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"Eating vegetarian doesn't mean you have to eat boring, humdrum dishes." MARCUS SAMUELSSON (CHEF)

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Bio Eco Actual

Natural Products Scandinavia & Nordic Organic Food Fair

The only organic food & drink trade show in the Nordic region

15-16 November 2017 | MalmöMässan, Sweden

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INTERVIEW

Enric Urrutia, *Bio Eco Actual, Director,*
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Fiona Allen, *Event Director* of Natural Products Scandinavia & Nordic Organic Food Fair

Fiona Allen is the new Event Director of Natural Products Scandinavia and the Nordic Organic Food Fair, the Nordic region's only trade show for the natural and organic industry. Ms. Allen, who has a Marketing Diploma from the Chartered Institute of Marketing, is an experienced chef and has considerable experience in organic food and natural products. The multi-faceted Ms Allen brings a new impetus to this latest edition of combined fairs. Since 2014 she has been part of the Diversified team at the marketing department of Natural Products Group (London and Scandinavia).

Fiona Allen | Event Director

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Natural Products Scandinavia MalmöMässan 15-16 November 2017

nordic organic food FAIR MalmöMässan | Sweden 15-16 November 2017

Tell us how Diversified managed to add synergies between Nordic Organic Food and Natural Products Scandinavia and unite them

Natural Products Scandinavia is the sister show to Natural & Organic Products Europe in London. This flagship show is made up of four parts, Natural Food Show, Natural Beauty & Spa Show, Natural Living and Natural Health. When we launched Natural Products Scandinavia in 2012 with similar content and structure, it became obvious with the importance that the Scandinavian region places on certified organic food & drink, that there was demand for a stand-alone certified organic food show. The Nordic region is known as market leaders in the organic industry. Natural and organic have always sat together naturally and the two shows have a lot of synergies. The varied natural & organic product offering attracts buyers who buy cross category, delivering more product choice to visitors and giving the exhibition bigger appeal to major retailers and senior buyers. It also makes us relevant to more worldwide suppliers who choose to exhibit with us and showcase their products; whether they are vitamins, cosmetics or organic vegetables.

This flagship show is made up of four parts, Natural Food Show, Natural Beauty & Spa Show, Natural Living and Natural Health

What does the foreign professional have to keep in mind if they want to introduce their organic- natural brands into the Nordic region?

In our experience, the Nordic buyers are very open to sharing feedback and ideas. The culture in the Nordics is to collaborate and make decisions together. The same goes for collaboration with external partners, so don't expect quick decision making or to meet one person who signs off, it is team decision making.

They very much like to know the stories behind that brands – as do the consumers. Organic, natural and environmentally friendly products, especially in the form of retailers private label brands, have been a big part of the supermarkets for more than three decades. If you look at their advertisements, these private label products have become pivotal and something many retailers look to grow.

Besides that, there is an appetite from retailers to add more options within each product category on retail shelves, as supermarkets in the Nordics have had fewer options compared to many other countries. The packaging is also very important and something we have heard a lot from exhibitors getting feedback, great design and sustainability is expected.

What is the relationship in the Nordic market between production, consumption and sustainability?

The Nordic market is on the forefront of sustainable development and production across a number of sectors. What that really comes down to, is a collaboration between the public and private sector. It is very balanced in terms of both pushing demand and supply at the same time as well as trying to educate consumers. It is a supportive structure, instead of expecting public partners to do one thing and private another. Instead they try to enable and support each other. That's the reason why Denmark and Sweden have the largest market share of organic sales. With that said, there is always room for improvement.

Nordic culture is about collaboration and making decisions together

All the countries are fairly small, and often look towards each other as well as other nations for inspiration and that makes them develop faster. Germans are great in developing vegan and have a long history of Biodynamic farming, so we look to them for ideas.

Retailers and the foodservice sector have started working closer with the producers. One of the great case stories is Rema1000 who work closely with Gram Castle, who supply them with primarily organic vegetables. The demand is huge in Denmark and Norway. Consumers want to know where their products come from and they don't want to buy organic carrots that have to travel a long distance from far away countries.■

Montse Mulé, Editor, bio@bioecoactual.com

Natural Products Scandinavia & Nordic Organic Food Fair 2017

MalmöMässan, Sweden, will host the fifth edition of the Nordic region's largest trade events for natural and organic food and drink, health, beauty, eco-living and self-care products: Natural Products Scandinavia & Nordic Organic Food Fair (15-16 November 2017).

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The joint exhibition of **Natural Products Scandinavia and Nordic Organic Food Fair** features over 400 exhibitors showcasing the latest trends in food and beverages, cosmetics, beauty and natural health, and natural home. There will be significantly more international exhibitors compared to the previous edition, including the presence of three new pavilions: Skåne (Scania, the most southern region in Sweden), Greece and Sri Lanka, in addition to the pavilions that have participated in previous editions: KRAV, Organic Denmark, Austria, Organics Cluster Auvergne-Rhône-Alpes, France, Italy, Estonia, Northern Germany, Spain and the Netherlands. All of them hope to meet the expectations of the over 5500 professional visitors from the organic food, cosmetics, therapies and pharmacy sectors, among others.

With an exponential growth in organic food sales and an expected doubling of sales over the next ten years, the co-located **Nordic Organic Food Fair and Natural Products Scandinavia fairs** support the development of the organic sector and offer visitors a wide range of opportunities to update their knowledge about organic production, soil protection and the best way to manage their companies in accordance with environmental ethics.

Nordic Organic Food Fair and Natural Products Scandinavia promote the development of the organic sector and allow visitors to discover the wide range of opportunities offered by the Nordic natural and organic sector

This 2017 edition includes important innovations as explained by its director Fiona Allen, "In this edition we count on a **New Natural & Organic Products Showcase**, new format, bigger and better than before, with its own dedicated area off the show floor. One of the show's biggest selling points is its comprehensive array of new products across all natural and organic categories, including future best-sellers and hundreds of new launches on the market. For 2017, the show will feature an unprecedented 400 + suppliers from around the world, showcasing more certified organic products than ever before."

Seminars, conferences and debates on research and development and on the latest trends will be held in three privileged settings: The Natural Theatre, The Natural Beauty Theatre and The Organic Theatre, and will be led by opinion makers, analysts and pioneers of the natural and organic industry, as well as industry experts such as Organic Denmark, Ekoweb, Euromonitor International, EkoMatCentrum, Organic Sweden, NOC Sweden, Ecovia Intelligence, Tree of Brands, Rudefood, NATRUE, and Allergy Certified. Ms Allen tells us: "The seminar programme is renowned for attracting a host of high-profile organisations, in our three dedicated theatres. One of the new speakers confirmed for 2017 is Marije Vogelzang, an 'eating designer' from The Netherlands. She speaks at events around the world about our changing relationship with food – including various topics surrounding food waste, the lack of biodiversity, food allergies and obesity."

As for the current natural and organic products consumption in Scandinavia Ms Allen comments: "Consumers have started getting more involved. It is a difficult time for the farmers all over the world and in the Nordics too, both for organic and conventional, as food prices are constantly falling. Consumers are starting to buy shares in smaller farms. As urbanisation increases many want to reconnect with country life, and they can help especially young farmers to create a more financially stable business. Urban farms with part ownership are also a new trend and people are aware we need to be more seasonal in our food choices."

Natural & Organic Awards Scandinavia

Visitors will vote, as in previous editions, for their favourite products at the Natural & Organic Awards Scandinavia 2017, which recognises great innovation and outstanding products. This year, for the third time again, **The Nordic Organic Chef Competition**, under the auspices of the Swedish Organic Chef Association, Föreningen Ekokockar, will reward two prizes, **Nordic Organic Chef of the Year and Sweden's Organic Chef.** ■

This 2017 edition includes important innovations

Seminars, conferences and debates on research and development and on the latest trends will be held in three privileged settings: The Natural Theatre, The Natural Beauty Theatre and The Organic Theatre

MARKET ANALISYS

Cecilia Ryegård,
Editor Ekoweb | www.ekoweb.nu

The Nordic Organic market: the most dynamic in the world!

From Denmark, with the highest organic market share in the world to Sweden, with the fastest growing organic market in the last few years, and going through the highly potential markets of Finland and Norway, the Nordic Organic market is undoubtedly a very interesting option for both buyers and sellers.

26 million people live in the northern region that consists of Denmark, Finland, Norway and Sweden. This region is not only one of the richest economies in the world, but it also has the highest standard of living.

Like in most other countries with a very high income and quality of life, Nordic consumers' interest for high profile food has been growing over the last years and the interest and awareness about food and how food is produced are very high. A lot of consumers are very concerned about pesticide residues in the food, and about animal health and environmental issues. These factors constitute an advantage for the organic sector.

Although the organic market has been growing every year since statistics are available, the latest decade has shown a major growth. Consumer surveys show that organic sales will also steadily increase in the coming years.

Will Denmark be the first country to reach 10%?

In terms of organic sales Denmark and Sweden are clearly ahead compared to Finland and Norway.

A lot of consumers are very concerned about pesticide residues in the food, and about animal health and environmental issues

Denmark has the highest organic market share in the world, having reached 9.6% in 2016. Danish organic market aims to be the first in the world to touch 10% share, hopefully this will occur sometime in 2017. Consumption grew 14% in 2016, which was the highest percentage growth for several years. Total organic market, including retail sales, food services, alternative sale channels and export has been estimated to reach DKR 14 billion (approximately EUR 20 billion). Fruit and vegetables are the most popular categories, accounting for almost one third of the total market, followed by dairy products. One of the most selling products is oats.

Copenhagen: Organic capital of the world

Copenhagen is used to being called the world organic capital. The Copenhagen-region's organic market share is around 17% of the total private consumption. At the same time politicians have set ambitious but realistic goals for the public sector in "Vision of Copenhagen". In 2015 it was established that 90% of the food served in the city's public schools, kindergartens and residential homes should be organic, this was reached in 2016.

Biggest organic campaign ever

Starting in 2017 and over the next three years the biggest campaign ever for organic food in Denmark will be launched. The goals are to increase the interest for organic food and to increase organic consumption by 50% until 2019. The campaign is supported by the European Union with EUR 3.5 billion. The resources will be used mainly to make organic food more visible in stores. This, together with an already increased interest in organic values (absence of pesticides, high profile animal welfare and environmental issues) predicts an uninterruptedly positive development in the organic sector until 2020.

The Swedish market: number two in the world?

The value of the organic business in Sweden is bigger than the total

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organic value of the markets in Denmark, Finland and Norway together. The Swedish organic sector has been growing continuously at least since statistics have been available. Since 2013 this growth has been massive, with a peak in 2014 and 2015, when the organic market grew 38% and 39%, the fastest growth in the world according to market analyst Ekoweb. In 2016 the market continued to grow in double digits (18%) and the market share reached 8.7% (retail, food service, alternative sale channels). The retail business is the one driving this fast organic growth, together with the governmental sells of alcohol at "Systembolaget". Even the public sector has shown a fast growth, reaching 33% of organic share in 2016. The main reason behind this increase has been the food provided to schools, kindergartens and residential homes. The value of the organic market reached approximately EUR 2.5 billion in 2016.

The most important category is fruit and vegetables, which has surpassed dairy as the largest organic category. Milk is the leading organic product in value followed by wine, bananas and eggs. More than 75% of all organic food is sold through the

The goals are to increase the interest for organic food and to increase organic consumption by 50% until 2019

retail business, dominated by the three biggest actors: ICA, Coop and Axfood, where private label is taking over an increasing part of the market.

Systembolaget – a unique institution driving organic

In Sweden all public consumption of alcoholic drinks over 3.5% alcohol must be sold at the governmental stores of Systembolaget, if not in bars or restaurants. The organic share of Systembolagets sells of beer, wine and other spirits reached 27% in 2016.

MARKET ANALISYS

Double market value 2015-2025

Even though the growth seems to be slowing down in 2017, the future of the organic market in Sweden looks bright. Ekoweb forecasts that the market value will increase EUR 0.2 billion per year until 2025, when it will reach a 15% share.

Finland and Norway: not as organic as their neighbours

Consumers in Finland and Norway are not as interested in organic values as their neighbours in Denmark and Sweden, even though between 2013 and 2016 organic market annual growth occasionally reached and exceeded 20%. The organic market share is around 2% in both countries. Reports show that interest is raising and the potential is high, probably similar to that in Denmark and Sweden.

The organic market value in Finland was approximately EUR 0.2 billion in 2016. The prediction is an increase to EUR 0.4 billion until 2020.

Undersupply of organic products

Although a lot of farmers are converting their land to organic and although there is some major export, for example of grains and dairy products, the market is characterized by undersupply. This is especially true for highly processed products, fruits and vegetables.

Great potential of the northern organic market

Overall almost all market analysts agree that the future for organic food and organic consumption in the Nordic countries looks bright. The potential of the market is very high. All surveys that try to predict consumer behaviour suggest that organic consumption will continue to increase successfully over a long time.■

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FOOD

RESEARCH INSTITUTE OF ORGANIC AGRICULTURE

Miguel de Porras,
Co-Director FiBL Euorpe (M.Sc. Agroecology) and Urs Niggli, Director FiBL (M.Sc. ETH Agricultural Sciences)

FiBL Europe. A centre of scientific excellence and competence for organic and best sustainable practice in agriculture and food systems

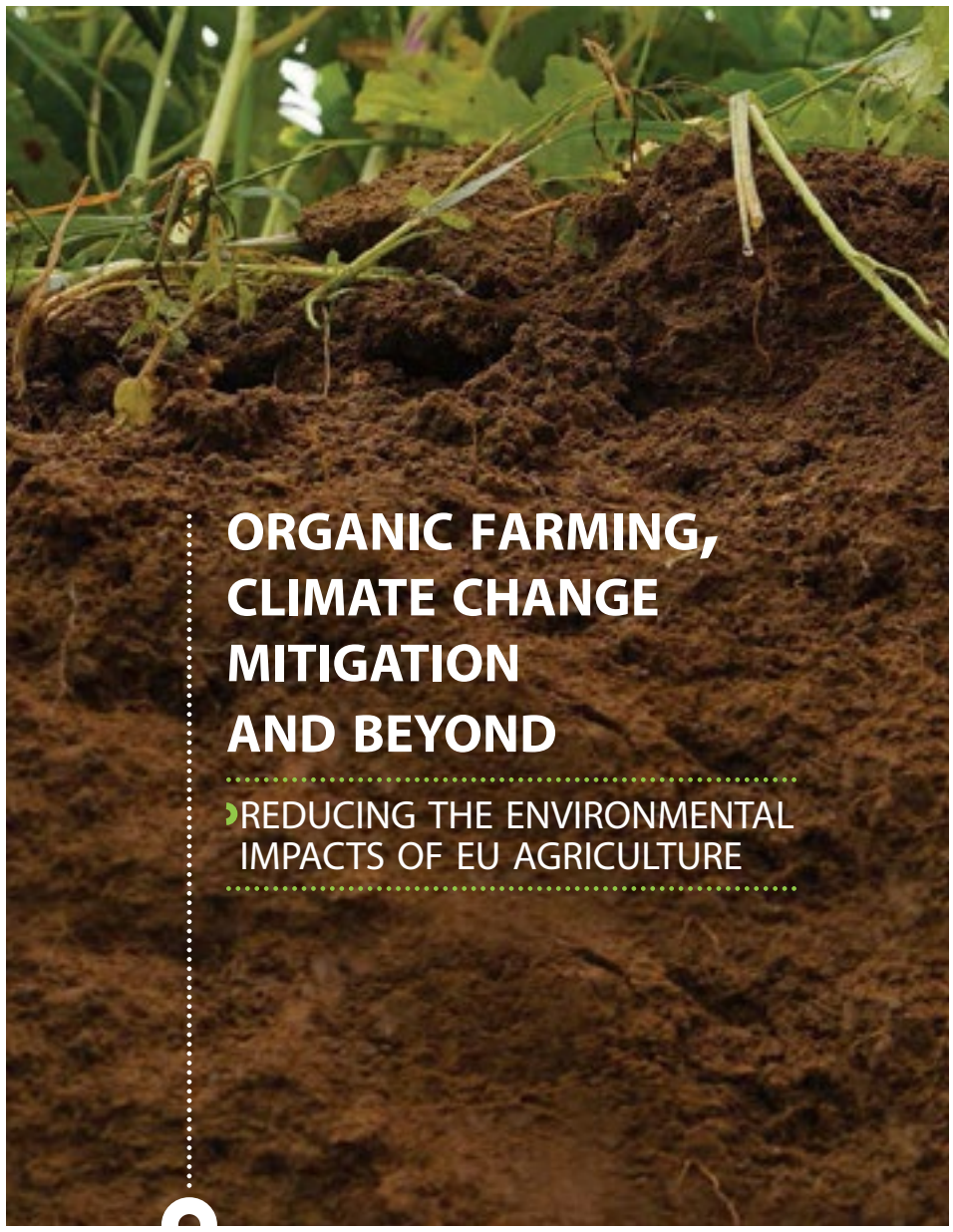
FiBL stands, in German, for Forschungsinstitut für biologischen Landbau (Research Institute of Organic Agriculture). This institute was initially created in 1973 in Switzerland and has been developing research in this field constantly since then. FiBL Europe, its new branch, opened its doors officially on the 13th of July 2017, in a small official opening meeting in Brussels that counted on the presence of people from the most relevant organizations related to sustainable agriculture. The European Commission, the European Parliament, FAO and many partner organizations were present at the launching event, confirming the high expectation created by the arrival of our organization at the capital of the European Union (EU).

©FiBL Europe Building

The five national FiBL sites have many ongoing projects linked directly or indirectly with the EU and it was a strategic decision of the directors to strengthen this relationship. FiBL is a unique centre of organic and sustainable agriculture, research and advice with more than forty years of experience and a team of 270 specialists in Austria, France, Germany, Hungary and Switzerland. FiBL Europe brings together all the competences of the five sites. FiBL has developed from a pioneer and petite think-tank to a widely connected centre of excellence for organic food and farming. It cooperates with universities, public research centres, UN organisations and national or regional governments. It is partner of NGOs involved in nature conservation, environment, agriculture and animal rights and, since its beginnings, it has supported the IFOAM-Organic International movement. This has given us the competence and the reputation to support the development of a more sustainable agricultural model in the EU. We are convinced that we will be able to work in Brussels in favour of a more organic and agro-ecological agriculture that benefits from scientific rigour and participative work with farmers in many countries, not only in Europe but also in 40 low-income, emerging and developing countries.

> FiBL is a unique centre of organic and sustainable agriculture, research and advice with more than forty years of experience and a team of 270 specialists in Austria, France, Germany, Hungary and Switzerland

The main role of the new office in Brussels will be to coordinate EU projects and programs for all FiBL sites ("FiBL Transfer"). The second one will be to be a "one-stop-shop" for the national FiBL sites in all areas of research, extension and training. Historically, FiBL has had a good relationship with the European Commission since 1993, having been involved in more than 80 research projects, concerted actions and mandates. Building new ties and increasing its network of partners to other EU regions (Mediterranean countries, Scandinavia, Easter Europe) are envisaged. In terms of contents, EU policy analysis and implementation, the implementation of sustainability assessment tools, cooperative projects in low-income countries and a good cooperation with EU farmers and knowledge platforms will be offered.



IFOAM EU GROUP MAKING EUROPE MORE ORGANIC

FiBL

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Among the different fields of work, two projects will be prioritised over the first year. FiBL Europe will coordinate the design of two ambitious databases, www.organicXseeds.com and www.organicinputs.org. These two projects aim to create accessible and user-friendly databases on seeds and farm inputs for farmers, organizations, administrations, certifiers and companies. FiBL is in the position of providing sound scientific information about the compliance, availability and authorization of these products in many EU Member States. We consider that these two projects can impact very positively on the security for farmers, breeders and manufacturers in the development of the organic sector. Beyond these initial activities, FiBL Europe

RESEARCH INSTITUTE OF ORGANIC AGRICULTURE

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is open to provide further services on a European scale. This comprises technical solutions for regulations implementation, information tool boxes for different users and data and models.

The role that organic agriculture and other models of sustainable agriculture are playing in the context of climate change is crucial. Soil is one of the largest carbon sinks in the planet and the challenge is to feed the world while avoiding the loss of this important resource. Organic agriculture is a way to learn and practise for the transition towards a more sustainable farm, landscape and food model. A model that includes positive impacts also on species diversity, animal welfare, soil stability, clean natural resources and livelihoods of farmers.

The Common Agricultural Policy and the regulation on organic agriculture will constitute the political framework that will regulate the transition. Informed decision making of policy makers on sustainable policies, supportive incentives for actors, the integration of consumer trends and the technical feasibility for farmers and the food industry will be crucial. FiBL Europe can deliver scientific data and modelling in support of transition and transformation processes. In addition, the FiBL Europe office in Brussels is intended to become a place where organic and maybe one day also agro-ecological scientists and advisors meet. Strengthening their role and impact on Europe is important to FiBL Europe. Therefore, cooperation, and not competition, is our motto.■

Historically, FiBL has had a good relationship with the European Commission since 1993, having been involved in more than 80 research projects, concerted actions and mandates

FOOD

ORGANIC CERTIFIER ORGANIZATIONS

Anita Falkenek,
CEO, www.krav.se

The KRAV label

KRAV is a Swedish organization that develops standards for KRAV-certified production and informs about markets and KRAV labelled food.

Almost all Swedish consumers, 98%, are familiar with the KRAV-label, which makes it the most well-known environmental food label in Sweden.

KRAV's vision is that all food production should be economically, ecologically and socially sustainable, and should meet current demands without compromising the ability of future generations to meet their needs.

In order for a product to carry the KRAV label, KRAV standards must be complied with, which is checked by an independent party at least once a year. Today, about 7000 companies are KRAV-certified and within all categories of food, there are over 8000 KRAV-labelled products on the market.

KRAV Values

Respect for the enviroment:

- Crops are grown without chemical pesticides or artificial fertilizers, which is good for biological diversity.
- Genetically modified organisms (GMOs) are prohibited in production.
- As much as possible of an animal's feed must be produced in the farm where it is raised.

A high level of Animal Welfare:

- Natural behaviour of animals must be promoted and animals must be allowed to graze as much as possible.
- Pigs must be allowed to graze and root, and should have access to a mud bath.
- Chickens should be able to bathe in real sand and should be able to go outdoors and scratch and peck during the summer.

Natural food:

- No chemical pesticides in agriculture.
- No artificial fertilizers in agriculture.
- No antibiotics used in animals just to prevent diseases.
- No unnecessary additives.
- No synthetically produced flavourings and sweeteners, and no hydrogenated fats.

©Krav

Social Responsibility:

- Annual inspection to ensure that production does not violate human rights. ■

FOOD

Marja-Riitta Kottila, *Executive Director, Finnish Organic Food Association Pro Luomu* | *www.proluomu.fi/english*

FINNISH ORGANIC FOOD ASSOCIATION PRO LUOMU

Finns are buying more organic food every year

PRO LUOMU

2016 showed accelerating growth in the demand for organic products in Finland. The sales of organic foodstuffs in grocery stores rose 14% last year.

According to estimates by the Finnish Organic Food Association Pro Luomu, organic goods market reached EUR 273 million in 2016. The estimation is based on data collected from different retail shop groups.

Organic production has a 2% share of the food market. Organic eggs is the food category with the highest share in the market (15%).

The growth of organic market in Finland has increased steadily for many years. Today organic food and beverages are a real everyday choice and have become part of the basic shopping basket. The better the supply, the more Finns choose organic goods and the more often.

New products boost organic sales

Launches of new and interesting products, especially in categories where organic alternatives had been scarcely available, have strengthened organic growth.

It can be seen that the organic movement is creating a virtuous circle in which strong growth encourages food companies to develop new organic products, and is itself reinforced by these new products. Finnish retail chains are optimistic about the future and expect that organic sales will continue to rise.

Bestselling organic products: fruit, vegetables and milk

Fruits and vegetables are the most popular categories and account for one-fifth of organic sales in Finland. Banana remains the undisputed bestseller.

The second biggest seller is milk, and consumers' long-term favourite food, eggs, holds the third place.

However, right after eggs in the organic race there is a new product group showing a strong growth: hot drinks, boosted by organic coffee sales, jumped to the fourth place last year.

The strongest risers: organic coffee and baby food

Last year nearly all organic product groups reported a significant growth in sales. The strongest risers were hot drinks and baby foods: both categories saw a whopping 50% sales increase.

Demand for organic baby foods in Finland is remarkable. This growing popularity is mainly attributed to parents' concerns about their children's health and to their desire of feeding them with the purest and safest food.

The growth of organic market in Finland has increased steadily for many years

In addition the sales of organic cheese, flakes, groats and eggs grew significantly last year. Several trendy products, such as organic coconut oil and superfoods were also very successful. ■

LEGISLATION

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

Phytosanitary products in organic foods

All over the world, organic production has always arisen in response to the emergence and proliferation of agriculture intensification by the pesticide and chemical fertilizer industry. The organic movement does not pretend that existing agricultural production systems go back into the past, but it claims that they should make the most of previous and current knowledge in order to find clean and sustainable methods and technology. Over the years, however, intensification and diversification of organic production have taken place, and organic production has entered into the current society's consumerist mechanics, increasingly targeted at the general consumer. Organic trade is using conventional advertising techniques to appeal to consumers, being human health, which touches the consumer and their family more closely, the most common topic used as a marketing strategy.

From this point of view, since the main motivation is personal, one of the most used claims and the most widespread belief is that organic products do not have pesticide residues. This expectation is reasonable in principle, since organic production, in its origins, avoided the use of any artificial chemical phytosanitary products.

But if we look at the rules of organic production, the current European regulation says that "pesticides, fertilisers, soil conditioners and plant protection products should only be used if they are compatible with the objectives and principles of organic production" and demands, as one of the basic principles of organic production "the strict limitation of the use of chemically synthesised inputs to exceptional cases, where the appropriate management practices do not exist". In fact, there is no explicit prohibition on the use of pesticides, although there is a clear limitation regarding which substances are permitted. Therefore some substances may be used and are actually used. This means that residues of these substances may appear in organic products, although they are considered less "bad" substances.

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In fact, there is no explicit prohibition on the use of pesticides, although there is a clear limitation regarding which substances are permitted

Additionally, organic producers are not isolated from the rest of agricultural production, especially now when organic production is expanding so fast and it is not uncommon to see it taking place alongside non-organic, with the consequent risk of contamination of organic fields and products with residues coming from adjacent areas or present in the environment. Also, we should not forget that the increasing import of organic products from distant countries is a gateway to products that are not always as controlled and "organic" as their European equivalents.

Although there is standardised regulation throughout the EU, it is undeniable that certain important issues are not yet well resolved, and each country has their own approach. The issue of pesticide residues and how to act about them is especially delicate, as it deals with the high expectations created around organic products. The current organic regulation does not say what needs to be done in case pesticide residues do not come from the organic producer itself or are not the result of a failure by the producer to establish precautionary measures. In this situation, therefore, the general regulation, which limits the presence of residues based on the maximum residue limit (MRL), is applied. The same happens with GMOs, in which a maximum 0.9% presence is accepted and regarded as unavoidable.

It is not uncommon that state members act differently depending on whether the products are local or whether they are coming from other states

But how are the different European authorities acting on this? Is the presence of residues that are not the responsibility of the operators allowed? The answer is not unique or always consistent. In some cases it is possible to prohibit the circulation of products in which residues have been detected, even in very small percentages, while in other cases it may be possible to allow the marketing of organic products with certain residues, provided they are within the limits tolerated in the general regulation. It is not uncommon that state members act differently depending on whether the products are local or whether they are coming from other states. This situation does not seem reasonable or fair; we should open the debate without demagogy or false expectations and solve this issue appropriately.

And the proposed new regulation simply does not solve this problem. It leaves things the way they were, without setting any specific residue threshold for organic products, although it incorporates a catalogue of measures that producers must apply as soon as there is any evidence that an organic product contains any prohibited substances. It also states that organic operators should be protected by establishing "adequate and reasonable precautionary measures". We will see, if this system takes hold, what is meant by reasonable and if it turns out that organic farmers are to blame when their fields and products are contaminated by the toxic treatments applied by their conventional neighbours.

The new rules also leave the door open for authorities to maintain national thresholds above which products would lose their organic certification, which keeps the current differences and the problem unresolved. This is very frustrating as the European institutions have spent three years discussing this matter and others, without having reached a common position.

Whatever the solution adopted, it must be clear, understandable, and consistent between different countries, since we are talking about the essence of this system of production. The solution must allow continuing to remove products with harmful residues from the supply chain, either by setting lower pesticide MRLs for organic products, by agreeing to the automatic "decertification" of products with residues above the Limit of Quantification (LOQ), or by applying the general MRLs. In any case, clear and proportional common investigation guidelines should be established in order to clarify responsibilities, and always under official control.

The organic sector cannot progress without clarifying and unifying this issue, both internally and externally. Now is the time.■

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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.
Certificates: Bio certifications of all the brands represented indicated above.

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www.actividades.biospace.es
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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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C/ Sector Avinganya, 2 25180 Alcarràs
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, Aromaterapy 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.

YOUR ORGANIC FOOD PARTNERS

Biogran,S.L.
Ms.Sara Muñoz (Managing Director)
Av. de María Garcini, 16
28860 - Paracuellos de Jarama
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
(Commercial Manager)
C/ Lago Carucedo, 3
28947 - Fuenlabrada
Madrid - Spain
Phone: +34 916 421 537- 28
info@elhornodelena.com

www.elhornodelena.com
elhornodelenamadrid
@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)
Can Barruguet pol 21 n.184
07816 Sant Rafel - Ibiza - Spain
+34 687 735 947/+34 629 635 956

davidaguado@ibizayformenteraaguademar.com
www.ibizayformenteraaguademar.com
ibizaformenteraaguademar
@if_aguademar

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. Miquel Angel Montesinos
(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.

Mas Montserrat, s/n
08183 Castellcir
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

Green Scandinavia

Vegetarian & Vegan trends in the Nordic countries

The Nordic organic market is undoubtedly one of the fastest growing organic markets in the world. There are several reasons that explain this phenomenon, but the main two are probably the high income level and standard of living of the Nordic countries, as well as the marked environmental and health consciousness of its citizens.

123rf Limited©maridav. Stortorget, Gamla Stan, Stockholm

In parallel with this raising in organic sales, we are witnessing an increase in the number of Nordic people who are showing interest on plant-based diets (vegan, vegetarian or very low in animal products) or who declare themselves vegetarian or vegan. The term flexitarian, which is used to describe a person who eats predominantly, but not strictly vegetarian, is also increasingly heard. Flexitarians might only eat meat on weekends or when eating out, but they base their daily diets on a wide range of plant foods.

A survey commissioned in 2014 by Animal Rights Sweden (Djurens Rätt), the largest animal rights organization in Scandinavia, showed that one in ten Swedes was vegetarian (6% said they were vegetarian and 4% described themselves as vegan). This means a 4% increase in the number of vegetarian people over the previous 5 years. More importantly, 37% of non-vegetarian respondents said their interest for vegetarian food had increased over the previous year.

Sweden is not only the Nordic country with the highest percentage of vegetarian and vegan citizens, but also one of the countries in the world where vegetarianism and veganism are growing faster

Sweden is not only the Nordic country with the highest percentage of vegetarian and vegan citizens, but also one of the countries in the world where vegetarianism and veganism are growing faster, only surpassed by Israel (13% of vegetarians and vegans), Australia (11%) and New Zealand (10.5%); this is of course without considering countries where vegetarianism has traditionally been part of their culture, such as India.

Southern Sweden is much more welcoming than the northern region to vegetarians and vegans, especially cities like Malmö and Lund, in addition of course to Stockholm.

Although the rest of the Nordic countries show much lower percentages of vegetarians and vegans (Finland and Norway 2%, Denmark 4%), the trend towards more plant-based diets is also evident here. Even in Iceland it is now possible to find a number of good vegetarian and vegan restaurants and health stores, most of them in Reykjavik (the rest of the country can still be a little tricky). Happy Cow, the app that shows you where you can find a vegetarian or vegan restaurant or health store nearby no matter where in the world you are, lists 503 places in Sweden, 324 in Finland, 254 in Denmark, 150 in Norway and 83 in Iceland. These numbers also include restaurants that offer clear, well-labelled vegetarian and vegan options, even if the entire place is not vegetarian.

There is a clear logic behind the connection between the organic and the veggie trend: anyone who is health conscious and sees organic as an investment on their health cannot ignore the adverse consequences of the consumption of meat and animal products. The World Health Organization (WHO) announced in 2015, after a detailed and thorough review of all the available medical evidence that "consumption of processed meat is carcinogenic to humans and that consumption of red meat is probably carcinogenic to humans". There are also increasing concerns about the negative effects associated with high intake of dairy products. Harvard School of Public Health was the first professional association that warned about the risks associated with dairy products and while it accepts that "calcium and dairy can lower the risk of osteoporosis and colon cancer" it also alerts that "high intake can increase the risk of prostate cancer and possibly ovarian cancer… plus, dairy products can be high in saturated fat as well as retinol (vitamin A), which at high levels can paradoxically weaken bones". The Healthy Eating Plate, created by nutrition experts at Harvard School of Public Health, emphasizes the intake of vegetables and fruits, which should make half of our daily plate. Whole, unrefined grains (whole wheat, barley, quinoa, oats, brown rice) should constitute ¼ of our plate, whereas the other ¼ of the plate should contain what they call healthy, versatile protein sources: fish, chicken, beans and nuts. The advice here is strong: "Limit red meat, and avoid processed meats such as bacon and sausage.... Skip sugary drinks and limit milk and dairy products to one to two servings per day".

The 2015-2020 Dietary Guidelines for Americans, published at the beginning of 2016 by the U.S. Department of Health and Human Services and U.S. Department of Agriculture, describe healthy eating patterns as those that "support a healthy body weight and can help prevent and reduce the

There is a clear logic behind the connection between the organic and the veggie trend: anyone who is health conscious, cannot ignore the adverse consequences of the consumption of meat and animal products

risk of chronic disease throughout periods of growth, development, and aging as well as during pregnancy". The new guidelines are similar to the Healthy Eating Plate from Harvard School of Public Health in that they also focus on fruit, vegetables, beans and grains (at least half of them should be unrefined) and limits the amount of meat. These guidelines include the Healthy Mediterranean-Style Eating Pattern and the Healthy Vegetarian Eating Pattern as examples of healthy eating patterns.

The safety and adequacy of well-planned vegetarian and vegan diets have recently been recognised. The American Academy of Nutrition and Dietetics, the largest organization of nutrition professionals in the world, released in December 2016 its latest position statement on these diets, declaring that "appropriately planned vegetarian, including vegan, diets are healthful, nutritionally adequate and may provide health benefits for the prevention and treatment of certain diseases. These diets are appropriate for all stages of the life cycle, including pregnancy, lactation, infancy, childhood, adolescence, older adulthood and for athletes".

The Academy also adds that "plant-based diets are more environmentally sustainable than diets rich in animal products because they use fewer natural resources and are associated with much less environmental damage". This reminds us of the other main benefit of plant-based diets. For the environmentally conscious person plant-based diets should be a no-brainer. The livestock industry generates as much greenhouse gases as all transport combined, and consumes 8% of the global water supply. There is no solution to combat climate change that does not include a transition from Western diets to plant based, environmentally friendly diets. ■

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LET'S TALK ABOUT...

Raúl Martínez,
Dietotherapy & Homotoxicology, raul.mgarc@gmail.com - www.raulmartinezgarcia.com

Brazzein: the next super sweetener

It is well known that too much sugar in our diet can lead to overweight, insulin resistance and diabetes, and can also increase our risk of cancer, ruining our health irreversibly. Sweeteners, both natural and artificial, are substances that sweeten and enhance the flavour of foods and drinks and are used as substitutes of sugar. We can find them in almost all processed food products, including desserts, ready meals, syrups, chocolates, sweets, ice cream, bakery goods, soft drinks and other beverages, and also chewing gum and toothpaste.

But the consumption of sweeteners is not without controversy, since natural sweeteners contribute calories to the diet and are therefore considered "fattening foods", while artificial sweeteners, although do not contain any calories, may be toxic and may have detrimental effects on our health that manifest with varying intensity. Side effects of artificial sweeteners include headaches, migraines and mood disorders, thymus gland problems and impaired hepatic and renal function. Examples of artificial sweeteners are sucralose, aspartame, acesulfame, saccharin and cyclamate.

The most recent natural sweetener to arrive is brazzein. It has not been commercialized yet, but it has a great potential for carving a niche in the market of sugar alternatives. It is a very sweet protein found in the edible berry of the West African oubli plant (Pentadiplandra brazzeana), which grows in Gabon, Cameroon, Angola, Congo and Nigeria. This fruit has been always part of the local diets because of its sweet taste (it is more than 2,000 times sweeter than sucrose). Brazzein has a sugar-like taste that unfolds slowly across the palate and persists for a long time; and it is also very soluble in water.

Brazzein is a small molecule that comprises 54 amino acids. It is rich in the amino acid lysine. Like any other protein it provides 4 calories per gram, but because it is many times sweeter than sucrose only a small amount is needed to achieve the required level of sweetness, and in fact it only provides less than a calorie at the usual amounts. Brazzein is absorbed and metabolized in the same way as other proteins. Unlike other sweeteners such as aspartame or stevia, brazzein does not have an aftertaste. Because it is very thermostable, pH neutral and water soluble brazzein is suitable for cooking and for using in processed foods. Due to its heat stability it can be used in baking since its sweet taste remains above 80ºC.

Creative Commons©Scamperdale. Pentadiplandra brazzeana

Because it is a protein, brazzein has little or no impact on blood glucose levels (zero glycemic index), which makes it safe for people with diabetes. Finding a natural, healthy, virtually calorie-free sweetener is vitally important in order to lower Western society's dependence on refined sugars. Its use could reduce the high costs associated with diseases like obesity, diabetes, nutrient deficiencies, hormonal alterations, weakened immune system and premature aging, all of them linked to excessive sugar consumption.

It is not commercially available yet because its production is not cost-effective at the moment. Purifying the protein directly from the West African fruit was the first attempt in manufacturing the sweetener, but it was so arduous and costly that the process was economically unprofitable. To overcome this pitfall a South Korean research group has developed and patented a biofermentation process that can facilitate massive production of brazzein for commercial use.

Because it is a protein, brazzein has little or no impact on blood glucose levels, which makes it safe for people with diabetes

Brazzein was first discovered in the 1980s, but it was not until the 1990s that its production for mass consumption began to be investigated. Today the use of a special strain of yeast, Kluyveromyces Lactis, which can produce the two protein molecules necessary to create brazzein, has made the manufacture of this sweetener a real possibility. Using biofermentation the researchers produced almost three times more brazzein than they had previously created using conventional extraction and at a lower cost.

Although an optimal result has not yet been achieved, the biofermentation process has opened a new perspective in the production of brazzein, which suggests brazzein is going to play an important role as a sweetener in the near future. Brazzein could be the healthy and tasty sugar alternative that the food industry had been always searching for. ■

FOOD

NEW PRODUCTS & TRENDS

FOOD

Amandín Organic Buckwheat Cuisine

Amandín Organic Buckwheat Cuisine is a delicious plant-based alternative to dairy creams, made from buckwheat. Now there are no more excuses for not making your most delicious recipes, both sweet and savoury: sauces, creams, soups, risottos, desserts and more. Add a smooth, light touch to all your dishes.

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

FOOD

Gluten Free Oatmeal Drink with Natural Calcium!

Sol Natural launches the first Gluten Free Oatmeal Drink fortified with Calcium from the algae Lithothamnium Calcareum.

This new product is part of the Bio Gluten Free Oat range. Sol Natural offers the widest range of gluten free oat products in the Spanish market: 7 types of muesli, 2 types of flakes, honey puffed oats, oat flour, oat bran, oat groats and a special mix for bread.

- Gluten-free
- With Plant-based Calcium
- No Added Sugars

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

FOOD SUPPLEMENTS

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, Crae Cantabria
- **Brand:** Way Diet www.waydiet.com
- **Production:** Laboratorios J.M Nat XXI, S.L.

FOOD

Homemade biscuits made with 100% organic ingredients from El Horno de Leña

El Horno de Leña offers a wide range of 100% organic Maria biscuits, to turn your breakfasts and snacks into delicious and healthier moments.

- Made with Spelled, Rye, Kamut or Wheat flour.
- Sweetened with Agave Syrup or Cane Sugar.
- With and without chocolate, coffee or cocoa

- **Certificate** Euro-Leaf, CAEM
- **Brand:** El Horno de Leña www.elhornodelena.com
- **Distribution:** El Horno de Leña H.L.T., S.A

FOOD

Forest honey with Black garlic, by MuriaBio's

This year, MuriaBio's forest honey with black garlic has been recognized with two golden stars in the awards "Superior Taste Awards" (iTQi). The quality of this product is due to its high vitamin C content, which contributes to the protection of cells from oxidative stress.

- **Certificate:** Euro-Leaf, CCPAE
- **Brand:** Mel Muria Bio www.melmuria.com/eng/
- **Production:** SAT Ltda. Apícola El Perelló

FOOD / BEVERAGES

Beverage by MILK4LIFE®

Vegetanilina® is a plant-based protein complex powder beverage, designed to provide a broad spectrum of essential amino acids. Vegetanilina® is easily digested and efficiently absorbed. This plant-based beverage comes in two varieties: natural or with added vitamins and minerals (suitable for children from the age of 3, teenagers, adults, seniors and athletes).

- **Certificate:** Euro-Leaf
- **Company:** INTERQUIMICA, S.L. Tel.+34 630 047 460
- **Brand:** MILK4LIFE

IFOAM

Eduardo Cuoco,
IFOAM EU Director | www.ifoam-eu.org | info@ifoam-eu.org

Transforming food and farming Making it happen: An organic roadmap to sustainable food and farming systems in Europe

The 11th European Organic Congress in Tallinn, Estonia, marked the launch of the **organic roadmap to sustainable food and farming systems in Europe by 2030**. Because the way we produce and consume food can cause many problems that may threaten the health of our farms, people and the planet, we need a rethink of the current food system. Over the past years, the need for good food and farming started increasingly taking centre stage and solidified a firm position on the agendas of the media, public institutions, businesses and citizens. However, the challenge remains how to transform our food and farming systems.

As a front-runner when it comes to setting the stage for fair, environmentally conscious, healthy and caring food and farming systems across the globe, the organic movement took the lead to transform our food and farming systems. Globally, IFOAM – Organics International launched the next phase of organic, called **Organic 3.0**. At the European level, these efforts shape up in IFOAM EU's Vision 2030. The cornerstones of our vision for food and farming by 2030 are:

- Organic on every table
- Improve – Inspire – Deliver
- Fair play – Fair pay

The cornerstones of our vision

Organic on every table: By 2030, we would like the contribution of organic to sustainable food systems to be recognised by policy-makers and citizens and to be matched with a growing land share and supply of organic products. To make this a reality, food and farming actors should:

- Engage and create links with actors beyond the organic sector
- Build sustainable value chains to ensure economic viability and avoid dependence on subsidies
- Improve communication about the benefits of organic production for society and the environment.

Policy-makers should:

- Reform the CAP to ensure that environmental and socio-economic outcomes delivered by farmers are fully incentivised and rewarded
- Use green procurement to stimulate sustainable diets in public canteens and private sector mass catering
- Prioritise access to land for new organic and transitioning farmers.

Improve – Inspire – Deliver: By 2030, we would like the organic food and farming systems to be resilient and continuously improving their performance, and to inspire a positive change in our knowledge systems and diets. To make this a reality, food and farming actors should:

- Improve how we grow and process food
- Promote sustainable diets and the consumption of healthy food
- Engage in knowledge generation and sharing.

Policy-makers should:

- Increase research funding and support development of formal education and advisory systems with an organic focus
- Develop and implement organic action plans
- Ensure coherence between policies related to food, farming, health, education and the environment.

123rf Limited©pasiphae

Fair play – Fair pay: By 2030, we would like that value and power are fairly distributed among all the operators in the supply chain, and that the costs and benefits of food production are accounted for. To make this a reality, food and farming actors should:

- Inform citizens about the true cost of food, its origin and how it is produced
- Develop or adopt new tools to create transparency from farm to fork and enhance dialogue between all value chain actors
- Develop and adopt a code of conduct for fair pricing and fair relationships for value chain actors.

Policy-makers should:

- Develop a unified framework of indicators for true cost accounting and value pricing, which will help to reward those practices that deliver public benefits
- Develop comprehensive production and market information systems, and encourage price and production data exchanges
- Promote cooperation between value chain actors; and support (local) approaches to rural empowerment.

> By 2030, we would like the contribution of organic to sustainable food systems to be recognised by policy-makers and citizens

A process driven by the movement

Our vision process started at the end of 2013. Throughout 2014-2016 we held consultations and workshops across Europe and reached out to farmers, processors, actors in Central and Eastern Europe, researchers, companies

IFOAM

and like-minded movements. During these workshops, we tried to spot the important future trends that would affect the organic sector in Europe in 2030, build scenarios and explore what we want to achieve and deliver to society as a sector. The organic movement's inputs have been very insightful and were incorporated in the publication **'Transforming food & farming - An organic vision for Europe in 2030'** that was launched at the 9th European Organic Congress in Riga, Latvia. These exchanges have shown that only through the joint efforts of everyone with a stake in the food system it will be possible to achieve our vision. The roadmap launched in Tallinn is an invitation to all us to start – or continue! – actively shaping the agri-food systems that we want to see in Europe and beyond.

Making our vision a reality

After this process, it is over to us – food and farming actors, policy-makers and IFOAM EU – to make it happen. The organic sector in Europe is very diverse and operates in different contexts so these strategies are not a blueprint for action but an inspiration for continuing leading the change. They need to be fine-tuned and developed further into context-specific action plans to be effective at the national or local level. They also need to have an active involvement of other actors beyond the sector such as policy-makers, conventional farmers, environmental and food movements, local communities, among many others. The roadmap indicates a few ways to build bridges to these actors.

IFOAM EU wants to continue leading and supporting the organic movement in finding practical ways of moving in the direction that we have identified together. That is why we launched a **new online space** where the real-world examples of strategies and initiatives working across Europe will be shared. For the moment, there is a small selection of such leading initiatives on the website and it is our intention to keep highlighting and promoting other initiatives already up and running throughout Europe.

IFOAM EU wants to continue leading and supporting the organic movement in finding practical ways of moving in the direction that we have identified together

Visit **euorganic2030.bio** for strategies that inspire you to lead by example and submit your own initiative. You can also follow live updates about the roadmap and inspirational examples on social media using #EUorganic2030. ■

FAIR

ORGANIC CERTIFIER ORGANIZATIONS/ORGANIC COSMETICS

Francesca Morgante, *NATRUE Label and Communication Manager*
fmorgante@natrue.eu *Degree in International Development and Cooperation*

Natrue, 10 years leading international organic cosmetic sector

123rf Limited©kzenon

Without any doubt, natural and organic cosmetics are becoming a consolidated segment worldwide. There are of course differences depending on the region of the planet and even between countries on how they are perceived by consumers and ultimately how they position in the beauty market. NATRUE, the International Natural and Organic Cosmetics Association, which has celebrated its 10th anniversary this year, is, as a leading voice in the sector, in a privileged position to appreciate how the sector is evolving.

Growth trends

The Nordic market for natural and organic cosmetics has doubled in size between 2008 and 2014. This positive growth is driven by a strong consumer demand and a wide availability of products. Distribution of natural and organic cosmetics in conventional channels is increasing. Although most sales still take place in health food stores, these products are making inroads into department stores, beauty retailers, supermarkets, drugstores and salons (source: Ecovia Intelligence). NATRUE certified products are widely available not only in Sweden but in all the Scandinavian countries: within the overall 5400 NATRUE certified products available worldwide, nearly 30% are available for purchase in this region.

Consumers' expectations

A few years ago NATRUE commissioned a study from consumer research firm GfK to explore consumers' awareness and expectations about natural and organic cosmetics. Consumers from Germany, the UK, France, Italy, Poland and Sweden were interviewed. The results showed that 79% of consumers expected natural and organic cosmetics to contain only natural ingredients, a figure that confirms that consumers do not want any concession.

Another very important finding of the study was that over 60% of the consumers were reassured by the presence of labels on natural and organic cosmetics.

Three types of consumers

The study has identified three types of consumers based upon purchasing drivers and habits:

Risk avoidance: those who want to avoid harm for themselves; their habits include wide scanning of ingredient lists to double-check those they do not want to use. They accounted for 35% of the panel.

External focus: those who want to avoid negative outcomes for the environment (planet, animals...). They are particularly concerned about production processes and sustainability. This was true for 45% of the panel.

Part of who I am: they want to avoid anything artificial in all areas of their lives. Their use of natural and organic cosmetics becomes part of a lifestyle. They accounted for 20% of the panel, and this percentage increased as the age of the consumers went down. Millennials were mostly in this group.

What differentiates Nordic consumers from their European neighbours?

Whereas external focus was the main motivation for less than 50% of European consumers as a group, this figure reached 64% when only Swedish women were considered. There is no doubt that Scandinavian consumers are very aware of the impact of their purchasing habits on the environment: they associated "natural and organic cosmetics" with "less polluting" more frequently (19%) than the European group as a whole (11%). Swedish consumers also take the lead when it comes to demonstrating their knowledge about the sector: 34% of them were aware of the difference between 'natural' and 'organic', and were able to explain it; the percentage rose to 50% when Swedish women were asked.

Market trends

Private standards are playing a role in the Scandinavian market too; due to the lack of an official regulatory definition they are guiding consumers in their purchasing decision. Products are more and more often showing multiple certifications including vegan, fair trade or halal. Ethical values go hand in hand with the desire to "go green" when it comes to beauty product formulations. With regards to ingredients, there is a double trend. One trend involves the sourcing of new active ingredients worldwide – such as extracts and resins from South America, berries from Scandinavia or the popular shea butter and its derivatives from Africa,

Scandinavian consumers are very aware of the impact of their purchasing habits on the environment

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as well as the African plant extracts from Kigelia Africana. The other consists in re-discovering new ways of using or combining ingredients from common or locally sourced plants, for example those found in Europe such as olives, resins from pines/ conifers or aloe vera and their derivatives, to be further developed for use in natural/ organic cosmetics.

What is NATRUE's guarantee?

The worst enemy of natural and organic cosmetics is greenwashing. Greenwashing means misleading consumers into thinking that a product is "green, natural, eco-friendly" by simply implementing marketing strategies suggesting so. To avoid this, NATRUE prohibits companies to certify only one or two of their products, as this might lead to consumers assuming that the whole line is certified; at least 8 out of 10 products must be certified. Moreover, NATRUE focuses on what is inside a product. Ingredients as well as processes are taken into account. NATRUE classifies ingredients into three easy-to-understand types depending on the process they have been subjected to: Natural ingredients are unmodified and can be obtained only through physical processes or fermentation. Derived natural ingredients are the result of permitted chemical reaction processes on natural ingredients. Nature-identical ingredients can be either pigments, minerals or preservatives. They are produced in the laboratory but exist in nature. Nothing artificial (man-made) is allowed. The last ingredient is water – which does not fall into the natural ingredient category because NATRUE does not want to inflate the natural content percentage by allowing water to be taken into account.

NATRUE certified products are widely available not only in Sweden but in all the Scandinavian countries

The sector is coming together

Natural Organic Cosmetics Sweden is a trade association for brands that provide natural and organic skincare and beauty products. They work to raise awareness in Sweden. We at NATRUE are very happy that this national association has joined us as Associate Member and is helping us to promote and protect natural and organic cosmetics worldwide.■

PLANET ALIVE

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Svalbard Global Seed Vault fights against climate change

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Climate change is affecting all corners of the globe and the Svalbard Global Seed Vault (Svalbard globale frøhvelv) is no exception. Nine years after its inauguration, the people in charge of this storehouse, where a significant proportion of the planet agricultural biodiversity is preserved, have approved an improvement plan that will deal with the water leaks detected at the entrance tunnel, which are partially caused by the global soaring temperatures that are associated with climate change.

The designers of this large underground warehouse, popularly known as the Doomsday Vault, chose the Norwegian island of Spitsbergen in the Svalbard archipelago because its geographic location (1,300 km away from the North Pole) and the stability of the terrain (situated on a rocky massif, 130 meters above sea level) constituted a guarantee against threats such as volcanic activity, earthquakes, radiation or sea level rise. In addition, in case of electrical failure, the depth of the tunnel and the presence of permafrost (which is the permanently frozen layer below the Earth's surface) should guarantee the stability of the seeds that are stored inside.

Despite all these safety assurances, the Norwegian Minister of Agriculture and Food – which manages this facility on behalf of the Norwegian government – admitted last May that they had been forced to take measures in order to avoid technical problems related to water leaks in the main tunnel.

The vault managers claim that the design of the central area of this underground store is appropriate but admit that the entrance is being affected by the permafrost melting, which is the consequence of external temperatures being higher than expected when the project was designed.

"It was not in our plans to think that permafrost would lose its consistency and that this northern area would experience a rise in temperatures like today," explained Hege Njaa Ascher, from the Norwegian government, to the British newspaper The Guardian.

By the end of 2016, temperatures in this area of the Svalbard Islands averaged 7°C above normal and permafrost started to melt before spring began. The vault managers had to wait until the end of the winter to evaluate the faults and to start implementing technical solutions.

The question is whether the climate conditions of recent months will continue in the coming years; or even if these temperatures will increase. In fact, the Arctic region in general and the Svalbard archipelago in particular are located in one of the areas of the planet where climate change is raising temperatures further, according to Ketil Isaksen, from the Norwegian Meteorological Institute.

"The Arctic and especially Svalbard warms up faster than the rest of the world. The climate is changing dramatically and we are all amazed at how quickly this change is happening," said Ketil Isaksen to the Norwegian newspaper Dagbladet.

By the end of 2016, temperatures in this area of the Svalbard Islands averaged 7°C above normal and permafrost started to melt before spring began

The vault managers are now taking precautions, including major work to waterproof the 100-m long tunnel into the mountain and digging trenches into the mountainside to channel meltwater and rain away. They have also removed electrical equipment from the tunnel, which produced some heat, and have installed water pumps in the vault itself to prevent future flooding.

Over the last year, a significant amount of water entered the entrance tunnel and then a part of this water froze to ice, forming a kind of inland glacier. Fortunately, the water did not reach the vault itself where 935,000 samples of plant seeds from virtually the entire planet are currently stored.

Last May, shortly after mass media around the world heard of leakage problems, the heads of the four institutions and companies responsible

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for this seed bank signed a joint announcement ensuring the safety and integrity of all plant resources that are preserved inside at the required storage temperature of -18ºC.

The phenomenon of melting detected in the Spitsbergen island in recent years seems under control for the time being and its consequences on the vault are not dramatic but the experts have started investigating in detail the potential damages if climatic change continues to escalate in the Arctic regions.

"After nine years of operation, Svalbard Global Seed Vault has initiated technical improvements in response to water intrusion in the outer part of the access tunnel, as permafrost does not remain as stable as estimated in the initial project" , the seed bank's website says. "Measures are being carried out to provide additional safety to the Seed Vault, based on a precautionary approach ("better safe than sorry"), the seed bank's website details.

The Svalbard Global Seed Vault was built to store a wide variety of seeds and plant genetic material from around the world, with special attention to endangered plant resources that could ensure long-term food security. This warehouse preserves samples that could be used for instance to recover crops in areas affected by natural disasters or wars.

Building the vault had an initial cost of 8.5 million euros, which were provided entirely by the Norwegian government. The maintenance of the vault, considered the most important in the world in its category, is funded by the Bill & Melinda Gates Foundation, and the governments of Norway, Sweden, United Kingdom, Australia and Switzerland.

Bair175@creativecommons. Cary Fowler at the Seed Vault during its construction

The Svalbard Global Seed Vault is owned by Norway and is managed on the basis of a tripartite agreement between the Norwegian Government, the Crop Trust and the Nordic Genetic Resource Center (NordGen). The facilities now in operation have the capacity to store up to 4.5 million seed samples. Each sample is made up of an average of 500 seeds. This bank can conserve about 2.5 billion seeds, managers say.

Improvement work that has been launched this year includes "building waterproof walls inside the tunnel and constructing a drainage system on the slope of the mountain to prevent the melting of the permafrost from accumulating water around the access." The vault managers are also studying the possibility of building "a new access tunnel to the main vault with the aim of improving security in a long-term perspective." ■

The vault managers are now taking precautions, including major work to waterproof the 100-m long tunnel into the mountain and digging trenches into the mountainside

INTERVIEW

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Peter Jacobs, General Director of TerraSana

To talk about TerraSana is to talk about one of the greatest European pioneers in the production and distribution of organic food. Its founder and owner Kees Barnhard started this successful business 35 years ago. We have talked to Peter Jacobs, General Director of TerraSana since 2012, who is committed to feed us better every day so that we can be happier. Quality, Sense and Commitment. Under the slogan "Positive Eating", TerraSana has entered a new phase and we asked him to tell us about it.

Tell us what your new slogan "Positive Eating" means

With "Positive Eating" we want to express the positive feeling people will get when they consume organic food, as organic food has three simultaneous effects:

It is very good and tasty food. It is food you can really enjoy, either alone or with your family or friends.

It is really healthy and nourishing food: it is organic, low in sugar and fat (and it only contains healthy fat), does not have additives, and offers understandable and clear ingredients and fair information.

It serves the world and has the potential to help to support a positive development while it's organic, healthy and fair. It helps farmers and doesn't pollute the earth, the soil or the water. It is made with green energy and thus it is truly sustainable.

What would you highlight among your Mediterranean specialties?

We have now replaced the packaging designs of our Mediterranean line with a more modern, friendly and inviting one that focuses on the enjoyment of Mediterranean food, as this is what makes this food so important. Of course our several pestos as well as our crackers are very important. We have also introduced our new crackers made with olive oil instead of palm oil! At the same time we have introduced some very nice Spanish soups, as well as new very beautifully handcrafted pasta that includes gluten-free types and other varieties made of 100% oats or 100% chickpeas for example. We will also launch, in addition to our hummus, a nice tzatziki dip. You see, it will be a line covering different Mediterranean regions! Pure food enjoyment.

Oriental cuisine is setting the trend in gastronomy. Why and with what products?

There are several explanations for that: oriental cuisine is low in fat and calories, it is easy to prepare, it is based on fresh products and small portions, it is easy to digest thanks to the use of seaweeds and fermented products, it is very tasty and perfect to share with friends and family. Oriental cuisine is based on 5 tastes instead of 4. We are used to sweet, sour, bitter and salty tastes, but oriental cuisine also includes the famous umami taste, which is a full savoury flavour almost everybody loves. Western producers try to replicate it using chemicals, which are not good for your health. But you can find this umami taste for example in shiitake mushrooms, several seaweeds like nori and kombu, and fermented products like tamari, shoyu and miso. You can also find it in certain kinds of fish and meat. And last but not least, real Japanese Sencha tea is very rich in umami taste.

Celebrity chefs are making popular the concept of East-West fusion cuisine. There is also a growing interest in sushi.

Is this a great moment for superfoods?

Yes it is. Why? Because there is more and more interest in special, pure and fair ingredients. We are changing our way of eating. We want food that is nourishing (high in plant protein, fibre, vitamins and minerals) but low in fat. A lot of these very interesting raw superfoods have this nutritional pattern. And the beautiful thing is: we didn't know them till a few years ago. But they have always been there, nourishing local people in a healthy way.

What is, in your opinion, the most important factor that makes the Scandinavian countries a unique space for organic food?

I personally love to spend my holidays in Scandinavia, hiking in rural and wild areas. And there are a lot of them, I can tell you. Sweden is 11 times bigger than Holland but has just a bit more than half the inhabitants of Holland. So, from a more philosophical point of view I'd say that if you are surrounded by such incredible beautiful and pure landscape I can only presume you want to protect it. Organic agriculture is a good way to do so. But of course politicians addressed quite early health and environmental issues; KRAV did a good job in creating awareness and establishing regulations for organic food; and the trade took up the challenge and responsibility. Overall it is a perfect cocktail that especially in the last few years has led to a massive growth in organic food sales. ■

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