



PRESS RELEASE

Naturland: three innovations at the BIOFACH

Joint Naturland & Partner booth under the motto Together. Organic. Worldwide

07.02.2018

Nuremberg – Naturland features three innovations at the BIOFACH this year: a new site, a new look and many new partners. True to its motto “Together. Organic. Worldwide“, Naturland is presenting itself as a major driving force in the development of organic agriculture.

Consequently, Naturland is again pursuing an active debate on the UN’s Agenda 2030 at this year’s BIOFACH. “How to tackle climate change” is the title of the panel discussion organised by Naturland and GEPA, in which Dr. Günther Bachmann, secretary general of the German Council for Sustainable Development, will also be participating.

Agenda 2030 is an important topic for Naturland in particular, in view of its international operations. Naturland currently has members in 52 countries throughout the world – five more countries than a year ago. The exact figures will be announced at the start of the trade fair. The above-average growth in terms of area and of members is also reflected in the increase in the number of exhibitors at the trade fair.

New site, new look, new partners

Sixty one exhibitors are exhibiting at the joint Naturland booth in pavilion 6. This is an increase of almost 25% over last year. In total, over 200 Naturland partners are represented at the trade fair. Regular visitors to the BIOFACH will not only discover many new partners at the joint Naturland booth but will also find it difficult to recognise quite a few other features.

For a start, the joint booth has been allocated a new site in pavilion 6 and is to be found in the western half, next to the passage linking it to pavilions 7 – 9 and to pavilion 5. Secondly, the Naturland look has been completely reworked – from the booth concept and arrangement to the association’s general appearance. The heart of the Naturland exhibition is its new themed forum at a joint area in the centre. Here Naturland invites trade fair visitors to enter into a dialogue with them, and presents itself in its new corporate design for the first time.

Naturland restaurant with Konrad Geiger, the top organic chef

A popular meeting place in the bustling trade fair will again be the big Naturland Fairwöhn-Bar, where Konrad Geiger, a top organic chef, will again be cooking. Besides this, the somewhat smaller Naturland Fairwöhn-Bistro next to it will be offering savoury snacks and various cakes besides its organic fair trade coffee specialities.

Come and visit us at the Naturland information booth in pavilion 6, booth 211, any day between 9 a.m. and 6 p.m. (on Saturday until 5 p.m.). During the trade fair, many meetings and events organised by Naturland or with Naturland participants will be taking place: please see our events programme.

Naturland Presse release Zeichen: ca. 5.500 | Responsible:
Steffen Reese | Naturland - Verband für ökologischen Landbau e.V. | Kleinhaderner Weg 1 | 82166 Gräfelfing | Tel.: 089-898082-31 | naturland@naturland.de | www.naturland.de
Michael Stienen | Naturland Zeichen GmbH | Kleinhaderner Weg 6 | 82166 Gräfelfing | Tel.: 089-898082-70
naturland@naturland-zeichen.de | www.naturland-zeichen.de