Biofach Special Edition

February 2017

Printed in 100% ecological recycled paper

www.bioecoactual.com/en

Premio Prensa especializada bio BioCultura 2013

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BIOECO ACTUAL®

INDEPENDENT FREE NEWSPAPER ABOUT THE ORGANIC SECTOR

"Nature is not a place to visit. It is home." Gary Snyder (Pulitzer Prize for Poetry)

BIOFACH & VIVANESS

Organic solutions from a global and local perspective

15 - 18 February 2017 | Nuremberg, Germany

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INTERVIEW

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Danila Brunner, *Executive Director of BIOFACH*. NürnbergMesse

Danila Brunner is Executive Director of BIOFACH, World's Leading Trade Fair for Organic Food, with events in six key locations worldwide: Nuremberg, Germany; Baltimore, USA; Shanghai, China; São Paulo, Brazil; New Delhi, India and Yokohama (Tokyo), Japan; and VIVANESS, International Trade Fair for Natural and Organic Personal Care, which is celebrating this year its eleventh anniversary. Ms. Brunner has accumulated extensive experience in managing large international events for more than twenty four years. This is her second year at the helm of BIOFACH and VIVANESS.

Danila Brunner ©NuernbergMesse

BIOECO ACTUAL

PUBLISHED:
Centipede Films,S.L.

POWERED BY:
BioEco Actual
P.O.Box 74, c.p. 08211 Castellar del Vallès
Barcelona – Spain
Phone +34 937 474 319
+34 664 320 251
D.L.: B.1619-2017

PRINT 12.000 COPIES

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PRINTED BY
Bilbao Editorial Producciones S.L.U.
control@bepsa.es - www.bepsa.es

DIGITAL EDITION
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This publication has been possible thanks to the collaboration agreement with BIOFACH

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What would you highlight for the professional visitor looking ahead to the next edition of BIOFACH and VIVANESS 2017 in Nuremberg?

Our customers can once again look forward to a unique range of organic food! In 2017, BIOFACH and VIVANESS will again have a large number of highlights. It is really important for us to present value-added activities for exhibitors and visitors as clearly and structured as possible. *Worlds of Experience,* newcomers and new products/innovations or the numerous awards – they all will be without any doubt as an important part of the visitor's attractions as the well-founded, specialised, and top-ranking congress program with its BIOFACH main theme "Diversity and responsibility for our one world".

A further highlight in 2017 will be *Country of the Year.* The German organic sector will be presenting itself at the world's leading trade fair under the motto "Germany – Building an Organic Future".

Do you think that local production, marketing and consumption projects for organic products are of interest to the global food industry, considering the challenges it is facing?

Each year, at the World's Leading Trade Fair for Organic Food in Nuremberg, representatives from all sectors of the organic industry, from planting, growing and harvesting to production, processing and retailing, come along with political representatives and the media industry. The sector is networked worldwide, and supply and demand are closely interlinked. Of course, local and regional projects are also of interest in this international fair, also viewed from a global perspective. Think global, act local!

Do you think dissemination and promotion of these local projects as well as good production and food consumption practices have a place in BIOFACH?

Of course they have their place at BIOFACH! They are of interest to exhibitors and visitors alike. At the fair everyone will have the opportunity to discuss how to approach a variety of challenges, from a global and local perspective. This year the sector is presenting organic as a holistic, social development concept, and we are placing diversity and responsibility at the main point of the congress. Our international patron, IFOAM - Organics International, along with our national, honorary sponsor, BÖLW (Bund Ökologische Lebensmittelwirtschaft / Association of Organic Food Producers), are jointly organising this key area within the world's leading trade fair.

What measures for the future do you wish to incorporate to BIOFACH in order to promote and spread greener business practices?

The whole concept of the BIOFACH and VIVANESS exhibition duo is of course naturally orientated to the further growth and development of the organic sector. This is indeed the reason we organise these events. I believe BIOFACH shapes the future and sets an important course for the further development of the market.

How can this edition of the event help visitors to plan effectively their participation at the fair?

On the BIOFACH homepage under the "visitors" section (www.biofach.de/en/visitors), we have prepared for our visitors a very practical compilation of all the relevant information they need, along with facts, figures and services ranging from tickets to hotels and other types of accommodation.

In terms of the range of exhibition stands visitors can select in advance which stands they wish to visit according to their personal interests. They can do this by going to the "Exhibitors & Products" section of the digital event planner that can be found at www.biofach.de/visitors or www.vivaness.de/programme or in the BIOFACH and VIVANESS app (www.biofach.de/app and www.biofach.de/app).■

At the fair everyone will have the opportunity to discuss how to approach a variety of challenges, from a global and local perspective

Montse Mulé, *Editor, bio@bioecoactual.com*

BIOFACH & VIVANESS: organic solutions from a global and local perspective

BIOFACH, the world's leading Trade Fair for Organic Food, and VIVANESS, the International Trade Fair for Natural and Organic Personal Care, offer exhibitors and visitors an Event Programme "4.0".

In order to offer the highest added value and orientation to the sector, four thematic clusters have been defined: News & Trends, Experience & Discover, Know-how & Education, and Presentations.

Danila Brunner, Chief Executive of BIOFACH and VIVANESS: "BIOFACH and VIVANESS are back with many outstanding events. It is especially relevant for us to provide exhibitors and visitors with the most clear and structured information on the added value of these events. Based on the digital representation on the internet, we have designed four clusters. Worlds of Experience, newcomers and innovative new products or the numerous awards, as well as a top-level congress programme under the BIOFACH key theme of diversity and responsibility, will certainly be again among the main attractions in 2017.

News & Trends

More than 700 innovative products will be present at the two novelty pavilions during this 2017 fair: the **BIOFACH Novelty Stand and the VIVANESS Novelty Stand,** where new tasty, delicious, creative organic food products and effective natural cosmetic products developed by organic manufacturers worldwide will be shown.

Experience & Discover

BIOFACH visitors can expect a comprehensive offer of product presentations, tastings and workshops; they will also enjoy many opportunities for networking and exchanging ideas with experts. **Olive oil, wine and vegan food** play an increasingly important role for both the trade and the catering sector. That is why in this 2017 edition they will have their own exhibition spaces.

During this event Cook + *Talk* will become the **GASTRONOMY World of Experience - supported by Bioland.** Bioland is the promoter and partner of this idea, which will be organized this year for the third time.

Know-how & Education: Congress and meeting points for specialised trade, NGOs and Generation Future

BIOFACH Congress and VIVANESS Congress are the worldwide largest knowledge platform of the organic sector. This year the organic sector will take an integrated approach and will focus on diversity and responsibility. BIOFACH will include forums on sustainability, politics and science. VIVANESS will focus on four thematic areas: Markets & Analyses, Trade & Distribution, Consumer Insights & Communication, and Design & Performance.

The **Fachhandelstreff** is **the specialised retailers'meeting** for exchange, networking and advice. It offers a space in which issues such as the joint development of innovative approaches and trade solutions will be addressed in order to face current challenges.

Representatives of NGOs will meet at the BIOFACH **NGO Meeting Point (Treffpunkt NGOs).** The "next organic generation" has its own meeting place: the **Generation Future Meeting Point.** This meeting point includes the Job Exchange, the Career Meeting and the Organic Food Research Award, which every year rewards the best research projects in this sector.

The BIOFACH and VIVANESS awards

As part of the presentations of novelties, two awards are granted annually: **Best New Product Award BIOFACH** and **Best New Product Award VIVANESS.** Professional visitors will choose across seven categories the product they consider to be the most innovative of all presented. The **International Wine Award Mundus Vini BIOFACH** (Internationaler Weinpreis Mundus Vini BIOFACH) and the **Olive Oil Award** are also awarded.

The **Research Award of the Organic Food Industry** is a competition of the best ideas and solutions about environmental and sustainability issues in the field of organic food industry.

VIVANESS is an unmissable event for the cosmetics sector that brings together the traditional and the modern, the pioneers and the beginners.

All of them will be presented to an audience of people from all relevant sales channels, as well as the classic organic food trade, specialized Internet shops, pharmacies, drugstores and perfumeries.

Danila Brunner, Chief Executive of BIOFACH and VIVANESS "VIVANESS offers sector actors a global vision of international trends and innovations, and stands out for its clear focus on natural cosmetics, selected under strict criteria".

VIVANESS on stage: natural cosmetics on stage

Visitors to this monographic show will be able to see live the newest makeup trends at Pavilion 7A and attend inspirational talks on the most current topics in the sector.

Everything at a glance in event planner and app

Exhibitors and visitors can see at a glance the most interesting events in the trade fair duo at the digital event planner, available at: www.biofach.de/programme or www.vivaness.de/programme or in the BIOFACH and VIVANESS app (www. Biofach.de/app and www.vivaness.de/app).■

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IFOAM

Markus Arbenz, Executive Director of IFOAM, Organics International, m.arbenz@ifoam.bio - www.ifoam.bio

Developing organic in the EU: Do we live up to the Public Private Partnership?

Who invented organic? We all admire our pioneers from around the world. Albert Howard, Masanobu Fukuoka, Rachel Carson, Raoul Lemaire, Maria Müller or Rudolf Steiner - to name but a few - deeply inspired us describing the organic way of farming. Starting in the seventies, private initiatives codified organic and pushed its development with a lot of ownership and energy. IFOAM – Organics International, founded in 1972, united "our" movement. For decades, we decided on "our" standards and built the trust of consumers along the whole value chain. Then, we called on governments around the world to help us to protect organic with good regulations for production and labeling. So far, almost 100 countries have acted on that call. The civil society movement has developed into a public private partnership: a unique partnership, which is part of our success story.

The revision of the present EU organic regulation 834/2007 starting from 2014 reveals the challenges of that partnership. Do the private and public partners still have common visions and goals? Who can legitimately take leadership? Do decision makers live up to the values in the movement and decide in everyone's best interest? What about those "stakeholders" without voices such as the environment, animals or people in remote countries without strong governance? How important is impact or is security the priority for development? Is the picture of an organic civil society movement that integrates the economy and the public sector still a shared view? Or have we become dependent on governmental policy makers and political conflict that can change the nature of organic?

The answers to these questions are not straightforward and require a dialog between partners: a dialog with respect that takes into account the needs of the other partner. The organic movement started with the ambition to put disadvantaged and vulnerable people (e.g. smallholder family farmers, women and children in the global south, consumers unaware of the dangers of industrial food) center stage. The EU organic regulation has the power to impact millions of people around the world, many of them without a voice to bring their interest to the table. The trilogue is between the EU Commission, Council and Parliament. The movement can only observe and try to lobby. The public private partnership is challenged since the power is unevenly distributed and the EU is caught up in its own processes (and interests) rather than guided by wisdom and the principle of the empowerment of the disempowered.

> **The EU organic regulation has the power to impact millions of people around the world, many of them without a voice to bring their interest to the table**

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IFOAM

The following two practical examples illustrate that we need to care more for the partnership.

Time to go for multilateral agreements

In 2007, IFOAM – Organics International, FAO and UNCTAD warned against regulating international organic trade through unilateral ("everybody that complies with my rules can import to my country") or bilateral ("we accept each other's rules") agreements. The two major arguments were: that is not manageable (thousands of trade agreements would be necessary) and that is not fair (forcing the farmers from developing countries to adopt the rules from powerful industrialized countries). Despite warnings, the organic world developed in those directions. Presently, we know of 38 existing or prospective organic arrangements between governments that include 48 countries, now covering most exporting countries in the global south.

The EU is now introducing a compliance regime, which means farmers (e.g. coffee growers) from outside the EU (except for those with a bilateral trade agreement) including from most countries in Africa, Latin America and Asia must adopt rules that are not theirs and that are not adapted to their socio-economic and environmental conditions. Such a regime is not in line with the organic principles and the IFOAM EU lobbying efforts against giving up equivalence options for operators outside the EU were unheard. The public private partnership is not really functional.

However, there is hope. A recent workshop held at the invitation of the Swiss government with organic competent authorities of regulators from around the world entered a dialog with the movement. It confirmed that a plurilateral equivalence agreement is the way they want to further explore and develop. A forum for the common development of criteria to inclusively recognize organic systems around the world as equally reliable is urgently needed and has high positive impact potential. The existing IFOAM family of standards and the recognized conformity assessment systems could be a model for that.

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Organic 3.0 - a vision respected by the partnership?

The organic movement is discussing Organic 3.0, the future vision of organic development in the coming years. The approval of the landmark document called "Organic 3.0" is on the agenda of the General Assembly in November 2017 in India. This landmark –not only approved but also included in the strategies of stakeholders – will have strong implications on the further development of the organic movement. It influences the positioning, goals and culture of considerations for decision-making. In the past, the governments have not adopted the organic landmark documents of the global movement. As a consequence, IFOAM – Organics International, Codex Alimentarius and many regulations around the world do not use unified principles and definitions.

Organic 3.0 is a new opportunity for the private and public organic sectors to support a common vision. Using that opportunity and living up to the partnership would bring us much closer to our vision of truly sustainable agriculture and value chains.■

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MARKET ANALYSIS

Pedro López Salcedo,
PROVOTEC. Advanced consulting for the agri-food sector - www.provotec.es

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Europe gets stuck on defining the organic route for the next few years

After the temporary suspension of the negotiations of the new Regulation, the uncertainty about the regulatory framework of the sector rises.

For the last few years the European organic market has grown strongly and steadily. As a sector whose production and marketing are regulated and subject to certification and control, its rules must be thorough, clear and homogenous across all Member States.

So far, Regulation (EC) 834/2007 has set up the definition, nature and requirements of this type of production, which has been chosen by the EU as one of the axes for the development of its common agricultural policy.

The process of the Regulation renewal, whose negotiation began three years ago, has kept the European sector both expectant and uneasy about the final drafting of a document that will establish the rules of the game for the coming years. A process that is taking much longer than anticipated because of the conflicting positions on several important points that would affect the identity and future of organic production and market.

The latest episode of this process - the suspension of negotiations in December 2016 - opens a period of uncertainty that, once again, leaves important issues in a limbo caused by the agreement on the need for changes and the disagreement on how to address them. We should use this new "period of reflection" to think again about these necessary changes.

The control system

The new regulation aims to make the control system more flexible and to ease the burden of bureaucracy, while maintaining the quality of the certification.

One of the proposals affects the nature of the control system. Compared to the current annual control, it has been suggested making the system more flexible, with more frequent controls depending on the risk of both the operator and the production process.

At the same time, it has been proposed offering a collective certification, in which several operators could request to be included in the same authorization record; they would respond jointly in case an incidence or irregularity is detected in one of the members.

Finally, an electronic certificate of inspection for imported organic products was already approved in October 2016 (EU 2016/1842 of 14 October 2016).

The strength and credibility of the certification process and its control is one of the foundations of organic production and its integrity should not be compromised by an excessive flexibility of the process. All changes must be accompanied by a clear and rigorous implementation system on key issues: how to establish the level of risk of operators and their productions and how all the operators who are part of the same organization will maintain the same level of compliance.

Presence and absence of pesticide residues

One critical factor in relation to the essence of organic production that must be regulated with extreme precaution is how to manage the potential presence of residues in the product due to environmental contamination. The regulation must respond to the reality of the environmental conditions in which organic production is developed today and to the need to preserve one of its fundamental values: the absence - or presence below strict limits - of certain chemical substances. Excessive relaxation may cause organic products to lose their identity, and

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therefore to be of no interest for the increasingly aware consumer, whereas excessive rigidity can make production really difficult under current conditions.

Any formula that puts an organic product at risk of becoming a "low-level-pesticide conventional product" or compromises the viability of its production ignoring its market, will be detrimental to the sector and to the environmental, social and economic benefits it provides.

Mixed holdings

The regulation of the activity of mixed operators is a new element in the negotiation process and responds to the incorporation of conventional operators, which help to provide the market with a broader variety of products in a smooth and constant way. Mixed operators – conventional operators with some organic activity- find their work easier thanks to well-developed means of production, production systems, efficient logistics networks and stable commercial relationships with sales channels.

But this increase in flexibility must be balanced with the obligation to define and implement systems that ensure that both types of activity are clearly differentiated and that the products will be perfectly traceable, guaranteeing the integrity of the organic products supplied by mixed operators.

Use of seeds and cultivation methods

Another controversial aspect is the obligation to preserve the ecological purity of the seeds or to allow, in a more flexible way, the use of conventional seeds.

> **The process of the Regulation renewal has kept the European sector both expectant and uneasy about the final drafting of a document that will establish the rules of the game for the coming years**

Again, it is necessary to be realistic and to take into account the fact that many plant varieties could not be obtained from organic seeds because of lack of sufficient quantity to meet current and future demand.

On the other hand, decisions to authorize alternative cultivation methods (such as aeroponics - *in air cultivation* - or greenhouse growing) should not - in the name of a purist idea of organic production - detract capacity and competitiveness to a sector that contributes greatly to the economic, social and environmental sustainability of its surroundings.

Control at the point of sale

The admission into the organic market of mixed sales channels obliges the Regulation, once again, to decide whether conventional sales channels that offer organic bulk products need to be certified.

If the spirit of the Regulation is to support certified organic production and marketing, it seems logical that a strict point-of-sale traceability system is applied in order to avoid conventional products getting mixed with organic ones, also adequate precautionary measures regarding the display and identification of products to avoid mixing channels should be taken.

The certification of mixed points of sale provides little additional guarantee to an efficient traceability system, but it makes it more difficult to manage organic sales.■

ORGANIC CERTIFIER ORGANIZATIONS

Daniel Valls i Cots, *President of the Catalan Council for Organic Agricultural Production - www.ccpae.org*

Catalonia, leading the organic agro-food sector in Spain

In the early 1990s Barcelona and Catalonia became internationally known thanks to the Olympic Games. That opened a path of opportunities for all Catalonia that included the agri-food sector. At the same time, the organic sector began to break into the huge agri-food industry. Nowadays, no one argues that Barcelona and Catalonia are universally recognized and renowned; in a similar way, Catalan organic food is well-regarded thanks to its rigorous and high-quality certification process, developed by the Consell Català de la Producción Agrària Ecològica (CCPAE).

As in many other productive sectors, Catalonia is a leader in the Spanish organic agro-food sector. Although organic market growth has been modest in Spain for the last few years, the Catalan organic market has experienced continuous rises and currently leads the Mediterranean crops sector, especially vine and olive, as well as the organic agro-processing and marketing industries. Catalonia has 27.2% of Spanish organic manufacturing operators, 40.2% of importers, 25.4% of exporters and 28.2% of traders. In conclusion, Catalonia stands out as the Spanish region with the most developed organic agribusiness, especially in relation to the production of bread (43.5%), beverage processing (20%), fodder production (31.4%) and meat processing (29.8%). Catalonia is the second Spanish manufacturer of dairy products (16.5%) and the third in horticultural transformation (14.4%) and oil production (11.9%).

This growth, promoted by the sector and encouraged by the administration, could not be understood without the CCPAE certification. The Consell offers a rigorous, high-quality certification; it also promotes organic food consumption among citizens and describes how organic products are obtained, processed and controlled. Catalonia made the initial decision of developing a pioneering public control and certification system for organic food, as opposed to the privatization of the control system that took place in many European countries. This joint commitment of industry, administration and society has proven successful and has gained credibility in the market. It has also led to significant advances in training, research, public funding, dissemination and promotion. Without a doubt, we need to continue working with the same level of thoroughness in order to grow and to maintain the consumers' trust in the organic food certified by the CCPAE.

Not only Catalonia is considered the main Spanish organic agro-food cluster, but its internal consumption is also the highest in the entire country and has a significant potential for

Catalan Council for Organic Agricultural Production

expansion. The presence of organic products in specialized retail channels is very strong in Catalonia. In 2014 25-30% of the Spanish global sales in these channels occurred in Catalonia. Catalan consumers are the leading organic consumers in Spain. According to the latest survey on the perception

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ORGANIC CERTIFIER ORGANIZATIONS

and consumption of organic food (Department of Agriculture, Livestock, Fishery and Food, Generalitat de Catalunya, 2015), Catalan organic consumption is increasing among people from all socioeconomic levels and is becoming mainstream, although it is still more common among people with higher educational levels. This means that organic food is increasingly bought and consumed by all kind of people regardless of their gender, age or employment status; health is the main reason to buy organic.

The Catalan organic consumer is well informed and recognizes and values the certification. According to the same survey, no less than 32.1% of regular household buyers describe themselves as organic consumers, allocating to organic products an average weekly expenditure of 31.19% of total food expenditure. Although the main place of purchase is still the specialized store (45%), large supermarkets are gaining prominence and account for 35.2% of sales. Another interesting aspect is that consumption is expected to increase in the near future. According to the same study, 77.2% of people stated that they would intend to continue consuming organic products with the same frequency, whereas 15.9% of current consumers said they would increase their consumption, especially of meat, vegetables, pulses and fruits.

The statistics from the CCPAE show that Catalonia has an important export capacity of organic products, and that these are highly demanded not only in Europe, but also by other markets such as the American or the emerging Chinese ones. A significant 39% of the Catalan organic production is exported to the European Union or third countries. Likewise, the data also confirm the potential of the domestic market: domestic demand and consumption are growing year after year with demand growing at a higher rate than supply. In conclusion we are confident in saying that whether you decide to commercialise Catalan organic food products or to introduce your products to the Catalan market, you will have made the right decision.■

The statistics from the CCPAE show that Catalonia has an important export capacity of organic products


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FOOD AND ORGANIC MOVEMENT

Isidre Martínez, *Agricultural Engineer, bio@bioecoactual.com*

The future of the organic movement

The organic sector has been growing steadily since its beginnings. Early consumers had difficulties in finding organic products, since production was very limited. The first production and consumption initiatives were developed locally and in parallel and were built on the trust facilitated by this proximity between farmers and consumers.

But not all organic consumption was local. From the onset, consumers were interested in expanding the range of the products they consumed beyond seasonal local products. Thus, the search for new suppliers and products has been a trend that has led to production "offshoring". At first it was just a *relocation* process over relatively short distances, which widened the availability of products, both in quantity and diversity. But this increasing distance between producers and consumers made it difficult to trust each other, and this led to the first crisis in a still emerging sector.

This crisis was overcome by establishing control and certification systems, based on production standards that at first were not yet harmonized and were performed by organizations that did not always have the necessary professionalism and independence from commercial interests. However the sector growth itself led to the adoption of official standards, such as the European Union (EU) ones. In 1991 the EU approved the first regulation on organic production. Consequently the certification gained consistency and was for the first time trusted by consumers.

The organic movement has to abandon its complacency and activate its thinking machine again

In this way the organic basket grew, but the consumption in the developed countries grew at a faster rate than their own production, which led to a rise in prices. These prices soon became excessive as they were well above the extra cost of the organic production system, which is due to the internalisation of costs that organic producers support. This generated a new growth crisis: the difficulties of finding products and the excessive prices slowed the sector growth.

In order to deal with this situation different solutions have been implemented. First, the EU increased its support to organic producers in an attempt to boost production and increase supply. These incentives, however, were part of the agro-environment aids program, which is not linked to marketing, and have not always achieved their objective or been accompanied by other necessary actions, such as counselling and research.

Second, processors and traders have seen the possibility of increasing their supply at more competitive prices by importing products from third countries, especially from developing countries, as do conventional agribusiness and food distribution systems. The regulation establishes equivalent certification systems for organic imported products. Developing countries do not usually have their own norms or control and certification structures, which are made by certification companies in developed countries, using standards that are not always designed to benefit the producers in those countries.

As a result, it is now possible to find more variety of certified products at increasingly competitive prices and the sector has continued to grow strongly. Trade globalization has led to these products becoming more popular among an increasing number of consumers, especially in developed countries. Large conventional food companies and big

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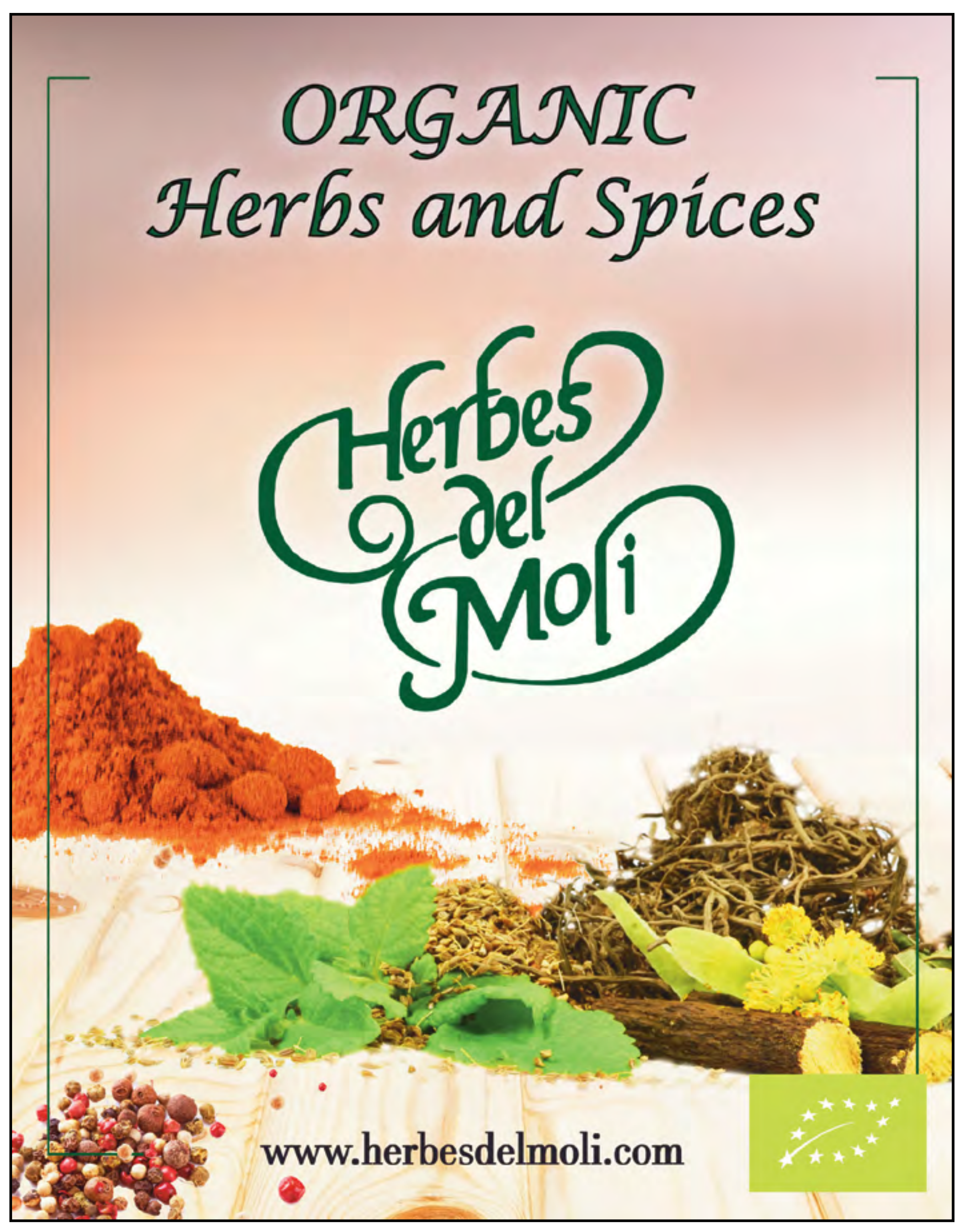

FOOD AND ORGANIC MOVEMENT

supermarket chains have seen the market opportunities and are embracing the organic sector. At the same time many manufacturers in developing countries are increasing their production of unprocessed or semi-processed foods, attracted by the commercial opportunities provided by the export trade.

At this point, the disconnection between production and consumption is significant, although this is not always evident to the consumer. Studies on the consumers' attitudes and behaviours have shown they are not aware of this reality. Many consumers perceive organic production in a romantic way, based more on their expectations than on reality. The rules on organic products are mainly about production aspects, but not about commercial practices or other considerations. Therefore, beyond the differences in the production system, organic products behave like conventional ones. Those products that incorporate other agro-ecological and social advantages, as these are not recognized by the regulation, cannot be properly appreciated.

123rf Limited©Songsak Paname

International trade has made it possible to further develop the organic market, and that makes it easier for many producers, who are far from consumer markets, to earn a living on the basis of a more ecological and sustainable production. But this strategy also entails problems and the conventionalisation of the organic sector endangers its own future.

In these moments, therefore, we are facing an identity crisis. The quality of the product is questioned by part of the scientific community, due to the lack of research and the presence of certain economic interests. It is also questioned that organic production would be able to feed a growing world population, as if the conventional food system was not facing the same challenges and perhaps with fewer responses.

At present, the organic movement has to abandon its complacency and activate its thinking machine again: we must find courageous answers to the problems we are facing before we find ourselves at an impasse, and we have to renew the aim that led to the birth of the organic movement: to overcome the problems that the intensive, unfair and unsustainable agri-food model involves.■

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Amandin is a range of organic products that came into being in 1995 with the aim of offering an alternative for anybody wanting to keep to a more natural, balanced diet.

ACTIVITY

Production/Distribution:
Development, manufacture and commercialization of organic products.
Brand: Amandin
Type of Production / Distribution: Vegetable Drinks, Broths and Soups, Dried Fruit and Nut Creams, Sauces
Certificates:
Euro Leaf, Comité de Agricultura Ecològica de la Comunitat de Valencia, Gluten Free, European Vegetarian Union.

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We are a respectful, professional, non-speculative company and since 1975 we have been manufacturing and distributing organic products and food.

ACTIVITY

Production/Distribution:
Organic food products, ecological toiletries and home cleaning products, manufacturer and distributor.
Type of Production / Distribution:
National distribution (Peninsula, Balearic Islands and Canary Islands).
Distributed Brands: Alara, Artigiana Genovese, Barnhouse, Biocop, Biodeta, Biolive, Bioster, Blai Peris, Calasparra, Castell d'Ag, Condi, Cot One, Ecolife, Ecover, Geo,Lima, Luna e Terra, Natur Frisk, Naty, Noberasco, Nuscarobe, Nuscobio, Oatly, Pema, Perblan, Rapunzel, Riedenburger, Soydrink, Toca, Urtekram, Vitamont, Vitariz, Werz.
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08011 Barcelona - Spain
Phone:+34 934 531 573
info@biospace.es / www.biospace.es
www.actividades.biospace.es
biospace.barcelona

Since the beginning of the 1930s, 4 generations have offered the best, healthiest products. Bio Space was created in 1999, now considered one of the foremost supermarkets for organic products in Spain.

ACTIVITY

Wholesale and retail organic supermarket.
Articles: Over 9,000 organic product references.
Sections: Food, consolidated as a leader in fresh products, Dietetics, Hygiene, Cosmetics.
Distributed Brands: Biocop, Biogra, BioSpirit,Cal Valls, La Finestra sul Cielo, El Granero Integral, Natureco, Natursoy, Sol Natural, Soria Natural, Vegetalia and many more.
Certificates:
Bio certifications of all the brands represented indicated above.

BO-Q Alimentación Natural S.L.
Pol. Ind. Can Humet de Dalt
C/ Santiago Rusinyol, 14
Nave A-3 - 08213 Polinya
Barcelona-Spain
Tel: +34 93 1740065
info@bo-q.com - www.bo-q.com

Bo-Q Alimentación Natural represent over 10 leading brands in the Spanish market and sell approximately 3,000 references.

ACTIVITY

Marketing and distribution of organic food products and beverages, dietary supplements and natural cosmetics.
Commercial presence: We target specialized nutrition stores, organic supermarkets, dietetics stores and herbalists. We have a commercial presence in the **specialized channel** of approx. 80% in Catalonia and Andorra.
Specialists in: Organic food, vegan products, gluten-free products, diet products, sugar-free products,
Lactose and egg-free products, fresh preparations (veggie burgers, tofu, seitan, vegetable cheese).
Certificates: Bio certifications of all the brands represented indicated above.

Cal Valls, S.L.U.
Mr. Rubén Valls
(Commercial Manager)
Camí la Plana S/N-
25264 Vilanova de Bellpuig - Lleida - Spain
Phone: +34 973 324 125
www.calvalls.com
@calvallseco

We are a family company, devoted to the production and processing of organic vegetable juices and preserves since 1979. We promote local production and varieties.

ACTIVITY

Production, processing and distribution: Production and commercialization of vegetables, juices and preserves, as well as representation of other brands.
Type of distribution:
Specialist business for organic foods, health-food, herb and gourmet stores, HORECA channel. National: Peninsula, Balearic Islands and Canary Islands. Main export countries: Germany, France, Denmark and USA.
Own Brand: Cal Valls
Other Distributed Brands: Beutelsbacher, Castagno, Eos, Holle, Mogli, Naturata, Spielberger.
Certificates:
Euro Leaf, Demeter, Consell Català de la Producció Agrària Ecològica.

Dietéticos Intersa S.A.
Mr. David Puigvecino
(Export Manager)
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Lleida - Spain
Phone: +34 973 75 00 61
info@d-intersa.com / www.d-intersa.com
www.esentialaroms.com
dieteticosintersa EsentialAroms

Dietéticos Intersa S.A. is a company that has been devoted to the field of Dietetics, Nutrition, Phytotherapy, Aromatherapy and Natural Phytocosmetics for over 35 years.

ACTIVITY

Production and distribution: Company devoted to the field of Dietetics, Nutrition, Phytotherapy, Aromatheraphy and Natural Phytocosmetics.
Type of distribution: National distribution (Peninsula, Balearic Islands, Canary Islands and Principality of Andorra). Exports to the markets of: Portugal, Benelux, China, Hong Kong, Cyprus.
Own Brand: Esential'arôms
Certificates: (APPC/HACCP Eurofins Certification), (CAC/RCP 1-1969, rev.4(2003), Codex Alimentarius. Certificate CCAP- 01/14. ECOCERT Greenlife S.A.S

Herbes del Molí, Coop. V.
Av. Constitución, 5
03827 Benimarfull
Alicante - Spain
Phone: +34 965 530 718
Fax: +34 966 516 240
info@herbesdelmoli.com
www.herbesdelmoli.com
herbesdelmoli

Since 30 years ago Herbes del Molí produce, transform and pack organic herbs and spices. Based on the principles of organic agriculture, we have always been seeking the greatest respect for the environment.

ACTIVITY

Production and distribution:
Production, processing and packaging of Organic Herbs and Spices.
Products: Herbs, Teas, Herbal, Spices and Essential Oils.
Brand: Herbes del Molí and ArtemísBio
Type of Production / Distribution:
National distribution (Peninsula, Balearic Islands, Canary Islands and Principality of Andorra).
Certificates:
Euro Leaf, Applus +, ISO 22000, IFS FOOD.

GUIDE 2017 - YOUR ORGANIC FOOD PARTNERS

Biogran,S.L.
Ms.Sara Muñoz (Managing Director)
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Madrid - Spain
Phone: +34 916 580 201
info@biogran.es

www.biogran.es - www.elgranero.com
elgranerointegral
@granerointegral
elgranerointegral

Biogran was established in 1980 in Madrid, Spain manufacturing and distributing organic food commodities such as cereals and pulses, which led to the creation of one of Spain's top organic brands, El Granero Integral.

ACTIVITY

Manufacturer: Organic food products, superfoods and food supplements.
Distributor: Importation and commercialization of products on a national level in three temperatures: dry, refrigerated and frozen.
Type of distribution: Own national distribution.
Own Brand: El Granero Integral
Distributed Brands: Bioinside, Dr.Goerg, Florentin, Granovita, Töpfer, Hammer-Mühle, King Soba, Linwoods, Naturattiva, Sojade, Taifun, Vitaquell...
Certificates: Euro Leaf, IFS Food, SHH, Comité de Agricultura Ecológica de la Comunidad de Madrid.

El Horno de Leña Tradicional, S.A.
Mr .Costa Fuertes
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28947 - Fuenlabrada
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Phone: +34 916 421 537- 28
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@elhornodelenasa

We offer the market one of the broadest ranges of organic and dietetic foods in different product categories: biscuits, bread, cakes, seeds, cereals, flakes, pulses, preserves, honey, pastas, etc

ACTIVITY

Production/Distribution: Development, manufacture and commercialization of organic products.
Brand: El Horno de Leña
Type of Production / Distribution: National distribution.
Distributed Brands: Aliment Vegetal, Barnhouse,Bioidea, Clearspring, Danival,Ecover, El Horno de Leña, La Drome Provenzale, Le Pain des Fleurs, Lima , Liquats Vegetals, S.A., Machandel, Maria Treben, Moulin des Moines, Natracare, Natumi, Purnatur, Schnitzer, Sol Natural, Yogi Tea, Zuaitzo.
Certificates:
Euro Leaf, CAEM, ISO 9001

Ibiza y Formentera Agua de Mar, S.L.
Mr. David Aguado (Export Manager)
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Ibiza y Formentera Agua de Mar is a family company, that takes SEAWATER from the High Seas, and is sustainable and ecological and advocates product quality and not quantity.

ACTIVITY

Production: Seawater for therapeutic purposes, and others.
Distribution: National distribution
Products: We commercialise ultra-filtered seawater special to drink extracted from a vortex and bottled in glass containers in different formats for therapeutic uses.
Brands: Sea Energy, Ibiza y Formentera Agua de Mar.
Certificates: Blue Book

Quinua Real
Mr. Gabriel Redondo
(Export Manager)
Pg del Riu Besòs, 1
08160 Montmeló
Barcelona - Spain

Phone: +34 937 132 670
export@lafinestrasulcielo.es
www.quinuareal.bio
Quinua Real International
@QRinternational
quinuareal_international

Quinoa is one of the few plant foodstuffs that contains all of the essential amino acids and, compared to other cereals, it has a higher content in phosphorus, magnesium, iron and calcium. In addition, it does not contain gluten, is rich in fibre and easy to digest.

ACTIVITY

Production / Distribution:
Organic production
Brand: Quinua Real.
Certificates:
Euro Leaf, Vegan Society,
Gluten Free.

Vipasana Bio, S.L.
Mr. Stef Sanders
(Import/Export)
C/Volta dels Garrofers, 68
Pol. Ind. Els Garrofers
08340 Vilassar de Mar - Barcelona - Spain

Phone: +34 937 566 020
info@solnatural.bio//www.solnatural.bio
solnaturalbio solnatural

Sol Natural is created at 1992 as a result of a way of understanding healthy food and healthy lifestyle. After 25 years, we continue to be committed to respect for our environment, our products and our customers.

ACTIVITY

Distribution: Distributor of organic food products, dietetic supplements, natural cosmetics, home cleaning products and specialist press.
Type of distribution: National distribution
Own Brand: Sol Natural
Distributed Brands: Sol Natural, Naturgreen, Schär, Aneto, Barnhouse, Algamar, Yogi Tea, Ecover, Le Pain des Fleurs, Natracare.
Certificates: Euro Leaf

Vegetalia, S.L.
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Barcelona - Spain
Phone: +34 938 666 161
vegetalia@vegetalia.com
www.vegetalia.com

vegetaliabio @Vegetaliabio

Vegetalia, feeding life. We have been producing and distributing a wide range of ecological, vegetarian and vegan products since 1986. We are pioneers in the manufacture of vegetal protein.

ACTIVITY

Production and Distribution:
Vegetal Protein: Seitan, tofu and tempeh.
Type of distribution: National distribution (Peninsula, Balearic Islands, Canary Islands and Principality of Andorra).Catalogue with over 750 products. Specialists in organic foods, vegetarian and vegan products. We export to Holland, France, Dubai, Poland, Portugal and Panama.
Brand: Vegetalia
Certificates: Euro Leaf, European Vegetarian Union, Catalan Council for Organic Agricultural Production.

Laboratorios J.M. Nat XXI, S.L.
Mr. Julian Marcilla
(Managing Director)
C/ Emperador, 5
39770 - Laredo - Cantabria - Spain
Phone: +34 942 612 749
info@waydiet.es / www.waydiet.com

@Way_Diet

WAY DIET is a registered trademark by Laboratorios J.M. NAT, a company with a work philosophy based on quality, security and effectiveness. Our products are developed according to the GMP (Good Manufacturing Practices) pharmaceutical standards. WAY DIET is deeply involved in Research and Development in order to improve our products and offer the best quality for consumers and for professionals.

ACTIVITY

Producer: Phytotherapy, Dietary minerals and Dietary supplements.
Type of distribution: National distribution (Peninsula, Balearic Islands, Canary Islands and Andorra).
Distributed Brands: Way Diet natural products.
Certificates: Our products are certified by the Regulatory Council of Organic Agriculture of Cantabria.

FOOD TRENDS

Miriam Martínez Biarge, Doctor - bio@bioecoactual.com

Vegan & Vegetarian Organic World

The number of vegetarian and vegan people in Europe, including children, is on the rise. A recent survey commissioned by the Vegan Society has shown a threefold increase in the number of vegans in the United Kingdom over the last decade, and this increase is mainly driven by young people, especially young professionals who are raising their babies and children on a vegetarian or vegan diet. Vegetarians and vegans account now for more than 3% of the British population.

Similar trends are seen in the rest of Europe, where the demand for veggie alternatives to meat, milk and cheese is booming. In Denmark the sales of products like tofu, tempeh and soya, as well as wheat-based sausages, burgers made with legumes and falafels, have experienced a 30% increase between 2014 and 2015. This growth is even more pronounced in countries like Germany, where the presence of vegetarian and vegan meals in supermarkets has increased more than seven-fold and more than twenty-fold respectively between 2011 and 2015.

The potential for animal-free products is not limited to people following a vegetarian or a vegan diet: non-vegetarian customers in Europe and in the United States are increasingly looking for healthier and more environmentally-friendly alternatives to meat and dairy products; plant-based foods are seen as the new healthy and green option. Plant-based diets are diets that focus around plant foods and that include few or no animal products, but they are not necessarily vegetarian or vegan. These diets have been receiving increasing attention and recognition by many medical and nutritional organizations worldwide thanks to the results of extensive research done in recent years that have linked these food patterns to a reduced risk of chronic diseases and overall mortality. Another significant factor behind this switch to a more green diet was the World Health Organization's (WHO) announcement in 2015 that "consumption of processed meat is carcinogenic to humans and that consumption of red meat is probably carcinogenic to humans". Just a few weeks after this announcement the British Social Attitudes survey revealed that 29% of people in Britain had reduced the consumption of meat, and that another 9% was considering cutting back on meat or stopping eating it altogether following the WHO warnings.

Many European cities, including Bremen, Helsinki and Zagreb have implemented a meat-free day a week. Ghent, in Belgium, was the first city in Europe to join the Meat Free Monday campaign launched by Paul McCartney in 2009. In Ghent the meat-free day is celebrated on Thursdays and although meat is not banned on those days, restaurants, coffee shops and public service offices are encouraged to offer vegetarian meals as the main option. Similarly, Ghent's municipal schools and day-care centres for infants and toddlers are serving a warm vegetarian lunch on Thursdays. The city council, with the help and support from EVA (Ethical Vegetarian Alternative- the Belgian main vegetarian society), organizes vegetarian-cooking workshops and other related activities regularly. Ghent proudly describes itself as "an organic heaven for vegetarians… with dozens of fun, unique little restaurants, shops and even an organic supermarket". The meat-free day campaign has had very positive effects on tourism.

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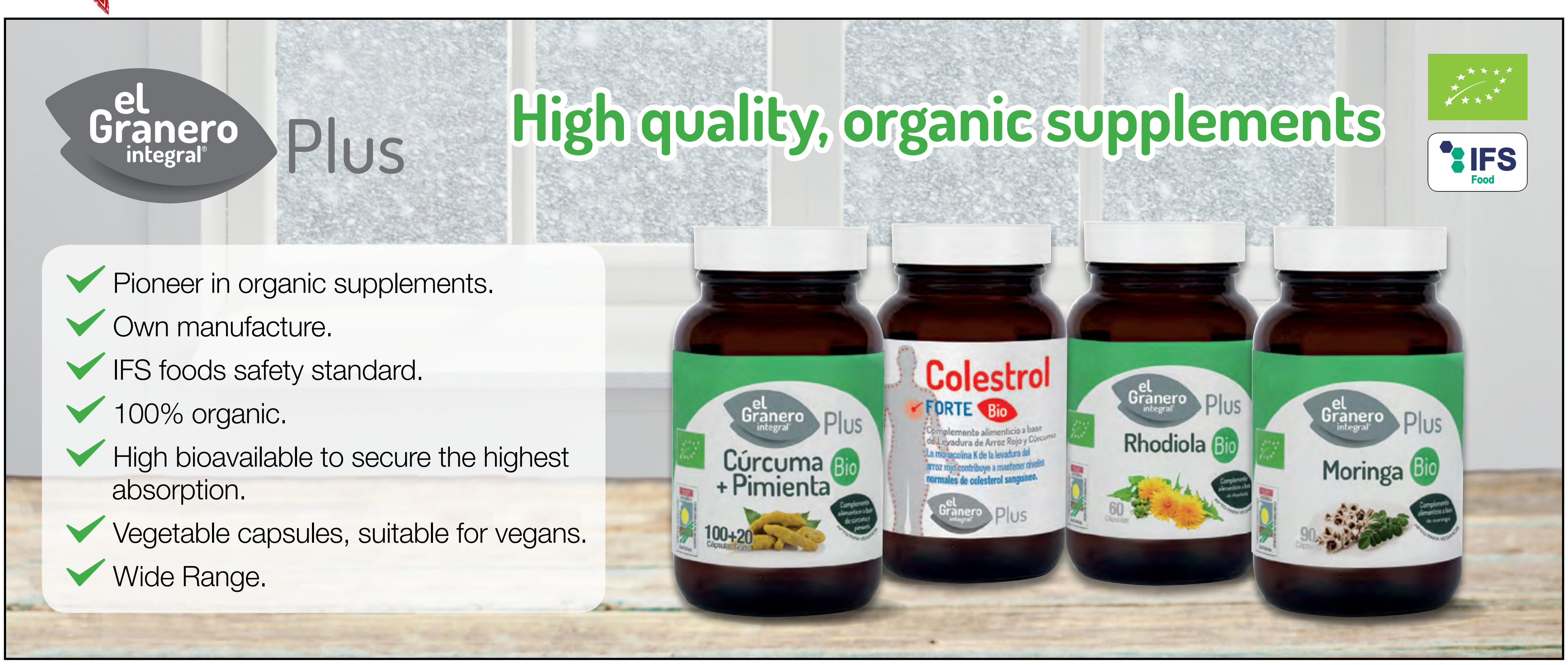
Almost a year ago Barcelona officially declared itself a 'veggie friendly' city, which means that it is the first city becoming "friend of vegetarian and vegan culture". The City Council has launched a plan that includes publishing a vegetarian guide to the city for visitors and residents, and establishing a specific space to support vegetarian and vegan businesses – the "BCNvegPoint". Barcelona will also encourage its residents to eat more

FOOD SUPPLEMENTS



plant-based meals and to join the Meat Free Monday campaign. More recently, the new mayor of the Italian city of Turin, Chiara Appendino, has pledged to promote vegetarian and vegan diets as a "priority" during her administration. This will include educational projects in schools to teach students about animal welfare and nutrition with the purpose of "safeguarding our environment, the health of our citizens and the welfare of our animals". According to Stefania Giannuzzi, the new councillor for the environment and the deputy mayor behind the initiative, there are now in Turin more than 30 restaurants and shops serving vegan and vegetarian food.

Vegetarian and vegan customers are typically more health and environmentally-conscious than the average citizen. It is then not surprising that in parallel with the raising in vegetarianism and veganism in most European countries, a significant increase in organic land use, organic production and organic sales has also taken place over the last decade. Again, Denmark leads the movement: it is the nation in the world with the highest share of sold organic food products, more than 8% of total. According to the Danish Agriculture and Food Council the sale of organic products has experienced a 12% increase between 2014 and 2015.

The Soil Association, leader in organic produce certification in the United Kingdom, has reported a 4.9% growth in organic sales over the last year. In comparison there has been a 1% fall in sales in the non-organic food and drink market over the same period of time. The Soil Association reports that dairy is the food category with the highest share in the market (26.6%) followed by fresh products (fruit, vegetables and salads – 22.2%), groceries including tea and cereals (15%) and baby foods (10.5%).

According to the Soil Association and Garden Organic (a British organic charity dedicated to researching and promoting organic gardening, farming and food), the number of schools that are serving organic meals and developing organic gardening activities for their students is steadily growing across the United Kingdom. Similar experiences have been reported in Sweden, Germany, Croatia and Italy.

A large meta-analysis published in the British Journal of Nutrition in 2014 showed that organic fruits, vegetables and grains have, on average, higher concentrations of antioxidants, lower concentrations of cadmium (a toxic metal) and a lower presence of pesticide residues than their non-organic counterparts. Many of the antioxidants found in higher concentrations in organic crops have been associated to a decreased risk of cardiovascular disease, certain types of cancer and other chronic diseases. Based on these results it was estimated that a switch from conventional to organic food consumption would be equivalent to eat an extra 1-2 portions of fruit and/or vegetables per day, in terms of antioxidant intake. Another study published in the same journal in 2016 has shown that organic cow's milk has a more favourable fatty acid profile, with higher concentrations of very long-chain n-3 fatty acids (which are important for cardiovascular and mental health as well as for foetal brain development); and a lower, more favourable, n-6:n-3 ratio.

The demand for veggie alternatives to meat, milk and cheese is booming

Babies and young children are especially vulnerable to the effects of pesticides and toxic metals and this is the reason why infants and children, as well as pregnant and lactating women should avoid exposure to these substances as much as possible. Consuming organic food is probably one of the best ways to achieve this. Vegetarian and vegan women have been reported to have lower levels of pesticides in their milk compared to mothers following a non-vegetarian diet; organic food consumption can help to reduce this exposure even further.■

NEW PRODUCTS & TRENDS

FOOD SUPPLEMENT

Original Sweden Elixir, genuine concentrate natural liquid formula, by Way Diet

Plant elixirs have been used to support human health from time immemorial. The Original Sweden Elixir includes 59 100% organic medicinal plants in an optimal combination that acts in the key areas of the body. Original Sweden Elixir does not contain alcohol.

Thanks to its cleansing action, it facilitates bowel movements and the elimination of toxins.

Recommended during a hangover: dissolve a blister in a glass of orange juice or papaya in the morning, then repeat the dose three hours later.

- **Certificate:** Euro-Leaf
- **Brand:** Way Diet www.waydiet.com
- **Production:** Laboratorios J.M Nat XXI, S.L.

FOOD

This organic date and almond spread by Amandín will delight you with its natural and sweet taste

This date and almond spread is sweetened with rice syrup but also offers the natural sweetness from the dates. It does not contain cane sugar or palm oil. In addition, it is low in saturated fat. Spread it on toast for breakfast, dissolve it in water for a healthy drink; or use it to prepare delicious salty snacks.

Find more ideas at: recipes.amandin.com

- Suitable for vegans
- Gluten-free

- **Certificate:** Euro-Leaf
- **Brand:** Amandín www.amandin.com
- **Production and distribution:** Costa Concentrados Levantinos, S.A.

FOOD

100% Organic Pumpkin Soup by Casa Amella

Casa Amella prepares this soup through an exclusive and delicate process: after peeling fresh pumpkins and cutting them to dice, carrots and onions are washed and everything is carefully steamed. Extra virgin olive oil arbequín and sea salt are then added. This mixture is pureed and packed and it finally goes through a thermal process before being labelled.

Free from gluten, egg, lactose, or animal protein. Low salt content. Suitable for vegans. 100% fresh seasonal vegetables, not from concentrate. Free from BPA (Bisphenol A).

- **Certificate:** Euro-Leaf
- **Brand:** Casa Amella www.casaamella.com
- **Production and distribution:** Casa Amella Bio Food S.L.

FOOD

Organic Walnut Protein powder from Raab Vitalfood with 45% protein

Vegan
Gluten-free
Lactose-free

Raab Organic Walnut Protein is the ideal way to enrich your sweet and savoury dishes and drinks; it is also a great addition to

smoothies, mueslis, desserts and baked goods. This protein powder contains all eight essential amino acids as well as magnesium, selenium and zinc.

- **Certificate:** Euro-Leaf, Bio Siegel
- **Brand:** Raab Vitalfood www.raabvitalfood.de
- **Production and distribution:** Raab Vitalfood GmbH

FOOD

Organic Flakes and Flours made from sprouted grains by El Granero Integral

Grains are the mature, dormant seed of cereals. Just like any other seed, under the right temperature and moisture conditions grains sprout and start a new life cycle.

Germination breaks down complex sugars and starches and predigests protein, making the grains more digestible.

Sprouted grains offer a more nutritious alternative to every day (unsprouted) flours and flakes.

They have also a better taste and are higher in protein.

Our Range includes:
- Organic sprouted oat flakes, 400g
- Organic sprouted spelt flakes, 400g
- Organic sprouted oat flour, 400g
- Organic sprouted rye flour, 400g
- Organic sprouted spelt flour, 400g

- **Certificate:** Sohiscert www.sohiscert.com
- **Brand:** El Granero Integral www.elgranero.com
- **Distribution:** Biogran, S.L. www.biogran.es

FOOD

Delicious healthy snacks by Vegetalia

Our Kale Chips are cooked at low temperature, which maintains all the nutrients and enzymes naturally present in kale, cashews and cacao. With a complete amino acid profile, they are rich in unsaturated fatty acids, vitamins and minerals.

You will be amazed by the crunchy texture of the Kale Chips, and by the irresistible cocoa coverage of the Chocolate Kale Chips!

- **Certificate:** Euro-Leaf
- **Brand:** Vegetalia www.vegetalia.com
- **Production and distribution:** Vegetalia, S.L.

NEW PRODUCTS & TRENDS

FOOD

Delicious Japanese soya sauce by TerraSana

Ponzu is a fresh, Japanese soy sauce. It has a delicious, savory umami flavour that goes well with wok and noodle dishes, fish and tofu. Ponzu is made of shoyu mixed with mirin, rice vinegar and Japanese citrus fruits (yuzu and sadachi).

Ponzu from TerraSana: authentically made in Japan.

- **Certificate:** Euro-Leaf
- **Brand:** TerraSana www.terrasana.com
- **Distribution:** TerraSana Natuurvoeding Leimuiden, B.V.

FOOD

Organic gluten-free Oat by Sol Natural

We invite you to discover our exclusive range of 11 oat products: Flour, Mix for Bread, Bran, Grain, Honey Puffed Oats, Thin and Thick-Rolled Oats and 4 types of muesli. Start enjoying all the benefits of this super grain in your favourite version!

- **Certificate** Euro-Leaf
- **Brand:** Sol Natural www.solnatural.bio
- **Distribution:** Vipasana Bio, S.L.

FOOD

Hot chocolate with coconut sugar from Alternativa 3

This organic fairtrade hot chocolate has been manufactured by AlterNativa3 using only cocoa powder and coconut sugar. Thanks to its low glycaemic index (35), it prevents blood sugar levels fluctuations from too high to too low (and vice versa). It also contains inulin, which slows down the absorption of glucose into blood.

- **Certificates:** Euro-Leaf, Fair Trade
- **Brand:** Alternativa 3 www.alternativa3.com
- **Production and distribution:** Alternativa 3, S.C.C.L.

FOOD

Organic high quality juices by Cal Valls

Mandarin juice from fresh fruit ripened under the Mediterranean Spanish sun. Squeezed and bottled in just a few seconds in order to guarantee its quality and preservation. Mild juice, tasty and pleasant to the palate... an ideal drink for children and grown-ups! Try our full range of citrus: orange, grapefruit, lime and lemon.

- **Certificate:** Euro-Leaf
- **Brand:** Cal Valls www.calvalls.com
- **Production and distribution:** Cal Valls Eco, S.L.U.

FOOD

GLUTEN FREE

Raúl Martínez, Biologist, Dietetics and nutritional therapy, Homotoxicology,
raul.mgarc@gmail.com

Gluten-free products on the rise

Demand for gluten-free foods has grown dramatically over the last ten years and it is likely to double by the end of the next decade. Demand for gluten-free products varies worldwide depending on the local popularity of gluten-free diets. While in Canada, USA and Europe they are widely accepted, gluten-free diets are still rare in other parts of the world.

A growing number of people are including these products in their diet in an attempt to lose weight and increase their energy levels

Ten years ago gluten-free products were sold almost exclusively in specialty health food stores and their primary target market were people with coeliac disease. Now they are regularly featured in grocery stores and supermarkets and are targeted towards a much wider audience. New free-gluten products are also significantly better in terms of nutritional and organoleptic properties, compared to the tasteless varieties that were the norm in the past. Another factor driving this increase in demand is consumers' perception that gluten-free foods are more natural and healthier. A growing number of people are including these products in their diet in an attempt to lose weight and increase their energy levels.

Gluten-free market: a remarkable growth

Market research firm MarketsandMarkets has estimated that the gluten-free market would reach USD 7.59 billion by 2020, at a Compounded Annual Growth Rate (CAGR) of 10.4%. Global demand for these products comes alongside a widening in the range of products. The largest gluten-free market segment is bakery products, followed by cereals and snacks. North America is the largest consumer, followed by Europe and South America.

Pasta made with rice or other gluten-free flours account for 5% of the global market share, and are forecast to grow up to 9% by 2020. North America is the largest gluten-free pasta consumer, accounting for 45% of the market share in 2014, and it is expected to continue leading this increase in demand, growing at a rate of 10% until 2020.

The mean barrier to gluten-free foods purchase is their cost. Several factors are responsible for their higher price: more complex manufacturing processes, less common ingredients, need for additional safety and quality checks, and reduced final product volume. Nevertheless, increasing demand, along with research and development in process improvement and product innovation, suggest that prices will drop progressively.

Global improvement in gluten-free labelling

In recent years a significant development has been made worldwide regarding the labelling of gluten-free foods, an improvement that has been very well received not only by people with coeliac disease but also by other gluten-free consumers. In Europe, Implementing Regulation (EU) No 828/2014 that entered into application on 20 July 2016, informs consumers on the absence or reduced presence of gluten in food. According to this regulation the statement "gluten-free" may only be made for food that contains no more than 20 ppm (20 mg/kg) of gluten; whereas the statement "very low in gluten" may only be used where the food, consisting of one or more ingredients made from wheat, rye, barley, oats or their crossbred varieties which have been specially processed to reduce the gluten content, contains no more than 100 ppm (100 mg/kg).

FOOD

FOOD

GLUTEN FREE

The international labelling standard Codex Alimentarius CODEX STAN 118 and the supplementary labelling promoted by coeliac associations are also very helpful. In Spain many gluten-free products show the “Marca de Garantía” (Certified Trademark) symbol regulated by the Federation of Coeliac Associations of Spain (FACE), as well as the international Crossed Grain symbol licensed by the Association of European Coeliac Societies (AOECS).

In addition to the Crossed Grain symbol, other codes (GFCO, AFI) can be found in gluten-free foods. The GFCO (Gluten-Free Certification Organization) logo guarantees that all finished products contain 10 ppm or less of gluten. AFI (Allergen Free International) is a brand that guarantees strict manufacturing and packaging conditions in order to protect against cross-contamination and to ensure the absence of allergenic ingredients.

Gluten-free on the rise in Europe

Demand for gluten-free products in Europe is expected to grow significantly, particularly the bread, biscuits and snacks segments. The gluten-free food market is very active in Italy, the United Kingdom, Germany, France and Spain. Gluten-free market in Italy reached EUR 232 million in 2014, whereas it reached EUR 155 million in UK, 130 million in Germany and 93 million in France.

It is estimated that in 2019-2020 the gluten-free food market will reach EUR 279 million in Italy and 188 million in the UK, while the German and French markets are expected to reach EUR 159 and 120 million respectively. Spain will reach EUR 53.5 million in the same period.

These estimates suggest that the gluten-free food market will continue to rise in the coming years, thanks not only to the growing demand from the increased number of people diagnosed with coeliac disease, but also because a gluten-free lifestyle has become one of the most popular trends among health conscious people.■

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FOOD

ORGANIC COSMETICS

Nuria Alonso, (Organic Assignments CB) and The Organic Standard Journal (TOS) Stefano Pavlis (bio.inspecta AG)

BioVidaSana, a cosmetic standard certified by bio.inspecta AG

For the first time, Vivaness has included the cosmetic standard BioVidaSana in the list of admitted certified standards for 2017, considering, after a detailed examination, that the standard fulfils the Vivaness admission criteria, which means that the products of the exhibitors certified to this standard will be admitted in the fair without any further checking of their ingredients.

BioVidaSana is a standard owned by Vida Sana Association and Organic Assignments and certified by bio.inspecta.

Vida Sana Association is a Spanish non-profit organization founded in 1981 and dedicated to the promotion of organic production and responsible consumption. One of the main activities of Vida Sana is the organisation of their four annual BioCultura fairs, in different cities of Spain. The organisation sets criteria for the admission of exhibitors in the fairs; regarding cosmetics, Vida Sana has always preferred and encouraged the exhibitors to be certified, and from 2018 onwards only cosmetic certified operators will be admitted at the BioCultura fairs.

Many of the BioCultura exhibitors are small manufacturers or traders who cannot afford to pay high fees for certification or to assume certain conditions such as the restricted list of standards permitted for the certification of raw materials, or to deal with the very technical language used sometimes in other standards. However their projects are generally so interesting that Vida Sana decided, in collaboration with Organic Standard, to launch in 2010 BioVidaSana, their own cosmetic standard, and to sign an agreement with bio.inspecta AG in 2014 for its certification.

Organic Assignments' staff are experts in inspection and certification services related to the organic production; they are in charge of the inspections and the communication with the applicants and operators, they also coordinate all the activities related to the standard and its control.

bio.inspecta AG is a Swiss certification body, based in Switzerland and active in many countries. bio.inspecta AG offers certification services to a wide range of organic and environmentally friendly productions, including cosmetics.

Besides this collaboration to certify according to the BioVidaSana standard, bio.inspecta AG is one of the ten certification bodies approved worldwide by NATRUE to certify cosmetics according to the NATRUE Label Criteria. bio.inspecta AG also offers a certification scheme that can be applied to organic ingredients for cosmetics or organic cosmetic products (those using only ingredients, additives, and processing aids permitted by the EU Regulation): this is the Basic Standard, which consists on the EU Regulation applied to products that are out of the scope of the regulation.

> **BioVidaSana is a standard owned by Vida Sana Association and Organic Assignments and certified by bio.inspecta**

This collaboration between different entities is reflected in the seals used in BioVidaSana labels, where the seals of Vida Sana and bio.inspecta are displayed:

Vida Sana seal

bio.inspecta seal for the standard BioVidaSana

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ORGANIC COSMETICS

BioVidaSana standard, an overview

The basic requirements of this standard are similar to other cosmetic standards: no GMOs, no irradiated ingredients, no nanoparticles, avoidance of toxic ingredients, maximum use of simple agricultural ingredients (preferably certified organic), use of simple processing methods and having a reliable traceability control system in place, besides of course the compliance with all the requirements of the general legislation for cosmetics.

There are three categories for the certification of the BioVidaSana products; the three categories use the same Vida Sana and bio.inspecta seals in their labels, but are distinguished by the different claims that are requested or permitted to be displayed in the labels of the three categories:

- **Category I:** Organic cosmetics, when the products contain more than 90% of organic certified ingredients. All the ingredients count for this calculation, except water and minerals.
- **Category II:** Natural cosmetics with a certain percentage of organic ingredients (less than 90%)
- **Category III:** Natural

The ingredients of the category III are not certified organic, but the requirements concerning permitted and prohibited ingredients and processing methods are the same for the three categories.

The BioVidaSana standard takes providing accurate information to consumers very seriously; in this regard the labelling chapter says: "Labelling must be clear and concise and must provide consumers with all the necessary information". In this respect, a specific requirement of the standard states that if an operator also commercialises cosmetic products that are not certified the label designs and claims of these non-certified products must be different enough to prevent consumers from relating these non-certified products, which usually include conventional non-permitted ingredients, to those that are certified.

For more information, see:
- http://vidasana.org/cosmetica-bio-vidasana
- www.bio-inspecta.ch/htm/dl_detail.htm?id=137&p=2
- www.bio-inspecta.ch/htm/pa_detail.htm?id=29■

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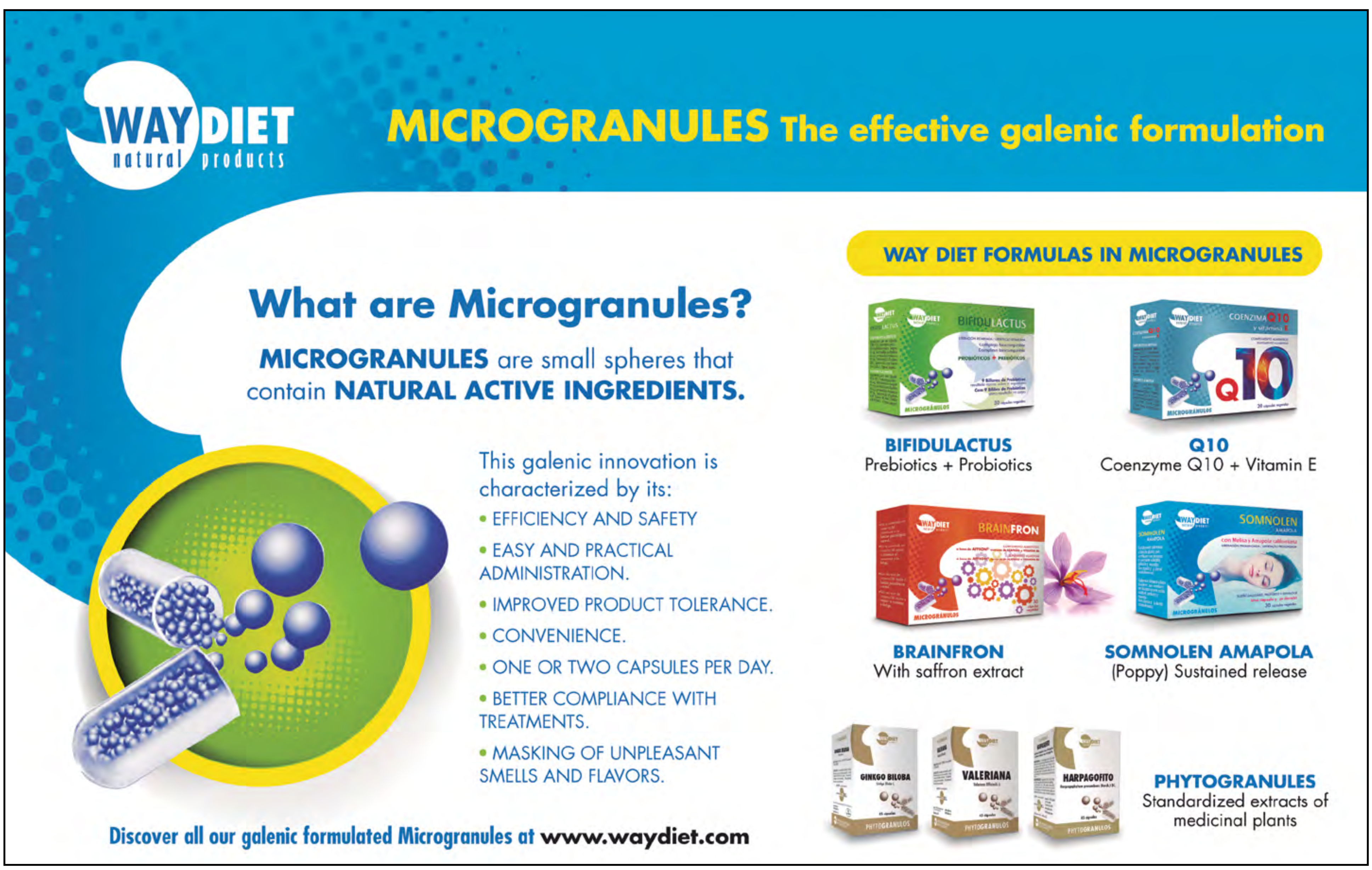
FOOD SUPPLEMENTS



PLANET ALIVE

Montse Mulé, Editor, bio@bioecoactual.com

Soil: an essential heritage for life

"People4Soil" has launched a campaign to save the soils of Europe.

Starting in September 2016 and for an entire year, more than 300 organizations within the People4Soil coalition will push the EU to adopt a common legal framework to protect soil against exploitation, degradation and contamination.

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Soil must be recognized as a shared heritage essential for our lives, and its preservation as a primary commitment of the European institutions: this is the call made by over 300 organizations that support the People4Soil initiative.

People4Soil network includes a wide range of organizations from across Europe: scientific societies, civil organizations, environmental NGOs, farmers' associations and trade unions, and organic agriculture federations.

Soil exploitation and degradation is one of the main environmental emergencies in Europe. Soil is a vital resource; it is limited, non-renewable and irreplaceable.

We can no longer afford to waste land and lose soils in Europe, nor can we accept a greater reliance on agricultural land from other continents, as that is resulting in increasing pressure on natural ecosystems and on indigenous communities.

Soil is a common good, essential for our lives, and it should be recognized as such; a specific legislation on soil protection should be implemented.

At present, soil in Europe is not protected against arbitrary decisions and aggressions that are causing degradation, erosion and sealing. This is a legal vacuum that affects Member States' legislation, as well as the credibility of the European environmental policies. It is not possible to halt the loss of biodiversity if ecosystems are being eroded and fragmented by urbanisation and infrastructures. If soil health is not considered, climate adaptation and mitigation will not be possible. We will not be able to develop energy efficiency policies in the civil and transport sectors if urban expansion is intrinsically intensive, both in terms of resources and energy.

The European Union must adopt a specific legal framework to protect its soils. Effective soil legislation should include the following aspects:

- The acknowledgment of ecosystem services provided by soil and the recognition of its importance for biodiversity conservation and food security.
- The implementation of a new soil surveillance system.

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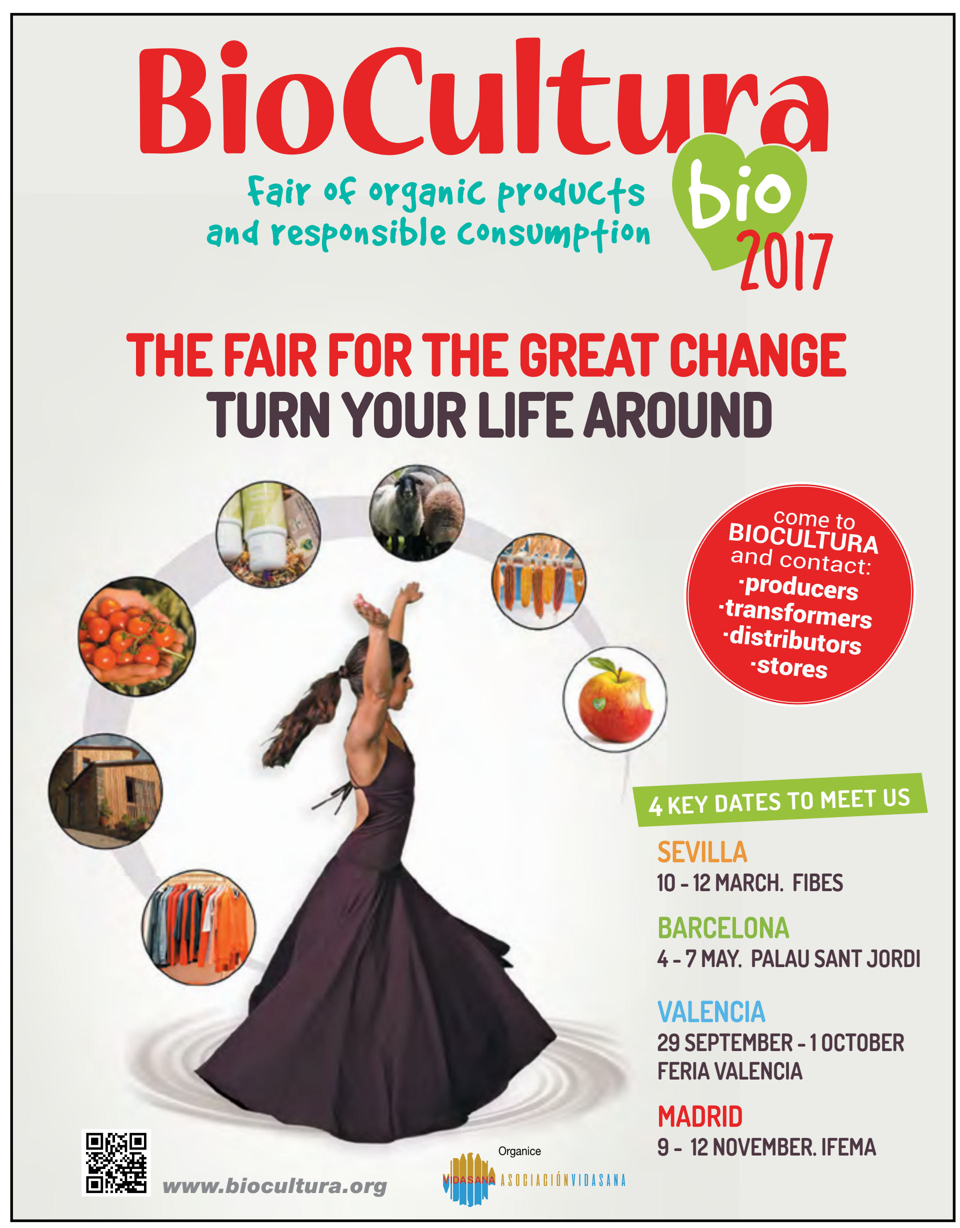
FAIRS



PLANET ALIVE

- The translation into law of the *"no net land take"* principle, to be implemented through a soil sealing reduction program with short term deadlines.

- The prevention of land concentration and grabbing, along with promoting access to land to farmers and local communities.

- The implementation of committed policies to reverse the progressive loss of organic matter in soil and to reduce the use of synthetic fertilizers and pesticides.

- The assessment of the impact of land use change on water balance, as well as the obligation of compensatory measures for every intervention that modifies the permeability of soils.

A specific legislation on soil protection should be implemented

- A remediation program of contaminated soils, to be implemented through taxation measures under the "polluter pays" principle, along with preventive measurements for high risk activities.

"Soil is one of the most important resources of our planet. Soil provides a number of vital ecosystem services. It is the cradle of terrestrial biodiversity, and therefore of crops, food and raw materials. Due to its physical, chemical and biological activities, it plays a fundamental role in maintaining water quality and water supply, supporting climate and nutrient cycling, and facilitating carbon sequestration. Soil is also the first "sequestering" agent of toxic substances, since it is capable of filtering or transforming them, and thus limiting their circulation and accumulation in water and living organisms. Soil and vegetation are able to regulate the flow of water and related erosion; its management and conservation are therefore crucial to prevent and mitigate the effects of extreme weather events. Soil is, without doubt, the generator of the earthly landscape", explain Damiano Di Simine and Tiziano Cattaneo, from People4Soil.

"Many threats are leading to soil degradation due to erosion, loss of organic matter, pollution, compaction, loss of biodiversity, salinization and sealing."

"Despite growing awareness of the essential services provided by soil on a local and global scale, the European Union still lacks rules for its sustainable management and protection: previous attempts to provide the EU with a legislation on soil protection have been blocked by a minority of Member States; there are also concerns that environmental regulations could be an obstacle to competitiveness. The lack of common European standards on soil has detrimental effects on both the economy and the efficiency of public spending." "Let's think about a fundamental issue such as soil pollution: unlike other forms of pollution, soil pollution is regulated almost exclusively by national laws, where they exist. Therefore, old industrial sites with similar levels of pollution may be managed according to different remediation protocols in different Member States, and in some countries they will even be considered uncontaminated at all! This regulatory diversity within the EU creates a clear distortion of the market, generating advantageous and disloyal situations: a Member State with weak regulations on soil pollution will attract more real estate investors and industrial settlements. How can the EU tolerate such internal waste?"

www.people4soil.eu
www.soilassociation.org
www.commonland.com
www.soilandmore.com
www.feder.bio
www.secs.com.es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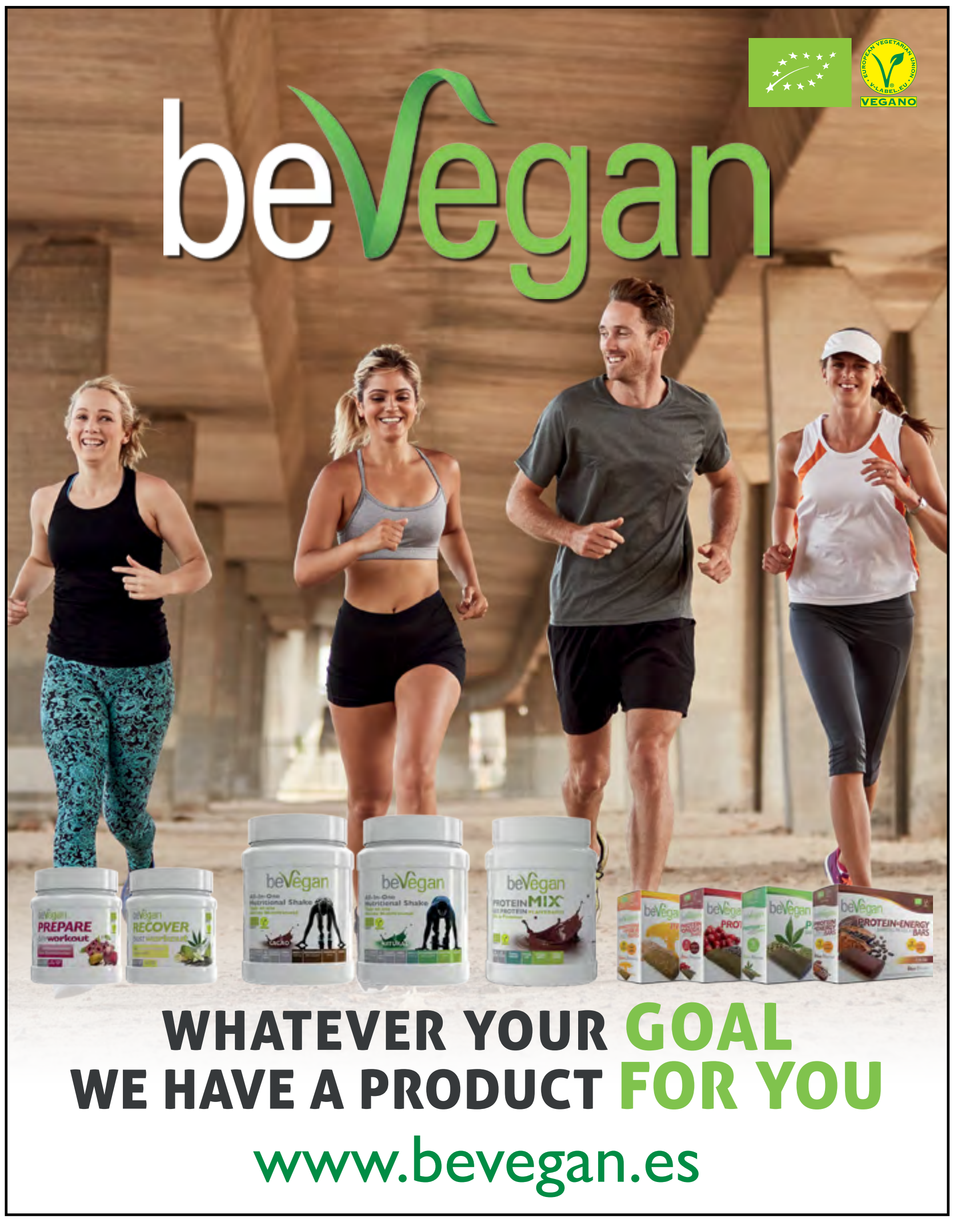

INTERVIEW

Montse Mulé, Editor, bio@bioecoactual.com

John D. Liu

John D. Liu is a filmmaker, researcher and ecologist. Mr. Liu was a Television journalist who, when assigned to film the baseline of a watershed management project in 1995, became aware of the central importance of the Earth's natural systems and has since dedicated his life to studying and communicating about ecology. John has been directing the **Environmental Education Media Project (EEMP)** since 1997. He is a visiting fellow at the Netherlands Institute of Ecology, and Ecosystem Ambassador to the **Commonland Foundation.** John's films include ***"Lessons of the Loess Plateau", "Green Gold"*** and ***"Hope in a Changing Climate", "Emerging in a Changing Climate".*** John's writings and films on environmental and ecological subjects can be found at the following URL: knaw.academia.edu/JohnDLiu.

Are you optimistic for the future?

In my research I have seen that there is nothing fundamentally wrong with the Earth and over evolutionary time scales I'm certain life will be fine, it is human civilization that is right now at risk.

By reducing biodiversity we reduce biomass and by reducing biomass we reduce the accumulation of organic matter. This causes a reduction in photosynthesis, oxygen release and carbon sequestration and an increase in temperature and evaporation rates; it also lowers infiltration and retention of moisture and reduces the ability of microbial communities to release and recycle nutrients. This leads to degraded landscapes and if this problem is never addressed it will ultimately lead to ecosystem collapse and the end of civilization.

What can you tell us about the soul of the Earth, would respecting her also give us material benefits?

The Earth is our mother. The Earth feeds us, nurtures us and cares for us. Human beings co-evolved with all other life since the beginning of time. We don't exist without the Earth's functional ecosystems. Some people like to say that we are "consumers" and it is true that we consume things. However, we do not exist just to work and consume. All the things we make and everything we will ever make are much less valuable than life.

The fact is we have made a mistake. We have valued the derivatives, products we extract and fashion from the Earth, higher than the Earth itself. We must change this paradigm in order to survive. All wealth comes from the Earth. Value is not in scarcity but in abundance.

You have documented ecosystem successful restoration projects in various parts of the planet. Are new actions planned?

Work done worldwide by many people over the last few decades shows us the way forward. It is possible to increase organic matter in soils, which is the best way we know to sequester carbon and mitigate and adapt to climate change. It is possible to spread and plant out at a large scale keystone species and then allow for the regeneration of other plants in order to massively increase biomass, which will then further increase carbon uptake in the plants and in the soils.

Many people are working together to create an "Ecosystem Restoration Cooperative" that allows individuals to easily learn and to act directly in ecosystem restoration in their homes, their communities and in broader common lands all over the world. We must know that we have the right and the responsibility to do this for the survival of the species.

What is the objective of the Commonland Foundation?

The objective of the Commonland Foundation is to play a conscious role in stimulating the restoration of all degraded lands on the Earth. Led by Willem Ferwerda and with many passionate people from many countries, it has been building a model called **the 4 returns** for transitioning the economy from degradation to restoration. The 4 returns are **the return of Inspiration, the return of social capital, the return of natural capital and the return on investment**. Since 2009, Willem Ferwerda and I have worked together in our shared life's work. Willem helped fund "Hope in a Changing Climate" that was broadcast worldwide on the BBC, he helped to produce the "Green Gold I" and "Green Gold II" films that have been aired on VPRO and been seen worldwide and has supported my work as Ecosystem Ambassador for Commonland so that I can write, speak and film on Ecosystem Restoration worldwide. Commonland is showing in the world of policy, finance and industry that there is another way to organize our economy that is built on trust, on collaboration, on equality and on functional ecosystems.

To read the complete interview please visit www.bioecoactual.com■

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