



ORGANIC TRADE ASSOCIATION SPEAKER SESSIONS AT BIOFACH CONGRESS 2017

Join us for a pre-show reception on February 14, 2017 at the Maritim Nuremberg!

All are invited but RSVP is required. Please sign-up here: <https://goo.gl/forms/ohP9ev3HjHqo3ieM2> If you have any questions about Biofach, the program, or if you will be attending please contact Monique at mmarez@ota.com.

Thursday, 16.02.2017

GLOBAL ORGANIC MARKET OVERVIEW FACTS, TRENDS AND OPPORTUNITIES

10:00 11:30 Istanbul Room E Forum BIOFACH

The global organic market develops dynamically. Organic 3.0 postulates further growth, inclusiveness and orientation in a more differentiated sustainability products market. We deepen the market information from the IFOAM – Organics International/FiBL statistics book and reflect about trends and strategic market positioning.

Presenter: Markus Arbenz, IFOAM Organics International, Germany

Speakers: Dr. Helga Willer, FiBL – Forschungsinstitut für biologischen Landbau, Switzerland; Monique Marez, Organic Trade Association (OTA), United States; Xiandong Zhang, Organic and Beyond Corporation (OABC), China;

RECENT UPDATES IN ORGANIC SCIENTIFIC RESEARCH



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11:00 12:00 Prag Room E Forum Wissenschaft

The Organic Center & FiBL present topline updates on recent scientific research on organic. From on farm solutions to nutrition impacts this session covers the latest science from field to fork.

Moderator: Bob Anderson, Organic Trade Association (OTA), United States

Speakers: Gwendolyn Ward, Organic Trade Association (OTA), United States, Christian Andres, FiBL, Switzerland

EU-US ORGANIC TRADE: CHALLENGES AND OPPORTUNITIES AFTER 5 YEARS OF ORGANIC EQUIVALENCY

14h00 to 14h45, Budapest, NCC Ost

The seminar will focus on the organic trade between the two largest organic consumer markets (together more than 50 billion euros): the EU and the US. After 5-year experience, this session will include an evaluation of the organic equivalency agreement signed in 2012. Both market trends and regulatory issues will be discussed. (Depending on the ongoing political processes, a focus on the TTIP and/or the new EU Organic Regulation might be given).

Moderator: Erkki Pöytäniemi, Finnamyl Oy, Finland

Speakers: Robert Anderson, OTA, USA; Andreas Wenning, Rapunzel Naturkost GmbH, Germany; Jennifer Fontaine, UNFI, USA

Friday, 17.02.2017

GROWING THE ORGANIC REACH: DEVELOPMENTS IN DIVERSIFYING THE ORGANIC SUPPLY CHAIN AND THE ORGANIC STORY

10:00 11:30 Riga Room E Forum BIOFACH

More and more you can find organic at the airport, convenience stores, schools, and hospitals. Hear how leaders are growing the organic reach! Learn ways to connect with consumers beyond traditional and social media outlets to make a lasting impact.

Presenter: Monique Marez, Organic Trade Association (OTA), United States

Speakers: Leah Segedie, Founder, Mamavation.com, United States; Eric Newman, Vice President, Organic Valley, United States

INITIATIVES TO GROW ORGANICS – WHAT ARE THE GERMAN FEDERAL STATES DOING?

12:00 13:30 Saal Shanghai E D Forum Politik, Land des Jahres

Since 2013, 10 of the German Federal States have developed organic action plans, like other European countries and the US. These include initiatives in education, consultancy, knowledge transfer, testing, marketing, and quality control. How do these action plans impact rural communities, value creation and the environment? What has been successful and what has been challenging?

Moderation: Thomas Zebunke, Hessisches Ministerium für Umwelt, Klimaschutz, Landwirtschaft und Verbraucherschutz, Deutschland

Referenten: Dr. Beatrix Tappeser, Hessisches Ministerium für Umwelt, Klimaschutz, Landwirtschaft und Verbraucherschutz, Deutschland;

Johannes Remmel, Ministerium für Klimaschutz, Umwelt, Landwirtschaft, Naturschutz und Verbraucherschutz (MUNLV NRW), Deutschland;

Dr. Till Backhaus, Ministerium für Landwirtschaft, Umwelt und Verbraucherschutz Mecklenburg Vorpommern, Deutschland; Hubert Bittlmayer,

Bayerisches Staatsministerium für Ernährung, Landwirtschaft und Forsten (StMELF), Deutschland; Monique Marez, Organic Trade Association

(OTA), USA; Peter Röhrig, Bund Ökologische Lebensmittelwirtschaft e.V. (BÖLW), Deutschland; Dr. Jörn Sanders, Johann Heinrich von Thünen

Institut, Institut für Betriebswirtschaft, Deutschland



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