



Nordic Organic Food Fair announces first new speakers for 2016

With visitor registration now open for 2016, Nordic Organic Food Fair – the Nordic region’s biggest trade show for organic food and drink, has now confirmed some of the big name speakers set to attend MalmöMässan, in Sweden, over 16-17 November.

Marie Söderqvist, CEO of Livsmedelsföretagen (The Swedish Food Federation), raw chef Viktor Ingmarsson, and Mimi Eriksson Dekker and Eva Fröman, founders of EkoMatCentrum (and winners of the 2015 Organic Lifetime Achievement Award from Natural & Organic Awards Scandinavia), are among the first to be announced.

Söderqvist, known as a columnist for Swedish newspapers *Expressen* and *Svenska Dagbladet* and for her panel appearances on Swedish TV4 news, is the former MD of research company United Minds. She took up her current position at Livsmedelsföretagen, which represents more than 800 companies in the Swedish food industry, in 2012. A year later, she helped put sustainability at the top of the agenda with the launch of the federation’s ‘Sustainability Manifesto’.

“Food should not only be good, we want to produce it in good conditions, and eat it with a clear conscience,” she said in a press release at the time^[1]. Since then, the manifesto, which included a 10-goal list of key ‘commandments’ (covering everything from animal welfare standards to energy efficiency and greater equality/diversity in the workplace) has continued to guide and promote ‘the Swedish food industry’s commitment to sustainable, credible and responsible production of food and beverages’.

Sustainability is almost certain to be a key discussion point in her session ‘The Organic Revolution’ at the show, where she’ll outline the importance, relevance and influence organic production has in the food sector (starting at 13.30, on 17 November).

Other hot topics on the popular Organic Theatre programme include food waste reduction initiatives, the benefits of urban agriculture, the rise of organic food consumption in schools, and a ‘how to guide’ for the organic conversion of public kitchens. As in previous years, leading industry commentators and retailers will also be sharing their insights and analyse of the latest organic market trends and reports.

“People are asking why not organic, instead of why organic, that’s a big change in consumer attitudes,” said Cecilia Ryegård, editor and founder of Ekoweb, in her session last year. She went on to highlight that even ‘modest’ projections put the Swedish organic food market on course to double by 2025.

“According to our latest figures, taken from reports from Organic Denmark, KRAV, Finland’s Pro Luomi and Oikos – Organic Norway, the combined Nordic market for organic food is now worth over €4 billion. And it’s only going in one direction – up,” says Nordic Organic Food Fair’s event Director Anne Seeberg.

“Organic food and beverage sales in Sweden and Denmark alone, home to 67% of the show’s visitors, have both reported significant increases over the last five years. So, it’s no wonder that the Nordic Organic Food Fair has grown in size again – by 10% for 2016 – to accommodate the demand to exhibit. Organic is such an exciting proposition in Scandinavia right now that companies from all across the world want to share in its success. And more and more are choosing Nordic Organic Food Fair as their launch pad into this thriving market,” she says.

Visitors to the 2016 show, which is co-located with Natural Products Scandinavia, will benefit from this floorplan expansion. With exhibitor numbers now totalling a record 375 suppliers, there will be more certified organic products on offer than at any previous show. Visitor numbers are also expected to be up to over 4,500 attendees (compared to last year’s 3,930).

Top buyers already pre-registered to visit include representatives from Bergendahls Food, Dansk Supermarked, Solhjulet, FoodService Danmark, Valsemollen, Nordlie Food, 7-eleven Denmark, House of Denmark, Stryhns, Arnold Suhr Netherlands, BC Hospitality Group, Coop Trading, Fast Food à la Française, Magasin du Nord, Mathem i Sverige, Reitan Servicehandel, Ruohonjuuri, SuperBrugsen, and Coop Denmark.

Free registration now open

Busy, fantastic, diverse, interesting, useful, and impressive – are just some of the words used to describe last year’s show, with many calling it an ‘essential visit’ for seeing innovative new products and trends.

Returning show features include pavilions from KRAV, Organic Denmark, AMA – Bio From Austria, Soil Association, and Demeter Italy; with new additions soon to be announced. The Nordic Organic Chef Competition, which launched last year, is also back on the menu. Hosted by the Swedish organic chef association Föreningen Ekokockar, for 2016, there will now be three finals taking place at the show, including Nordic Organic Chef of the Year, Sweden’s Organic Chef and Sweden’s Young Organic Chef.

Nordic Organic Food Fair will return to Malmö, Sweden, on 16-17 November (new mid-week dates). For more information and to register, please visit www.nordicorganicexpo.com and quote priority code NFUK115 (direct link: <https://registration.n200.com/survey/2owh6szsp5ab6?actioncode=NFUK115>).

[1] Source: <http://www.livsmedelsforetagen.se/livsmedelsforetagen-har-antagit-ett-hallbarhetsmanifest>

Media enquiries & press pass requests to:

Emma-Louise Jones, Head of PR
t: +44 (0)1273 645134
e: ejones@divcom.co.uk
Website: www.divcom.co.uk
Twitter: www.twitter.com/DiversifiedUK

Exhibitor enquiries to:

Anne Seeberg, Event Director
t: +44 (0)1273 645124
e: aseeberg@divcom.co.uk
Website: www.nordicorganicexpo.com
Twitter: www.twitter.com/NordicOrganic
Facebook: www.facebook.com/nordicorganic
LinkedIn: www.linkedin.com/groups/Nordic-Organic-Food-Fair-5071082

Scandinavia office:

Lars Larsson, Nordic Manager
Nordenskiöldsgatan 13, S - 211 19 Malmö, Sweden
t: +46 702 661170
e: LLarsson@divcom.co.uk

Notes:

In 2014, Nordic Organic Food Fair was shortlisted for Best Tradeshow Exhibition (UK & International) under 2,000sq.m at the UK's Association of Event Organisers' annual Excellence Awards. It was also a finalist in the Best International Launch category at the UK's Exhibition News Awards.

In 2013, Natural Products Scandinavia won Best International Launch at the UK's Exhibition News Awards. It was also finalist in the Best Trade Launch Show category at the UK's Association of Event Organisers' annual Excellence Awards.

High resolution photographs are available upon request.

Diversified Communications UK (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton, Peterborough, and Nailsworth. Diversified UK's portfolio includes Nordic Organic Food Fair in Malmö, Sweden (co-located with Natural Products Scandinavia); Natural Food Show at Natural & Organic Products Europe (London); Natural & Organic Awards; Natural Products News; lunch!; Casual Dining; Casual Dining Restaurant & Pub Awards; and Commercial Kitchen. For more information, visit: www.divcom.co.uk.

Diversified UK is part of Diversified Communications, a leading international media company providing market access, education and information through global, national and regional face-to-face events, digital and print publications and television stations. Diversified serves a number of industries including: seafood, food service, natural and organic, healthcare, commercial marine, and business management. Based in Portland, Maine, USA, Diversified employs over 850 staff, across eight divisions in seven countries. For more information, visit: www.divcom.com.