

Schnitzer.

bio. spezial. professional.

2009 – Innovations
Try them now!

Schnitzer.
bio.



Freshly baked
... using your own oven!



Organic par-baked bread
in many delicious varieties!

Our „minis“ – ideal for single households

Schnitzer.
spezial.



Sweet Bakery

... from artisan bakers

Organic gluten-free muffins:
Black Forest, Vanilla,
Banana Split and Blueberry



Organic gluten-free fresh bread:
Amaranth, Sunflower Seed and
Traditional White bread
... and many other new innovations

Free from gluten, wheat and nuts

Hall 9, Booth 257
www.schnitzer.eu

Attractive Trade
Fair offers!

BioFachhistory



A catalogue of admission criteria was developed later for the natural products segment by the organizer with the assistance of experts and these criteria were compulsory for admission. Any contraventions detected led to rigorous removal from the exhibition even during the event and the forfeiture of all fees paid. This consistent quality philosophy saved us from the problem of pseudo-organic products creeping into the exhibition later on and it is a major reason why BioFach has developed into the world's leading exhibition for organic products. Another decisive factor for the subsequent internationality was the partnership with IFOAM, the International Federation of Organic Agriculture Movements, which began in 1992.

The first appearance of the exhibition in Ludwigshafen in 1990 was a success, but what followed was persistent stormy growth. The 7,000 m² of the Maimarkt Hall in Mannheim, where BioFach moved to in 1991, was too small after only two years. The same was true of the Rhein-Main Halls (20,000 m²) in Wiesbaden. The first novelty stand was also set up there, as the industry constantly created a host of new developments to cover all market segments. The award for the "Product of the Year" was introduced shortly after.

In 1995 we reluctantly moved to Frankfurt, which was by no means approved by all exhibitors. One spoke of "Illfurt" and "Bankfurt" and missed the cosy atmosphere of the previous venues.

Representatives in Holland, France, Italy, Spain and the USA were set up during the time in Frankfurt. In 1999 we ventured the move to NürnbergMesse. This increased the internationality, visitors' length of stay and the awareness of

the exhibition and congress. Nuremberg was an immediate gain in terms of atmosphere. Special shows like the olive oil tastings, cookery demonstrations and the international wine award were also created in Nuremberg. It should also be mentioned here that the EU Organic Regulation of 1994 and the subsequent financial support by politics have substantially promoted organic farming products.

Today in connection with the climate change and the aspect of a strongly growing world population, the realization is slowly dawning that the consumption of less meat and more organic vegetables would decisively reduce greenhouse gas emissions. Up to 2000, BioFach had grown from 240 to 1,457 exhibitors, or plus 607 per cent. The international share rose from 24 to 903 exhibitors, which equated to 3,763 per cent growth. The rise in the number of visitors also kept pace and developed from 2,500 in the founding year to 17,841, a rise of 613 per cent. The rapid growth of the exhibition placed ever increasing demands on the Sunder &

Gigantic growth and IFOAM as patron

Rottner exhibition team, which employed twelve people in 2000. Especially the international share of 62 per cent kept us in suspense. At the same time, our partner IFOAM increasingly urged us to hold BioFach in North and South America and in Asia. We recognized that this would exceed the scope of our personnel and financial resources. We therefore decided in 2001 to place BioFach in the hands of NürnbergMesse, a strong and sensitive organizer, and since then we have watched the continuing favourable development of our grown-up "child" with pleasure and not without pride. ■ Hagen Sunder