



## Organic industry leaders confirmed for Nordic Organic Food Fair 2014

Renowned Swedish chefs Paul Svensson and Anders Ramsay, strong proponents of sustainable organic cuisine, have been confirmed to host live demonstrations at this year's sold out Nordic Organic Food Fair, taking place in Malmö, Sweden, on 26-27 October.

Now in its second year, the two day trade event, which sold out of all exhibition space last month, also boasts a packed Organic Theatre programme featuring sessions from IFOAM EU, KRAV Sweden, EkoMatCentrum, Fazer Food Services, Soil Association Certification, and Rolf-Axel Nordström, founder of Ängavallen.

Paul Svensson, a well-known face on Swedish TV, has over a decade of experience working in top restaurants, including the Michelin-starred F12 and Bon Lloc in Stockholm. In 2003, he represented his country in the world's most prestigious chef competition – the Bocuse d'Or, where he came in fifth place. After officially opening this year's show at 10am on Sunday 26 October, Svensson will be giving visitors the opportunity to enjoy his culinary skills in a series of live cooking sessions on the Menigo stand (FC10).

Svensson will also be appearing in The Organic Theatre discussing 'Mat i tiden och i framtiden' (Food now and in the future) at 2pm on the show's opening day.

Anders Ramsay will also be appearing on both days of the show (in association with The Vegan Society). He'll be taking centre stage on the Biolab stand (FAO2) promoting "tasty, deceptively simple" organic food "with lots of veg". A chef with around 25 years of experience working in Sweden, Europe and the US, he was recently a finalist in The Vegetarian Chance competition, an event dedicated to vegetarian and vegan cuisine, in Milan, Italy.

Full session timings are available at [www.nordicorganicexpo.com/live-cooking-demonstrations](http://www.nordicorganicexpo.com/live-cooking-demonstrations).

### The Food & Drink Education Programme in The Organic Theatre

With sales of organic food and drink still on the rise across Scandinavia, Nordic Organic Food Fair – the region's only dedicated trade show for organic food and drink – is an exciting proposition for thousands of visiting retailers and foodservice professionals looking to keep up-to-date with all the latest products, trends and industry insights.

Notable highlights in this year's Organic Theatre programme, include an exclusive panel debate on Sunday 26 September discussing how organic and conventional food communities can learn from each other to create a sustainable value chain for the future. The session, chaired by Rolf Bjerndell, will feature Helene Birk (Organic Denmark), Johan Cejie (KRAV Sweden), Lee Holdstock (Soil Association Certification), and Mikael Robertsson (Organic Sweden). The panellists will be focusing on possible solutions to meet future needs and how innovation can help create results.

### Making organic food accessible for all – Mikael Robertsson

Mikael Robertsson was responsible for environment and CSR in Coop for over 20 years. He developed Coop's own brand Änglemark, which today is known throughout Scandinavia. Robertsson has been a driving force in the development of the organic sector in Sweden – helping buyers, retailers, and big corporation managers improve their knowledge and understanding. He is currently working on establishing Organic Sweden, a new association which aims to promote increased sales of organic food in Sweden.

### Organic or local? – Morten Hammerich

Morten Hammerich is the CEO of Fazer Food Services – an industry leader in organic certification of catering kitchens in Denmark. In 2010, the company decided to increase the use of organic produce in their 160 canteen kitchens. The initial goal was to have 30-60% organic food without changing the budget. Today, four years later, this goal has been reached. Hammerich's session will focus on the pros and cons of striving for organic certification, and the use of local ingredients versus organic food, in public kitchens, canteens and restaurants across the Nordic region.

## **New organic regulation update – Kjell Sjö Dahl Svensson**

IFOAM EU council member, and quality manager at KRAV, Kjell Sjö Dahl Svensson is hosting a must-attend session explaining important changes in EU legislation on organic regulation. Focusing on the challenges and opportunities for organic operators, key topics under discussion include proposals regarding import, retailer certification, the introduction of a pesticide decertification threshold, administrative burden, the impact on SMEs, and environmental performance requirements.

## **Challenges for conventional and organic food communities – Rolf Bjerndell**

With consumer behaviour more complex than ever before, gut feeling, trend awareness, creativity and innovation capacity, play an increasingly important role in the food market. Drawing on decades of experience working as a chairman and CEO of organisations like Probi AB and Oatly, including over ten years as CEO and president of Skånemejerier, Rolf Bjerndell will explain how different communities can and should work together to create innovations to meet the needs of future consumers.

Other sessions in The Organic Food Theatre include:

- The Swedish organic market: what are the driving forces and what are the current developments? – Johan Cejje, sales manager at KRAV Sweden
- Accessing the Swedish public catering market with your organic products – Gunilla Andersson, Malmö City Project
- Organic breaks all records: interim report Swedish Ekomarknad 2014 – Cecilia Ryegård, Ekoweb
- EkoMatCentrum's Awards Lilla Ekomatsligan 2014 (to the most ecological school and pre-school in Sweden) and a presentation on 'climate friendly proteins' – Mimi Eriksson Dekker and Eva Froman, EkoMatCentrum
- Healthy soil... healthy you? – Lee Holdstock, trade relations manager at Soil Association Certification

Show features for 2014 include The Organic Theatre, New Products Showcase, and new pavilions from Organic Denmark – Denmark's non-profit organisation of organic companies, consumers and farmers, Menigo's Organic Marketplace for Fresh Produce; Agrarmarkt Austria; Italian Pavilion; and Andalusian Pavilion. They join returning pavilions from KRAV and The Soil Association, plus the Mecklenburg-Vorpommern Pavilion (exhibiting products from North-East Germany).

Nordic Organic Food Fair is co-located with Natural Products Scandinavia ensuring visitors also benefit from access to hundreds of innovative natural food and drink products from world-leading brands and exciting new producers. Highlight's in the show's Natural Theatre include sessions by Patrick Ahern, director general of EHPM examining the uncertainty around EU policy and legislation concerning probiotics and botanicals and their use in food products; Alejandro Gil, IFOAM EU project coordinator, discussing the current challenges and legal situation for GMO-free food production in the EU; and Abigail Stevens from The Vegan Society exploring the business benefits of registering for their internationally-recognised gold standard Vegan Trademark.

Full timings and seminar summaries are available at [www.nordicorganicexpo.com/education](http://www.nordicorganicexpo.com/education).

Nordic Organic Food Fair will return to Malmö, Sweden, on 26-27 October 2014. For more information, and to register for a free trade ticket, please visit [www.nordicorganicexpo.com](http://www.nordicorganicexpo.com) and quote priority code NOFUK102 (direct link: <http://www.eventdata.co.uk/Visitor/Nordic.aspx?AffiliateCode=NOFUK102>).

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## **Media enquiries & press pass requests to:**

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Editorial representatives of relevant business and consumer media (including freelancers) are invited to apply for press passes to attend (please note, additional details may be requested to verify journalistic activity and all press passes are issued at the management's discretion).

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## **Notes:**

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

*Natural Products Scandinavia won Best International Launch at the UK's Exhibition News Awards in May 2013. In June 2013, it was named a finalist in the Best Trade Launch Show category at the UK's Association of Event Organisers' annual Excellence Awards.*

*High resolution imagery is available upon request.*

*Diversified Communications UK (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton, Peterborough, Leamington Spa, and Nailsworth, Glos. In addition to lunch!, Diversified UK's portfolio includes Casual Dining; Natural Food Show at Natural & Organic Products Europe; Natural and Organic Awards; Nordic Organic Food Fair in Malmö, Sweden (co-located with Natural Products Scandinavia); camexpo; Natural Products magazine; Natural Beauty Yearbook; office\*; Ocean Business (including Offshore Survey Conference & Ocean Careers); OceanBuzz; MARELEC Marine Electromagnetics conference (in Philadelphia, USA); SITS – The Service Desk & IT Support Show; ServiceDesk360; Euro Bus Expo; Coach and Bus Live; Best of Britain & Ireland; The Route One Operator Excellence Awards; The National Coach Tourism Awards; Route One magazine; and Coach Monthly. For more information, visit: [www.divcom.co.uk](http://www.divcom.co.uk).*

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