

# INTERNATIONAL TRADE SHOWS - BIOFACH

**“I have had my eyes opened to the true extent and possibilities of the organics market – the scale of the organics industry overseas is just massive,” says Sam Statham, the Managing Director of Rosnay Wines, one of the twelve Australian organisations that attended the event in February.**

Biofach is a global organics trade fair held each year in Nuremberg. This year the Biological Farmers of Australia (BFA) and NASAA worked together to promote the Australian Organics Industry, coordinating an Australian Organic Products branded stand there - for the first time - to showcase just some of Australia’s organic businesses wishing to expand into the export market.

This year was the first time Rosnay Wines (producer of biodynamic Chardonnay and Shiraz) had attended the massive organics fair, and Sam Statham says he was blown away by the variety of items there – and the amount of interest in Australia’s organic products.

“To try this kind of exercise on your own would be an incredibly expensive way to learn about the market. I highly recommend going as a group – and going with the Australian Organic Products stand not only helped keep the cost down, but also gave us a united front to work from,” said Sam

“We picked up contacts in Europe and the UK – there are people at Biofach from all over the world. We picked up a good database of contacts especially in the UK. It was well worth the effort of going.”

Sam found that it was beneficial to attend in person, and whilst he had a display and tasting area at the Australian stand, he found that some of his best contacts were made by [planned] wandering around the expo, with a bottle of wine under his arm. Pure Harvest, who has been attending the fair for many years now, also found this to be the case, and spent most of their time conducting meetings with people in and around the expo - bringing interested parties back to

the stand to look at their display and participate in taste testing.

Nippon Meat Packers Australia, Australia’s largest organic meat packer, has attended Biofach for several years now, and saw a ‘significant upsurge’ in interest in organics this year, says Nippon’s General Manager – Production & Planning, Stephen Kelly.

“Biofach has increased at least 20% in size from last year. When you are

looking at the export market, BioFach attracts the kind of people to which we have to promote Australian Certified Organic produce if we are serious about going down the exporting path,” he says.

Nippon Meat packers put on a good Aussie BBQ, to which people flocked whenever the familiar smell of freshly cooked beef wafted throughout the exhibition hall.

“We went to BioFach without expectation and just got on with the business of promoting our product. As seen from people’s response to our all-Aussie BBQ, people do know the Australian stand, and they will remember it when it counts,” explains Stephen.

Stephen believes the collective approach, which sees all organic companies exhibiting overseas under the Australian banner, gives this country’s organics businesses real strength.

“Respect for the Australian brand is more important in organics than in other ar-

reas. We are seen as clean, green and above all that our products have underlying integrity - and that gives us a lot of weight. “

Nippon Meats uses BioFach as a platform to promote its organic beef processing and export arm.

“From our company’s perspective, we are taking an attitude of promoting organic beef given the fact it is really in its infancy – we have only been producing and exporting product for the last two and half years now,”

“We are taking the same approach as we have for our conventional meat business, through which we attend a lot of trade fairs through south-east Asia and Europe. Unless you go there to connect with potential buyers and to generally put product out there, it is very difficult to find potential buyers and users of your products. Even though it costs us sig-

nificant dollars, our product must be promoted, and organic even more so, and this is a good way for us to do just that.”

CEO of Biological Farmers of Australia, Andy Monk, believes that helping Australian Organic businesses to have a presence at Biofach is lending enormous

weight and credibility to Australia’s organics movement.

“When a large multi-national such as Nippon Meat Packers takes organics seriously, you know that this is big business”, he says. “Nippon clearly expects the organic market to be a significant category into the future and has taken concerted steps to ensure that that play a catalytic role in this.”

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Robert Jack, Managing Director of Envirocare Technologies, which manufactures organic fertilizers and liquid sprays, agrees that Australia has a very good name in the organics world.

“Our products are highly sought after. It is the first year we have attended Biofach, and we are delighted with the response we got. We are working through enquiries, some of which will lead to orders. It has been a useful exercise, especially in promoting the European arm of our business.”

This year certified organic food manufacturer, The Right Food Group, makers of the brand, Ozganics, joined the Australian stand. For Anni Brownjohn, as a result of feedback from

fair-goers, as well as research she was having conducted into putting her products into the export market, Anni is re-branding her range of gourmet sauces and jams which have appealed to the Australian market, but need “re-packaging” to appeal to the Europeans.

“The European and UK markets are very focussed on product image. We have found they love the taste, and they love the jars our sauces and jams come in, but a simple face-lift of our labelling will significantly increase our appeal to that market.”

The success of BioFach Germany follows closely on the heels of that experienced last year with the BFA organised a display at BioFach Japan. Similarly, the

ten certified clients who exhibited under the Australian Organic Products banner met with success and a considerable database of contacts to aid them breaking into export markets.

## NEXT YEAR

There is an increasing amount of interest in using trade fairs as a promotional front for Australian export.

The Australian Organic Products stand will be coordinated for three major worldwide Organic Trade Shows in the coming year. BioFach Japan in October 2003, BioFach Germany in Feb 2004 and BioFach America in September 2004.

**If you are interested in displaying at any of these events, please contact Suzi Moore on [media@bfa.com.au](mailto:media@bfa.com.au)**



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BioFach Fair goes sampling some of the Right Food Groups range of gourmet Jams & Sauces



Sam Statham, from Rosnay Wines found that taste testing of his wines a great way to make new contacts

## EXHIBITORS

### Adams Australia

Exporter of Australian grown organic oilseeds and processed vegetable oil

### Austchilli & DTR Holdings

[www.austchilli.com.au](http://www.austchilli.com.au)

Clean, fresh organically certified chilli, ginger, herbs and processed chilli

### Captains Creek Organic Wines

Premium quality Chardonnay & Pinot Noir wines from Vic central highlands

### Ceres Natural Foods - Pureharvest

[www.pureharvest.com.au](http://www.pureharvest.com.au)

Organically certified fruit and nut bars, milk, muesli, nut roasting, peanut butter, rice and soy milk

### Devexco

Exporters of Australian grown organic oil and oilseeds

### Envirocare Technologies

[www.envirospray.net](http://www.envirospray.net)

A range of plant treatments providing control over a range of pest&diseases

### The Green Vineyards

[www.greenvineyards.com.au](http://www.greenvineyards.com.au)

Certified premium cool climate boutique Victorian wines

### Knispel Bros

Fruit grower and processor of certified organic Australian fruit juices

### Nippon Meats

One of Australia's largest meat processors and exporters worldwide.

### The Right Food Group

[www.ozganics.com.au](http://www.ozganics.com.au)

A range of organically certified gourmet jams, sauces, dressings, marinates, flavourings and coffee.

### Robinvale Wines

[www.organicwines.com.au](http://www.organicwines.com.au)

### Rosnay

[www.organicfarms.com.au](http://www.organicfarms.com.au)

A range of organically certified wines including chardonnay and shiraz.

### So Natural Foods

[www.sonatural.com.au](http://www.sonatural.com.au)

Specialising and marketing a diverse range of organically certified non-dairy products, including leading products – soy and rice based drink alternatives. Soy milk and Rice milk.