

Naturland and its partners at the BIOFACH 2016

## Naturland in all its rich diversity

**Gräfelfing/Nuremberg – “Naturland quality. At home and abroad”:** this is the slogan under which Naturland is again presenting the unique diversity of products in organic and fair trade quality at the BIOFACH. You can see this diversity for yourself at the joint Naturland booth in pavilion 6, for example when Tino Schmidt, a top organic chef, creates German and international specialities for you to sample several times a day – together with the Naturland farmers who supplied the ingredients.

“The Farmer and His Chef” is the title of these cooking shows on various themes throughout the day; they are a new draw to the main stage of the joint Naturland booth in pavilion 6. Close to 60 partners and guests from Germany and abroad are presenting their products. In all some 130 Naturland partners are represented at the trade fair with their products, at the joint booth and in pavilions 1, 2, 4, 5, 7 and 9.

### Forums “Naturland Fair” and “Naturland in Greece”

A total of 14 of the partners exhibiting at the joint booth are also certified to the fair trade standards of Naturland, “Naturland Fair”. A growing number of enterprises are using this supplementary certification, which was introduced in 2010, to demonstrate their commitment to sustainable small-scale agriculture. Besides typical fair trade products from countries in the global south, the share of fair-trade produce from Europe has increased significantly. The rich diversity of organic fair trade produce from the global north and south is being shown at the forum “Naturland Fair”.

A new forum is “Naturland in Greece”, a showcase for the produce of our Greek Naturland partners. Several hundred Greek Naturland smallholders, most of whom are members of producers’ associations, produce not only typical Greek products such as olive oil and sheep’s cheese, but also citrus fruits and even saffron.

### Only the Naturland logo guarantees fish and seafood in strictly organic quality

The forum “Naturland Fish and Seafood” is centred round the diversity to be found in the strictly organic produce of the Naturland aquaculture and sustainable fishery range (Naturland Wildfish) which is today available to specialist outlets. All the species certified, from German carp and trout to herring, salmon and shrimps and various types of edible seaweed, are on display, and information is available on the actual projects behind these products. This information is complemented by various tasting sessions.

On Friday there will be a tour of the exhibition with a special interest talk on the topic of processing organic aquaculture products (in German) led by Dr. Stefan Bergleiter, Naturland’s fish expert. Registration for the tour, which is being offered in conjunction with FiBL, the German Research Institute of Organic Agriculture, and the BLE, the German Federal Agency for Agriculture and Food, will be accepted until Friday, 5th February, under [seminare@fibl.org](mailto:seminare@fibl.org).

Exhibiting for the first time at the Naturland joint booth are Erich Klas, a Naturland farmer, and ISANA Naturfeinkost GmbH & Co. KG. Erich Klas sells hay products for pet food to health food stores. ISANA, exhibiting with a new look for the product design of its established fine food brand “Bioverde”, is also

presenting a new seaweed salad with sesame and ginger, certified to the Naturland wild harvesting standards.

### Naturland Restaurant with top organic chef Konrad Geiger

The **Naturland FairWöhnBar** again promises to be a favourite meeting point in the midst of the hectic trade fair, where various tasty snacks and cakes are on offer besides organic free trade coffee specialities. And even the healthiest appetites will be satisfied here. **Konrad Geiger, a top organic chef (Bio Kontor7)** will be creating a comprehensive first-rate gastronomic bill of fare in the certified **Naturland Restaurant**: the menu, which spans hearty standards such as Bavarian roast pork to Chiemgau risotto with Bavarian fish, a recent prize-winner, offers something for everyone.

Naturland is participating with a series of events in the congress programme of the trade fair and on the stages of the joint Naturland booth. A highlight will again be the traditional **booth party "Blue Night"** on the Thursday evening (11th February, starting 6.15 p.m.).

### Naturland at the BIOFACH in Nuremberg, 10th to 13th February, 2016:

Pay a visit to the **Naturland information desk (Naturland Infotheke) in pavilion 6, booth 257a**, any time between 9.00 a.m. and 6.00 p.m. (on the Saturday until 5.00 p.m.). Besides this, during the four days of the trade fair you can attend the following events organised by Naturland or in which Naturland is participating:

#### Thursday, 11th February:

- **"Bio 3.0 – Mit Bio zu einer modernen, nachhaltigen Land- und Lebensmittelwirtschaft."** A talk in German on future developments in organic agriculture, with Urs Niggli, the director of FiBL, and Hans Bartelme, a member of the board of directors of Naturland, among others, from 11.00 a.m. to 12.30 p.m. in room St. Petersburg, NCC East
- Panel discussion **"Is the new CAP capable of supporting sustainable farming or just continuing business as usual?"** With Sebastian Mittermaier (Naturland) and Stephen Meredith (IFOAM EU Group) among others, from 12.00 – 12.45 p.m., room Oslo, NCC East
- Presentation of the award for **"Schönste Veranstaltung der Bayerischen Öko-Erlebnistage 2015"** by the Bavarian minister for agriculture, Helmut Brunner. The award goes to a Naturland vineyard, Weingut am Stein, in Würzburg. 1.00 – 2.00 p.m. Demeter booth 311, pavilion 7
- Panel discussion **"Social accountability in organic farming: from values to practice"** With Manfred Fürst, head of Naturland International, among others, 4.00 – 5.30 p.m., room Riga, NCC East
- Booth party – come and join in the fun! Food, words of welcome and music. Starting 6.15 p.m. Naturland booth, pavilion 6, Naturland stage

#### Friday, 12th February:

- Panel discussion on the future of organic and fair trade (in German) **"Zurück in die Zukunft: mit Öko und Fair zu Bio 3.0."** With Steffen Reese (general manager of Naturland) and Valentin Thurn (film-maker and author) among others. Presenter: Winfried Wunden (Misereor). 2.00 – 3.30 p.m., room Kiev, NCC East
- Panel discussion **"Concepts and fundamental issues of the newly founded IFOAM Beekeeping Group."** With Manfred Fürst and Peter Gänz (both Naturland) and Thomas Cierpka (IFOAM) among others. 3.00 – 4.30 p.m., room Helsinki, NCC East