

ORGANIC WORLD CAFÉ

on the eve of BioFach, 15 February 2006, 7 pm at Restaurant Vasco da Gama in the new Conference Centre Ost, Nuernberg Messe

THE ORGANIC WORLD CAFÉ IS A UNIQUE COMING TOGETHER OF THE ORGANIC FOOD BUSINESS WORLD WITH COLLABORATIVE DIALOGUES ON QUESTIONS THAT MATTER:

KEY INGREDIENTS FOR ORGANIC GROWTH with inputs by:



Walter Robb
USA



Georg Schweisfurth
Germany



Raj Seelam
India

AND COFFEE TABLE DIALOGUES BY ALL PARTICIPANTS FACILITATED BY CONRAD THIMM, OTF.

The dialogue will be recorded and proceedings be shown at www.ifoam.org/otf and www.organictrade.org

Exclusive category suppliers to the Organic World Café 2006 are for:

Wine

Meat

Seafood &
Delicatessen

Juices

Tea & Coffee

Beer



The event is in English. Invited are all processing and trading companies, wholesalers and retailers involved in organic food.

Admission incl. delicious organic buffet and drinks: 25 EUR p. P. cash upon entry
IFOAM members: 20 EUR p. P. cash upon entry

Registration with each participants First and Last Name, Company, Address until 7 February 2006 by email to organictrade@ifoam.org or n.sorensen@ifoam.org

Space is limited, acceptance in the order of registration.

Organized by the Board of OTF IFOAM Organic Trade forum: Maria Gardfjell, Sweden; Mark Retzloff, USA; Carol Haest, Belgium; Mukesh Varma, India; Conrad Thimm, Germany

Sponsored by:

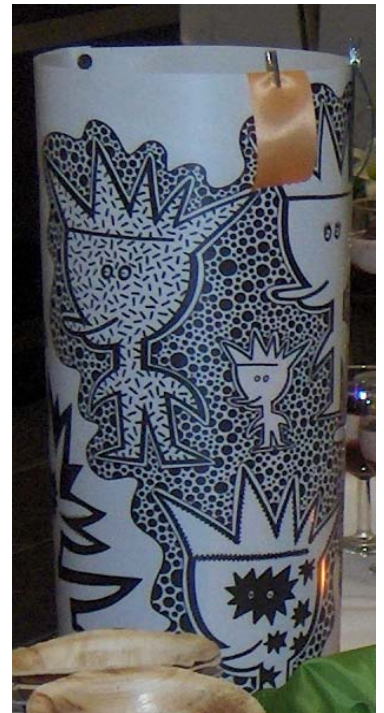




Goûts & Couleurs

by Philippe Carnoy

... more than 'just' a buffet!



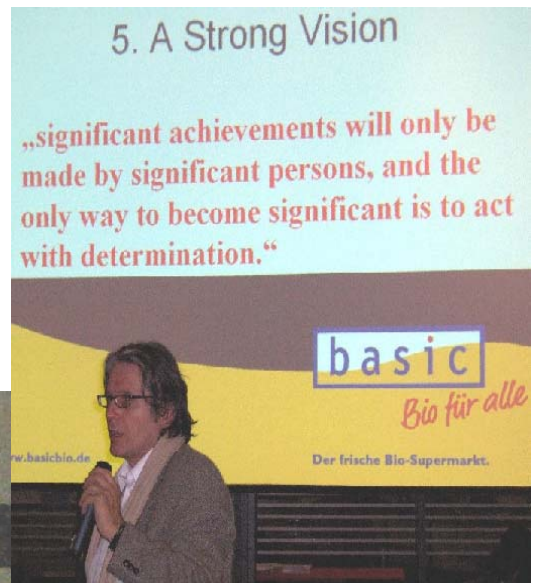
Das war lecker! ✓
Jawollle

Food for thought

from traders around the world



Raj Seelam
India



Georg Schweisfurth
Germany



Walter Robb, USA

...keeping our
collective eye on
the bigger
picture...



Conrad Thimm (facilitator)



Dialogues on questions that matter ...



Key ingredients for Organic Growth (1)

in our outer relations with

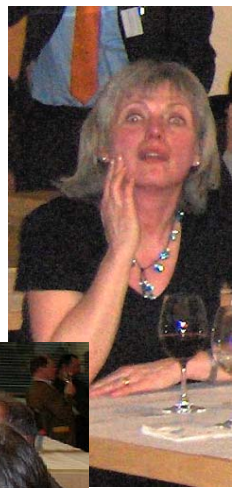
- customers
- suppliers
- partners
- the public ...



Key ingredients for Organic Growth (2)

in our inner attitudes towards

- people working with us
- our mission
- our leadership and management
- ourselves ...



What matters to you? ...



...and what remains on the tables

Customers	Suppliers	Partners
1) \$ €	Economies of scale	→ PATIENCE
2) PRESENTATION	→ Commitment	→ TOLERANCE
3) Education.	→ Education	→ COMMITMENT
4) Visibility.	→ Reliability	→ PAYMENT
		→ TRUST

partners

Consumer
 communication
 trust
 quality
 value
 label
 fashion
 trendy
 health
 price

Suppliers
 demand
 quality
 price
 volume
 brand
 companies with "money"
 and interest

added value



Key Ingredients

Customer
 public
 differentiated development

Supplier contacts
 Love
 peace
 understanding

INTEGRITY OF STANDARDS

ONE VOICE ONE MARK

WATER 11% 5%

ENVIRO

ECONOMIC 2510-3510 Tm

LOVE!
 INTEGRITY
 CHANGING THE WORLD!
 TRUST



In our inner-attitude towards people within & outside

Key Ingredients for a pure trust in our outer relation

- Clarify Promise
- Honesty
- Transparency
- Share Information
- relevant
- Listen, have dialogue
- Mission that reflects core beliefs / values
- Be Authentic
- Be the change you wish in the world
- Under promise over delivery
- A Hi-knude**
- Be useful**

Love

- Heart 150/70
- Trust
- Proximity food calls / flow
- Food Security
- Build / Antagonism
- Ashany Varn

after a long day.