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US Exhibitors at BIOFACH Trade Show Report Excellent On-Site Sales

Report Categories:

CSSF Activity Evaluation

Export Accomplishments - Events

Trade Show Evaluation

Special Certification - Organic/Kosher/Halal

CSSF Activity Report

SP1 - Expand International Marketing Opportunities

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Report Highlights:

Exhibitors at the U.S. Pavilion at BIOFACH organic trade show reported on-site sales nearly double that of the 2017 show and “serious” business contacts up by over 50%. On-site sales in 2018 were reported at USD \$610,000. Such represents not only the success of the show itself, but also the continued growing demand for organic products in Europe.

1. General Information

The Foreign Agricultural Service (FAS), Office of Agricultural Affairs in Berlin, with the Organic Trade Association (OTA), and U.S. organic food and product companies participated in the BIOFACH trade show February 14-17, 2018. BIOFACH is the world's leading trade show for organic food and food products, held every year in Nuremburg, Germany.

According to show organizers, BIOFACH 2018 hosted a record 3,218 exhibitors from 93 countries, including 24 U.S. organic food and food ingredient companies in the U.S. Pavilion. Companies in the U.S. Pavilion displayed and promoted a variety of USDA organic products – everything from nut butters to candy, food ingredients to grains and beans, dairy to poultry. You could find it all in the U.S. Pavilion!

Exhibitors in the U.S. Pavilion reported over 400 “serious” business inquiries, a 54% leap over 2017 reported contacts. At the show, U.S. exhibitors reported USD \$610,000 in on-site sales –almost double the on-site sales reported in 2017 (USD \$330,000). Included in the exhibitor survey were comments such as:

- “Thanks to FAS for helping us recognize the value of these opportunities!”
- “We have gotten many great authentic leads through OTA in BIOFACH 2018”
- “Working with the OTA-U.S. Pavilion is a no brainer. The staff is experienced, friendly and professional”

New to BIOFACH this year, FAS Berlin contracted with a local photo booth rental company. In the photo booth, set in the U.S. Pavilion, exhibitors and visitors were encouraged to take fun photos, which they could keep as their BIOFACH souvenir. Included on these photos were the USDA logo, USDA organic seal, and link to FAS website. In total, 245 photos were printed on the spot. Visitors could also download the pictures and share them on Facebook and other social media channels. The social media outreach is expected to amount to approximately 17,000 contacts.

In addition, FAS handed out approximately colorful 350 tote bags, with the USDA logo, FAS Europe website, and U.S. commodities artfully displayed. In all, FAS Berlin handed out approximately 600 point-of-sale materials promoting the USDA, FAS, and FAS Europe website.

As one highlight during the annual trade show, Harald Ebner, Green Party member of the German Bundestag, toured the U.S. Pavilion with Kelly Stange, Agricultural Counselor at the U.S. Embassy in Berlin.

Get in contact with FAS Berlin or OTA to learn how you can take part in BIOFACH 2019 – February 13-16, 2019, Nuremburg. Also, to better understand how you can take advantage of the growing demand for organic products in the European market, please contact the FAS OAA Berlin office, or see any of the below referenced GAIN reports.

EU Organic Boom Brings Opportunities for U.S. Exporters|SP1 - Expand International Marketing Opportunities Special Certification - Organic/Kosher/Halal Agricultural Situation|Berlin|Germany|2/7/2018

The organic food market in the European Union (EU) is booming. U.S. organic exports to the UE may have reached record levels in 2017, though limited organic-specific harmonized system (HS) codes makes data speculative. Still, good prospects exist for U.S. organic products such as sweet potatoes, fresh produce, dried fruit and nuts, specialty grains, and processed products as well as premium products. USDA endorsed EU trade shows like BioFach, the world's largest organic trade fair, provide an...

[EU Organic Boom Brings Opportunities for U.S. Exporters Berlin Germany 2-6-2018](#)

Vegan Market is Cooking in Germany |Berlin|Germany|8/24/2017

In Germany veganism has become increasingly popular and it is home to the most vegan product launches in the world. Recent articles with titles such as, "Germany is the vegan capital of the world" name Berlin as the "vegan Mecca." This creates export opportunities for U.S. companies as most major vegan food producers are based in the United States. There is good potential for meat and dairy substitutes as well as breakfast foods.

[Vegan Market is Cooking in Germany Berlin Germany 8-16-2017](#)

2017|Food Processing Ingredients|Berlin|Germany|7/10/2017

The German food industry represents the fourth-largest industry in Germany. In 2016, Germany produced an estimated \$196 billion of processed food and drinks. When meeting EU standards, the following products have good sales potential on the German market: nuts, fish and seafood products, fruit and vegetables, highly processed ingredients, bakery products, dairy products, pulses and specialty grains.

[Food Processing Ingredients Berlin Germany 7-7-2017](#)

Opportunities for U.S. organics on German Market |Agricultural Situation Retail Foods|Berlin|Germany|2/1/2017

Germany is the 2nd biggest organic market of the world with good prospects for U.S. organic products such as salmon, tree nuts, fruits and vegetables, and processed food products. The German organic market is heavenly dependent on imports to meet consumer demands. The EU-U.S. Organic Equivalence Arrangement has created new export opportunities for interested U.S. companies. BioFach, the world's largest organic trade fair, is held annually in Germany, taking place this year February 15-18 in N...

[Opportunities for U.S. organics on German Market Berlin Germany 1-27-2017](#)

2. Pictures

Additional pictures can be found on the [@FASEurope](#) Twitter Channel.



OTA Pavilion at the BIOFACH show



German Parliament member Harald Ebner tours the U.S. pavilion with Kelly Stange



Photo session with FAS Berlin team



Photo booth

If you have questions or comments regarding this report, or need assistance exporting to Germany, please contact the U.S. Foreign Agricultural Service Office in Berlin

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