many Chinese. ■



Biofach debuts in Shanghai

By Gloria Neumann

While it may still be hard to convince Chinese consumers to buy organic, China is one of the most important sourcing regions for

the past two years, Xiao says. Similar to the Shanghai event, OCEX targets mostly the local market, but aims at Beijing rather than Shanghai. China is, after all, a very large country and most distribution efforts do not

tual market size, two organic trade fairs, one in Shanghai and one in Beijing and in opposite seasons, would provide sufficient space for producers and traders for organic products in China at the moment, according to Helen Sun, Manager Assistant of the Shanghai Jialing Exhibition Corp., Ltd, organizers of the fair in Shanghai.

On the other hand, the start for Biofach will be not an easy one, says Eva Sternfeld, with the China Environment and Sustainable Development Reference and Research Center, China's largest public environmental library. Yet for organic firms seeking to export products, BioFach is the logical choice, says Xiao.

BioFach is certainly an established global brand. Chinese interest in its fairs has increased, according to Jiang. This year's Nuremberg fair had three times more Chinese exhibitors than the 2003 event, she says. About 48 Chinese firms exhibited at the February 2007 fair in Nuernberg.

Jiang notes that China's organic industry, domestic and export, currently faces three major challenges. "First, Chinese producers must further improve trustworthiness and credibility among

Continued on page 15



Till Ahnert of Nürnberg Global Fairs GmbH with Udo Censkowsky of consulting firm Organic Services GmbH, assisting in the development of Biofach China.

organic ingredients and foreign firms are happily purchasing China's organic exports and elbowing past each other to connect with the country's producers.

"In China, organic trade is dominated by exports," says Jane Jiang, manager of BioFach China. By comparison, "the domestic demand and outlets for organic food are in the starting phase of establishing themselves."

Biofach China, the new international trade fair will be launched by German show organizer Nuernberg Global Fairs and the China Green Food Development Center, a department of the Ministry of Agriculture on May 30-June 2, 2007 at the Shanghai Everbright Convention and Exhibition Centre. The event aims to connect Chinese export and import firms with interested parties worldwide. Yet BioFach is not alone in the country. At least two other organic fairs have tried to get established. The first Chinese fair began in 2005, says Xiao Xingji, with the national government's Organic Food Development Centre. This Shanghai event, called the Organic & Natural Products Fair, worked with the Xiao's organization. It started with 90 booths in 2005 and 120 in 2006. This year the fair was celebrated in April, but most of its best potential exhibitors were attracted to exhibit at Biofach a month later. A second fair in the Fall called Organic China Expo (OCEX) has been held in Beijing

cover the whole country. Domestic producers, agents and distributors tend to focus their marketing efforts of a product within one region or even within one city. Both of these fairs aim at domestic markets, Xiao says. "This is the main target." Industry insiders believe that both fairs may end up joining forces to continue developing a platform for the domestic market. In view of the ac-

Facts on Organic China

- 1600 enterprises involved in primary production and some processing
- Organic crops include tea, soybeans and peanuts and other vegetables, beans, cereals, grains and seeds.
- Most organic certified products exported to the USA, EU, Japan
- Total exports estimated at 350 USD million (COFCC, 2006)
- Organic exports are certified by OCIA, ECOCERT, BCS, IMO, Soil Association, and local certifiers like OFDC and OTRDC

Source: "The World of Organic Agriculture 2007", IFOAM

A nation of contrasts

- Population exceeds 1.3 billion, about one-fifth of the world's population
- China is the most powerfully growing market in the world," Ian Robertson, chairman of Rolls-Royce Motor Cars Ltd., part of BMW car manufacturer which expects China sales growing 10% in 2007.
- Asia's fastest growing economy over the past 20 years
- About 40 percent of exports go to the United States
- The average income increased from US \$280 in 2005 to US \$1,290
- More than 400 million people were lifted above the \$1 dollar a day poverty level in the last 20 years
- There are still 150 million people living on less than US\$1 a day
- China contributed one-third of the global economic growth in 2004
- The country is home of several hundred thousand millionaires. The number of billionaires doubled to 15 in 2006 (Forbes)
- The Statistics Bureau said urban disposable incomes climbed 19.5 percent in the first quarter of 2007 while rural incomes went up 15.2 percent, the biggest increase in a decade.

Sources: www.worldbank.org, Shanghai Auto (2007)

Mekim introduces foreign brands to Hong Kong

By Adrian Larose



William Tsui, managing director of Mekim Limited, Hong Kong

Almost everyone owns something "Made in China" - a T-shirt, a computer, perhaps even a piece of furniture. Now organic food, which used to be grown only locally, is also coming from China to find a spot in many kitchen cupboards. Yet goods sometimes may also flow the other way. How would it be for a company which imports organics to the region?

"Chinese are becoming more and more health conscious, as a result of higher income, better education and environmental awareness", says William Tsui, managing director of Mekim Limited, a twenty year old company that imports quality conventional and organic goods to Hong Kong, certainly not part of China, but as physically close to its giant neighbour as you can possibly get. More and more Chinese consumers are talking about organic products, Tsui says. The main thing Chinese hope to get by buying organics, he says, is "non-contaminated food."

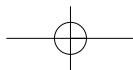
Mekim, which sells remedies, medical supplies, cosmetics and health food supplements, currently runs 25 shops in Hong Kong and also distributes products through other channels. The company employs about 200 people and reports a revenue of over US \$40 million. With growing demand for healthier natural products, Mekim introduced organics in 2004, Tsui says. In 2005, organics formed about 1% of revenue and in 2006 this category reached 5%. One challenge for importers - in China and Hong Kong alike - is the concept of Traditional Chinese Medicine (TCM). Its methods and products differ from what foreign companies have to offer. "There are many outlets specially retailing TCM," Tsui says. "I cannot call out of mind one shop specially retailing Western health

food," he adds. But some supermarkets do carry foreign health products, he says.

Health food shops that retail foreign goods - an outlet for organics in developing markets - face competition from this "vast availability of TCM," Tsui says. Thus the organic market "is developing but not well developed in Hong Kong and China," Tsui says. Compared to markets like Germany and Canada, "there are still few retailers," he says. Still, Mekim has managed to grow. A strategy has been to partner with foreign well known suppliers. The group partnered with Germany's organic juices Voelkel. The resulting business, Tsui says, has grown dra-

One challenge for importers of organic foods -in China and Hong Kong alike - is the concept of Traditional Chinese Medicine (TCM).

matically. The company aims to make Voelkel Hong Kong's number one organic juice brand by 2008, he says. Such partnerships are stock-in-trade for importers who want to succeed. Chinese exports may be the more familiar situation, but the organics industry should be sure to keep an eye on the import side, where a possibly huge market exists, thanks to a growing high-income population and more awareness on the connexion between health and food free of toxic pesticides and artificial fertilizers. ■



Doves Farm Foods launches Kamut® in the UK

By Lucía Lorente

The Kamut Association of North America recently appointed Doves Farm Foods exclusive distributor of Kamut® in the United Kingdom. Kamut® is the trademark of an ancient type of wheat, a protected variety registered by T. Mack Quinn and his son Bob of Kamut International USA with cultivar name Q77 at the Plant Variety Protection Office of the USDA. Production and marketing of Kamut® takes place under strict licensing conditions and the grain is only available as organic certified. "We have known Bob Quinn and Kamut® for many years and



Product presentation of Kamut® by Doves Farm Foods

China ...
(Continued from page 14)

international buyers for the quality of products and services," she says. This remains a work in progress. "Second, incentive schemes have to be set up to encourage farmers to grow organic products," she says. While China's governments subsidize some conventional farmers, the people O.W.N. spoke with say no special organics subsidies exist at present. "At the moment, organic food is a luxury item in Chinese stores," Jiang says. "Third, a broad education campaign is necessary". When it comes to organics, China, like most of the world, has a lot left to learn. Aware of the need to provide more information to the general public, Biofach China will also open its door to the public on the last day of the exhibition and plans a consumer-education program. Although most exhibitors at Biofach China will be Chinese exporters, according to a preliminary list provided by Biofach, some companies from Canada, Italy, Germany, France, Malaysia, Turkey, Holland and Switzerland have already registered. ■


are delighted with this formal agreement", says Clare Marriage, co-founder of Doves Farm Foods. The company, established in 1978 by Mrs. Marriage and her husband Michael has gained a reputation as a supplier of quality grains and cereals. The Kamut® brand will be presented in an attractive package bearing both well known brands. Superior in both taste and nutrition, Kamut® can be very suc-



Bob Quinn, president of KAMUT® Association USA (right) with Mark Callebert, manager of KAMUT® enterprises of Europe.

cessfully substituted for common wheat. The grain's growing variety of products have been gaining popularity at natural health food stores in North America, Europe and other parts of the world. Sales of delicious and nutritious Kamut® grain products increased almost 13 percent globally in 2006, according to the Montana-based Kamut® Association. Italy leads the way in the demand for the prod-

uct. The rich, buttery flavor of Kamut® grain products are easily digestible, have 20-40% more protein than common wheat, and are high in lipids, vitamins and minerals. The Kamut Association is present at several shows and welcomes interested parties to visit their stand at Biocultura, All Things Organic, Sapor Bio, CHFA Expo East, Natural Products Expo East, Anuga and Natexpo. ■



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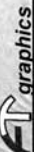
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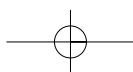
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Citrofresh, celebrating its 10th anniversary

Innovative organic sanitiser and preservative introduced to Europe

By Adriana Michael

Citrofresh™, the world's foremost natural, organic certified sanitizer is celebrating the 10th anniversary since its inception. Citrofresh™ was developed by Ravi Narain, an Australian food technologist and seasoned fish processing entrepreneur. Narain realized he could find no effective alternative to sulfur dioxide, a toxic substance commonly used to preserve fish and in wine-making sectors. Equally impossible to replace were the harsh chemicals producers routinely use to disinfect their facilities. "I found products claiming to be natural that were not, or that seemed to be natural, but to get

word-of-mouth promotion turned Narain's on-the-side activity into a new business venture, and three years ago Citrofresh International Ltd. was incorporated for marketing the product line, mainly to the food, health care, cosmetics and agriculture sectors. The product is based on citrus fruit, whose bioflavonoids can kill almost any nasty microorganisms that latch onto surfaces. Be it a factory table, a field of flowers or even harvested fruit, diluted Citrofresh™ concentrate gets it properly, completely clean. Due to the sanitizer's non-toxic nature, products need not even be rinsed after cleaning - Citrofresh™ is all that is required. The effective organic cleaner, certified by Ecocert, could shake up

unique formulation to the natural and organic sectors. As an Australian company, most sales efforts have concentrated in the Pacific Rim, although among its clients there are companies in China, South Africa, North and South America.

"But for an organic certified product, the natural market should be the organic and natural sectors first, where the unique features of Citrofresh™ are highly valuable", says Jean Kaszacs, recently appointed European managing director of Citrofresh International Ltd. "The response to Citrofresh at Sial, Fruitlogistica, but specially in Biofach Nuernberg was amazing", he says. "I was delighted to discover Citrofresh™ at Biofach", says Austrian-born Uwe Brandweiner, a biologist, chemist, nutritionist and research and development expert in natural cosmetics and food supplements. "Worldwide, people are increasingly aware that many products contain many potentially harmful synthetic substances, be it artificial preservatives, petroleum derived products, synthetic antioxidants or perfume", he says. "Meanwhile, the bacteria we used to kill with certain toxic chemicals and antibiotics for decades are starting to return and stronger. Bacteria, one of Earth's simplest life forms, have learned to baffle many standard disinfectants and sanitizers", he adds. With the sharp rise in demand for natural, organic products, non-toxic production is an important challenge, says Brandweiner. Yet finding substitutes for environmentally-harmful ingredients is not easy. Effective sanitizers must kill a

broad spectrum of microorganisms. Most products kill only some bacteria, yeasts and molds. Products like Citrofresh™, effective against all - even spores - are rare.

Some natural products like tea tree and manuka oil smell strongly and can irritate the body. An ideal solution should not alter odor or taste. Most important, it should be completely harmless for humans, animals and the environment. The most promising substances are plant actives called bioflavonoids. Consumed in fruits, herbs and vegetables, they help the body. Brandweiner has studied bioflavonoids for over a decade. Citrus fruit pulp, seeds and membranes are among the richest sources. Indeed, using citrus fruit bioflavonoids to make antimicrobial agents is not new. Grapefruit seed extract (GSE) has been popular as a 'natural' antimicrobial agent.

Chemical analysis have shown that GSE contains the synthetic compound benzethonium chloride though - and shown this as the active ingredient. Any antimicrobial activity is due to the addition of this synthetic preservative. Unnoticed by the public, a small Australian company has succeeded where others failed. The only substances used to manufacture Citrofresh™ are fruit-derived bioflavonoids and acids. The product is backed by several scientific tests that show exceptional antiseptic action without allergies or sensitization. Citrofresh™ effectively prolongs food shelf life and preserves cosmetics. It has a very broad spectrum of anti-microbial activity, killing bacteria, viruses, moulds, yeast and fungi. "In diluted form



Uwe Brandweiner, researcher and formulator for the natural cosmetics and food supplements.

it can achieve an 8 log reduction of bacteria (gram positive and negative), a 5 log reduction of viruses (enveloped and non-enveloped) and a 5 log reduction of fungi (yeast and mould)" says Kaszacs. It could be a 100% organic sanitizer in farms, hospitals, schools and any other place exposed to high contamination with germs. Even if the harm is uncertain, why should we risk our health with questionable ingredients that accumulate in the body and have been known for decades to disrupt the endocrinal system by mimicking hormones?

"Citrofresh™ is a perfect alternative that outperforms other natural options", adds Brandweiner. "It can make cosmetics consumer-friendly and 'green' and can extend the shelf life of any food, however sensitive". Natural products do not strain the environment - neither in production nor when they enter the environment after disposal. If they can be more potent than their synthetic, toxic counterparts, why then do we continue to buy the latter? ■



Ravi Narain (left) CEO and founder of Australian firm Citrofresh International Ltd. with Jean Kaszacs, Managing Director Europe at Citrofresh International

their active ingredients, they still were exposed to toxic substances", says Narain. "To be natural, it had to be organic certified".

That prompted him to research until he discovered the ingredients to develop the formula behind Citrofresh™. The innovative product was well received by Narain's clients, including other seafood processors. Gradually

today's cleaning industry, whose members so often push large companies and individual homeowners alike to 'clean' their homes with toxic chemicals. "Everywhere you use chlorine, Citrofresh™ could be applied", says Narain. In spite of being organic certified, Citrofresh™ has been mostly marketed to conventional companies. Recently, Narain started introducing his

Natexpo promises a vibrant event

By Lucia Lorente

With already more than 15000 m2 sold to around 300 well known French and foreign brands, Natexpo, the leading natural and health trade show in France, is shaping into a promising event this year. It expects around 500 exhibitors and major buyers from French speaking countries and a growing number of entrepreneurs

from other parts of the world. The show will take place October 20-22 in the new, ecologically constructed hall of Paris Nord Villepinte, where exhibitors and visitors will enjoy the beauty of natural lighting in a lush and verdant atmosphere. As highlight, Natexpo 2007 will have a "village of French organic wines," for the first time and a full program of conferences and workshops. According to communications

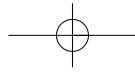
manager Benedicte Decroix, the Natexpo Trophies will be awarded for the second time to the most outstanding exhibitors in the following categories: Health & diet food, Organic products, Natural cosmetics & hygiene products, Eco-friendly products & equipment. The winners will be announced during the party held in the exhibit hall, the evening of October 20th. Natexpo takes place every two years. Based on num-

bers provided by show organizer Comexpo, 40% of visitors in 2005 were organic and natural health food retailers mostly from France, followed by health practitioners, distributors and importers/exporters. ■

To keep track of exhibitors and product lines present at the show, visit www.natexpo.com.

Photo on the right: Benedicte Decroix, communications manager Natexpo





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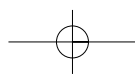
PARIS NORD Villepinte , new hall 7

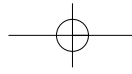
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Be aware: Children eat what they watch

By Adrian Larose

Every savvy marketer knows the surest way to parents' pocket-books: get their children on your side. It sounds simple. If young Bobby or little Samantha wants some 'fruit gummies' -never mind they contain barely any fruit and are mostly unhealthy high-fructose corn syrup -there's a good chance the package will land in mommy or daddy's shopping cart.

While the biggies spent billions in TV ads to reach children, small organic companies could sponsor puppet shows and other life entertainment with local artists at schools and community events

In an age when humans can make just about anything taste like just about anything else, targeting children should cause concern. About half the children's products that sounded or were packaged to seem like they contained fruit either contained no fruit or contained only small, nutritionally unimportant amounts in an early 2007 study from the Prevention Institute, an American non-profit health organization. Some are products smart shoppers should realize are unhealthy. Does anyone really think Nestle's strawberry Nesquik mix or Yoplait's Go-Gurt strawberry yogurt contain substantial fruit? Anecdotal, a 'strawberry ice cream' retailed in Britain was pulled off the shelves after protests that it contained no strawberries and -surprise!- no

milk products either. Its fat was animal fat. As we can see, many advertisers and manufacturers are happy to exploit consumer confusion. Few laws exist to stop such marketing.

With companies spending about \$10 billion advertising food and drinks to U.S. kids each year, according to that country's Institute of Medicine non-governmental organization -principally, one can assume, ever-so-healthy sugar cereals, soft drinks and fatty, salty snacks- small organics companies may seem headed nowhere fast. How can they beat corporate behemoths who, Harvard researchers say, manage to get the average American kid to chow down 167 extra calories for each hour of television he or she watches? (And people say advertising doesn't work. As the researchers reportedly put it, children "eat what they watch".)

The trick, perhaps, is to take a different approach - beat the biggies at a different game. Knowledge of and desire for health foods is on the rise, so targeting mommy or daddy may be an effective start. Work with schools, fundraising events and sports leagues that involve children to help raise your company's profile. Often they need certain products. Such promotions create a feel-good brand- and encourage children and adults alike to taste and enjoy healthy alternatives.

At a school or summer camp, partner with the catering company to provide healthy snacks and hot lunches. Area farmers may be happy to add a local company's products to weekly or monthly produce delivery baskets.

Innovate: if your city offers it, sponsor wastebaskets or benches in parks and other places where



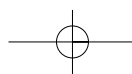
Exposure to TV every day has harmful effects on children: Obesity, disrupted hormones, sleep disorders and a weakened immune system.

people enjoy the outdoors, and if not, encourage local government to start such a program. Add any extra touch that shows your company cares about the health of people and the planet.

Biodegradable packaging surrounding a healthy snack that children love to eat and parents feel good about serving - only a few years ago, that might have sounded like a joke. Now, though, it can be reality. Small organic companies must simply keep in mind what large corporations are doing and find ways to slip through the media cracks. Advertising and direct promotion do work and not always need a multimillion dollar budget to get good results- there are creative ways to grab the attention -and dollars- of children and parents alike. ■

Facts on tv and kids

- More than a third of children under the age of four (36%) have a television in their bedroom, with 14% having a video recorder as well.
- More than half of children under the age of 16 (52%) have a television in their bedrooms.
Source: Independent Television Commission (ITC)
- On average, kids spend nearly 4 hours a day watching television, DVDs and videos
- TV viewing starts earlier than other forms of media-often beginning before age two.
- Even in G-rated, animated movies and DVDs, violence is common-often as a way for the good characters to solve their problems.
- University of Michigan researchers found that just being awake and in the room with the TV on more than two hours a day was a risk factor for being overweight at ages three and four-and-a-half.
- Children and youth see, on average, about 2000 beer and wine ads on TV each year.



Andalusia moves forward with new organic program and international fairs

By Lucia Lorente

With two professional fairs and the launch of its government's new ecological strategic plan, the province of Andalusia in Spain is working to solidify its status as one of the world's major organic agriculture areas. The region, first in Spain in the amount of organic products consumed and containing about 60% of that country's organic certified land at about 540,000 hectares, has begun its Second Strategic Plan for Ecological Agriculture. The plan is to last six years, until 2013.



Manuel G. de Molina. Ministry of Agriculture and Fisheries.

This round two covers five themes -namely, supporting organic production and organic processing, motivating organic consumption, promoting research and making the organic industry both more transparent and more secure. Some of the region's 6,500 organic businesses - 35% of Spain's total organic business count - involved with olives, almonds, fruits, livestock, industrial applications and more, were asked for plan input. The government slogan "organic food is 100% food" ran in March as part of a radio, newspaper and television campaign to increase domestic organic consumption.

Through the fairs and its already large organic lands and industry, Andalusia has secured a prominent place on the global organic map

The region's Biocordoba fair will be held Sept. 25-27 this year. Its new, larger fairground should accommodate more international and national exhibitors in its 12,000 square metres of exhibition space. The event aims to be

Spain's national organics trade event. The Comité Andaluz de Agricultura Ecológica (known as the CAAE) has joined the fair's organizing committee. It adds its name to the list that includes the Andalusian organic entrepreneurs association (EPEA), the Government of Cordoba and several government ministries.

Biocordoba is planned in Cordoba for the same week as the first ever international Andalusian agricultural fair, "Andalusia Sabor," which will be held in Sevilla. The combination should attract both organic and conventional producers and industry representatives from Spain and abroad. Andalusian organics

firms also demonstrate their knowledge on the world stage. BioFach 2007 included 40 different Andalusian companies, such as producers of ham, olives, bread, cheese, wine and fish. The region itself is well known for its olive groves, cereals, legumes and aromatic and medicinal herbs. "We are very satisfied with the

performing of this BioFach edition", said at Biofach Manuel Gonzalez de Molina, General Director for Organic Farming with the Regional Ministry of Agriculture and Fisheries. Through the fairs and its already-large organic lands and industry, Andalusia has secured a prominent place on the global organic map. ■

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New certification adds social and labor standards

By Tatjana Schulz

A coalition including representatives of organic products, certification standards labor rights and the not-for-profit sector has come together to announce a certification process for Fair Labor Practices and Community Benefits. The new standard is a step towards widespread socially responsible and sustainable practices in agriculture and food production, standards that should promote better conditions for workers and their families. For this initiative, we can thank SCS, a top U.S. sustainability standards developer and certifier. The initiative was supported by Numi Organic Tea, the International Labor Rights Fund (ILRF) and NSF International, an independent, not-for-profit standards developer.

It has been submitted to ANSI, America's official national standards administrator, for status as a Draft American National Standard for Trial Use. Once in effect, application for certification will likely be open to all farms, processors, and handlers who meet set criteria that include hiring and employment practices, workplace conditions and access for workers and families to transportation, health, and education services. The organizations have been working towards greater social and environmental sustainability for some time. SCS has developed internationally recognized standards and certification programs for more than two decades, helping improve the environment and promote social accountability while improving prod-

uct quality in several industries. ILRF has worked to protect workers' rights since the 1980s. The group has led many successful campaigns, most notably against child labor. "Brazil has adopted a similar new seal for higher standards in social and environmental programs", says Alexandre Harkaly of Instituto Biodinamico (IBD), the country's oldest and largest certification agency. IBD has already inspected two organic enterprises to achieve this certification, Usina de Açúcar Jalles Machado in Goias state and Sítio do Moimho, in Rio de Janeiro. "Organic certification already relies on social and environmental aspects based on national and international legislations but there was need for a seal to specifically address these issues", says Harkaly.

China has now the highest market growth and the largest area of organic farmland in Asia, taking second place worldwide after Australia.

Japan
In 2006 the JAS was reviewed, becoming more strict, especially the RFCO process.



Australia
Australian Quarantine and Inspection Service (AQIS) is part of the Australian Government Department of Agriculture, Fisheries and Forestry. AQIS Organic Program approves the organic certification bodies. ACO certifies over half of all organic operators in the country. ACO is a fully-owned subsidiary of Biological Farmers of Australia www.bfa.com.au

CAAE is a non-profit organisation for the development of certified organic farming and livestock production. CAAE aims to bring together all those with an interest in the organic food sector to promote and spread the values of organic production. In addition, it organizes campaigns and develops standards to foster the markets and encourage the availability of organic food for consumers. www.caae.es



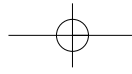
Biotropico supports certification activities in Colombia since 1997. Currently certifies 12,814 hectares under organic production including: animals, coffee, banana, fruits, sugar cane, vegetables, cereals and pastures. Member of IFOAM, Latin American Certification Agencies and CertiBio. www.biotropico.com



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NATURAL TRADE SHOW BRIGHTON
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info@targetpublishing.com
www.naturaltradeshow.com

16-17
NATURAL & ORGANIC PRODUCTS EUROPE LONDON
Olympia Hall, London
info@naturalproducts.co.uk
www.naturalproducts.co.uk

19-22
CHFA EXPO WEST
Vancouver, Canada
Info: +1 905 479 6939
sdagenais@chfa.ca
www.chfa.ca

MAY



03-06
BIOBRAZIL FAIR 2006
São Paulo, Brasil
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lcom@francal.com.br
www.biobrazilfair.com.br

05-08
ALL THINGS ORGANIC
Chicago, Illinois
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customerservice@divcom.com
www.organicexpo.com

08-10
VITAFODDS INTERNATIONAL PALEXPO Geneva-Switzerland
Info: +44 (0)20 7915 5656
nmason@iirx.co.uk
cle@iirx.co.uk
www.vitafoods.eu.com

13-16
HOFEX 2007
Hong Kong Convention & Exhibition Centre
www.hofex.com

18-20
BIO-SEARCH 2007
Manila, The Phillipines
Info: +632-831-2483
nproducts@citem.com.ph
www.citem.com.ph

31-02
BIOFACH CHINA 2007
Shanghai, China
biofach-china@nuernbergglobalfairs.com
www.biofach-china.com

JUNE

06-07
WORLD FOOD MARKET
Porte de Versailles Paris, France
Ethnic & Specialities Food Show
Gourmet Fine Food
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ax.guilmault@ethnicfoodshow.com
www.ethnicfoodshow.com

09-17
FIERA TRIESTE ITALY
Info: +39 040 949 4111
bio@fiera.trieste.it
www.fiera.trieste.it

AUGUST

07-09
FOOD INGREDIENTS SOUTH AMERICA
Sao Paulo, Brasil
Info: +31 346 559444
Fi@cmpi.biz
www.fi-events.com

26-28
IFOAM
Conference on Marketing of Organic and Regional Values
Schwäbisch Hall, Germany

Info: +49 (0) 89 820 759-0
ifoam.conference0708@organic-services.com
www.ifoam.org/events/ifoam_conferences/

SEPTEMBER

06-09
CHFA CONFERENCE & TRADE SHOW EAST
Toronto, Ontario
Info: +1 905 479 6939
tradeshows@chfa.ca
www.chfa.ca



07-09
ORGANIC EXPO 2007
Melbourne, Australia
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Gourmet Fine Food
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visitors@organicexpo.com.au
www.organicexpo.com.au

13-16
SANA
Bologna, Italy
Info: +39 051 282 111
sana@bolognafiere.it
www.sana.it

VITASANA

23-24
VITASANA
Flanders Expo Gent, Belgium
Professional Trade Fair for Healthy Living
Info: +32 (0) 9 / 241 92 1
WFoncke@flandersexpo.be
www.vitasanaexpo.be/
ENG/index.php

26-29
NATURAL PRODUCTS EXPO EAST
Baltimore, USA
Info: +1 303 998 9157
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13-17
ANUGA / ANUGA ORGANIC
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30-01
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dwood@divcomevents.com
www.ethnicandspecialtyfood.com

OCTOBER

03-05
SPAASIA WELLNESS SUMMIT 2006
Hua Hin, Thailand
Info: +65 6336 8350
summit@spaasia.com
www.spaasia.com/summit

10-12
BIOFACH JAPAN
Tokyo
Info: +49 911 86 06 86 92
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16-18
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20-23
NATEXPO
Paris Ville Pinte New Hall 7
Comexpo, Paris
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www.natexpo.com



30-02
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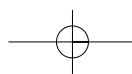
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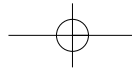
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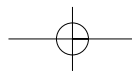
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