



New International Pavilions join Nordic Organic Food Fair 2015

Scandinavian food and drink buyers will have even more opportunities to expand their international offerings with the introduction of new pavilions from Belgium, Valencia, and Greece at this year's Nordic Organic Food Fair.

Taking place on 1-2 November in Malmö, Sweden, the event will boast an unprecedented 200 exhibiting companies from 27 different countries, including returning pavilions from KRAV Sweden, Organic Denmark, Menigo, Soil Association Certification, Agrarmarkt Austria Marketing, and Andalusian.

This year's total sales for organic food has reached over €3.1 billion in the Nordic region. With growth rates as high as 38% in Sweden and 30% in Norway, it's organic innovations like those being showcased at Nordic Organic Food Fair – the only dedicated organic food and drink trade event in the Nordic region – that has helped to fuel this expansion.

Country Pavilion from Belgium

Thanks to a strong increase in the sales of organic produce in Belgium over the last few years, 2015 sees the first Organic Belgium Pavilion at the show. Products on offer include healthy Belgium chocolate from Klingele, fresh organic meat from Dele meat, organic vegetables from Ekoveg, and organic drinks from the Chaló Company and Pajottenlander.

Valencia is joining Andalusia

This year, the Andalusian Pavilion (hosted by EXTENDA Trade Agency for Andalusia) is joined by their Spanish neighbours from the Mediterranean coast. The Valencian pavilion (hosted by Fedacova) will bring together eleven companies from the region.

A firm favourite with millions of consumers around the world, Spanish cuisine relies on using high quality ingredients to create simple, versatile and tasty dishes. The Andalusian region is renowned for its fresh tomatoes and organic vegetables, and visitors can expect to see authentic produce from Ecopark Nijar, BIO Green Food Biotomate and Naturcharc. Other food specialities are also well represented, including organic fish from Pesasur S.A, organic aloe vera food products from Excealoe, quality extra virgin olive oil from Olivar De Segura, SCA and dried fruits and vegetables from La Frubense, S.L and Vitasnacks.

Greek pavilion hosted by EU Safe, Fresh, Simply Best

There will be fresh produce galore on the Greek stand EU Safe, Fresh, Simply Best, also known as European Organic Fruit and Vegetables (Netherlands, Sweden, Germany). The program (with its lead partner Hellas Bio Net), represents six legal entities consisting of the National Union of Agricultural Cooperatives of Biological Products, the Agricultural Cooperative bioproduction Western Greece, the BIOAGROS SA, the Agricultural Association - Horticultural Producers Group Ag. Athanasios Drama, the Organic Fruit & Vegetables BV, and BIO ILIOS GmbH. Cultivated in all areas around Greece, these companies ensure that the final distributed organic product is absolutely authentic, safe and certified.

Organic Denmark returning with a bigger Pavilion

Organic Denmark's pavilion at Nordic Organic Food Fair is promoting fifteen Danish companies this year, including Is fra Skarø, Mejnerts Mølle, Fynbo Foods, Q-Kaffe & Kakao, Valsemøllen, Nordic Chufa, Biogan, Herrens Mark, Skee Ismejeri, Solhjulet, Tea2you – Tremendous Taste of Tea, Them Dairy, and Tvedemose Champignon.

One of their returning companies is Smily Rainbow, a producer of baby food products. This is now one of the most profitable organic product categories in the Nordic region, with organic sales over 50% of total sales in both Denmark and Norway.

Swedish pavilions and new associations

KRAV Sweden is back for 2015 with more exhibitors and an even bigger stand. Pavilion members confirmed to date, include Jesses Deli, Svenska Lantchips, Bosarpsyckling, Chrisbels Glutenfria, and Torfolk Gård.

KRAV will be joined by Menigo, one of the largest wholesalers in Sweden. Once again Menigo will be hosting an interactive stand, where visitors can find market leading organic produce and talk to industry specialists, category managers and other leading figures of the organic industry in Sweden.

The recently formed organisation Organic Sweden is also supporting the show.

"The show is great to see what's going on in the 'organic world' in and outside of Sweden," says Christoffer Cedergren, chef at Four Service, Sweden

Soil Association Pavilion

Soil Association Certification is back for a third year. Three new exhibitors confirmed on the pavilion include Big Oz, exhibiting a choice of organic and gluten free muesli products, Plenish Cleanse, makers of organic and detoxing juices, and organic cheesemakers Lye Cross Farm.

Several other Soil Association members will also be exhibiting with their distributors or wholesalers. Among them are Pukka Herbs, Aduna, and Sun and Seed, along with Alara, Organic Seed & Bean, and Planet Organic who are taking their own stands.

New innovations in natural food

Nordic Organic Food Fair (1-2 November, MalmöMässan, Sweden) is co-located with Natural Products Scandinavia, which means visiting food buyers also benefit from access to the latest natural food and drink products from world-leading brands like V-Sell (Sweden), Planet Organic (UK), Lifefood (Czech Republic), Veganz (Germany), Dagsmeja AB (Sweden), TypicalGreen (Belgium), Goodtrade Scandinavia AB (Sweden), Leader Foods Oy (Finland), Pure Beginnings (South Africa), Garbanzo Snacks Ltd (UK), and Feinstoff Vertriebs (Austria).

To register for a free trade ticket, please visit www.nordicorganicexpo.com and quote priority code NOFUK122 (direct link: www.eventdata.co.uk/Visitor/Nordic.aspx?TrackingCode=NOFUK122).

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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 imagery is available upon request:

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