

The 3rd IFOAM Trade Symposium

Organic Today

Tuesday, February 16, 2010 - Nuremberg, Germany

Program

14:00: *Opening*

Katherine DiMatteo, IFOAM
President

14:15: **Tamara Barnett**, Senior
Analyst, The Hartman Group,
USA

15:00: **Mikael Robertsson**,
Environmental Manager,
COOP Sweden

15:45: *Break - with refreshments*

16:15: **Jonathan Banks**, Insight
Director, Nielsen Europe

17:00: **Selina Gan**, M.D., Country
Farm Organics, Malaysia

17:45: *Wrap-up and Conclusions*
Katherine DiMatteo

18:00: *Reception with refreshments*

Organic Today: Finding the Competitive Advantage

The 3rd IFOAM Trade Symposium is entitled “Finding the Competitive Advantage - A Challenge in these Uncertain Times.” Market research experts and retailers will discuss world trends in organic demand and shifting consumer preferences. The impacts of the financial crisis on organic markets will also be explored. During the Symposium, attendees will be given the opportunity to ask questions and exchange with the speakers.

This event will be held on the afternoon of February 16th, 2010, prior to the opening of the BioFach, in the Shanghai Room of the Nuremberg Congress Center in Germany.



Speaker 1 -
Tamara Barnett
 Senior Analyst
 The Hartman Group - USA
*Consumer Culture and
 Tomorrow's
 Marketplace*



Biography

Tamara has a versatile background in Communication and a broad interest in how individuals construct and reflect various facets of identity in culturally significant ways. Prior to joining The Hartman Group, Tamara's work in public relations and marketing provided rich insight on the importance of helping companies develop and deliver "the right" strategic visual and verbal messages to external audiences.

As Senior Ethnographic Analyst with The Hartman Group, Tamara applies both her professional and academic background to illuminate consumers' lived experiences, their language, and their attitudes, and connect them to deeper cultural meanings, trends, and occasions essential for companies to understand. Some of her recent projects include shopper marketing studies, brand identity and strategic positioning work, and leading Hartman's 2009 syndicated study on Sustainability.

Presentation

Consumers are literally changing the way they live, shop and use products before our very eyes—they're pushing the envelope of culture and lifestyle in ways previously unimagined. Companies wishing to keep pace with consumers—and take advantage of the vast opportunities these shifts in attitudes and behaviors hold—must first understand them. In this engaging presentation, "Consumer Culture and Tomorrow's Marketplace," Harvey Hartman will share his knowledge and experience, as well as draw from The Hartman Group's extensive intellectual capital on consumer culture and behavior, to get to the heart of reimagining products and brands.



Speaker 2 -
Mikael Robertsson
 Environmental Manager
 COOP Sweden
*Conventional Business
 Spearheads the Organic
 Development*



Biography

Mikael Robertsson first became Supermarket Manager at the age of 19. He has since managed 4 different supermarkets and, having started working in the Swedish Consumer Cooperative in 1975, he is currently Environmental Manager and Commercial Director Organic Products in that same organization. Mr. Robertsson has vast experience in the development of Organic Production and Sales.

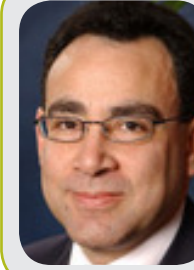
Presentation

Consumer cooperatives are value-driven companies and the development of their own organic-branded products is the vehicle for them to work towards sustainability.

Coop's target is that by 2012, 10% of their food sales should be from organic products. Coop's total market-share in Sweden in foods was about 20% in 2009. According to Robertsson, organic products are one of the most important things to offer to consumers in order to allow them to "vote with their wallets".

We need to see the organic producers getting more "professional". Today food is no longer just produced at farm level, making it difficult for general consumers to buy food at farm-gate level. The food industry has a key role to play in the development of organic production and cooperation between conventional industry and organic raw material suppliers would be very much welcomed.

When organic production reaches 51% of overall agricultural production, it will be possible to put requirements on certification and inspection, making possible the application of the 'Polluter Pays Principle' which has been talked about since the first UN conference on environmental issues 1972."



Speaker 3 -
Jonathan Banks
 Business Insight Director
 Nielsen Europe
*Consumer Behavior in Tough
 Economic Times*



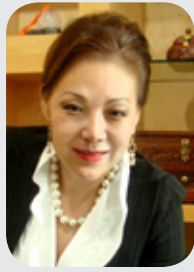
Biography

Jonathan Banks is Nielsen's European consumer analyst, Jonathan specializes in tracking and predicting consumer behavior and trends across the region to assist manufacturers and retailers in formulating winning strategies.

With over 30 years experience in sales, marketing and research, Jonathan is a widely recognized figure on consumer and FMC trends in British and international media and a prominent speaker and moderator at key industry events around the world.

Presentation

Jonathan Banks' presentation will seek to address the fundamental questions that shape current markets: How are consumers reacting to the financial crisis and what impact does that have on their grocery choices? How are retailers reacting to their perceptions of consumer needs? How should manufacturers respond - can they delight their retailer partners, their shoppers and (of course!) satisfy the consumer?



Speaker 4 -
Selina Gan
 Founder & M.D. Country Farm
 Organics - Malaysia
*How the Malaysian Organic
 Market Evolved in One Decade:
 Changing Trends
 and Demand*



Biography

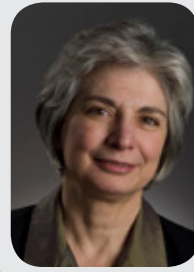
Selina Gan is Founder and Managing Director of Country Farm Organics, the market leader in the Malaysian organic and health food sector. Since 1998, Gan has been the driving force for the development of the Malaysian organic market.

Presentation

In the past 10 years, the Malaysian organic market has evolved from almost zero market, to supermarkets stocking organic products and creating organic sections. The demand for organic food was coming originally from a group of cancer patients who required organic food and fresh juices as part of their cancer therapy. Today, it also includes segments of health-conscious people and young families.

Family-owned organic shops were popular 5 years ago until the supermarkets entered the game and stocked up organic products. The growth in organic is from the supermarkets and not from the small shops. There is a proliferation of health food shops and eateries selling some organic products and lots of Taiwanese products targeting at the Chinese educated customers.

Malaysia has the ability to export ethnic organic products targeting the Asian region. The country currently has a pool of forward-looking entrepreneurs who have found gaps to fill in the organic market in Asia. Advantages of organic and halal certified products have increased to meet demand by the Muslim community in the Middle East.



Symposium Moderator
Katherine DiMatteo
 Wolf, DiMatteo + Associates
 www.organicpecialists.com
 &
 IFOAM President



Biography

Katherine DiMatteo is Senior Associate of Wolf, DiMatteo + Associates. From 1990 to 2006 she was the Executive Director of the Organic Trade Association in the USA. DiMatteo is internationally recognized for her efforts to build consensus on organic standards and practices, and for making the connection between Organic Agriculture and a sustainable future. Katherine was co-opted to the IFOAM World Board in 2006. In 2008 she was elected as a World Board member and selected as President of IFOAM.

Registration

Registration for the Symposium is possible from the IFOAM homepage, or by going directly to:

www.ifoam.org/events/fairs/BioFach/Trade_Symposium_2010.html

The Symposium takes place the afternoon before the BioFach 2010 World Organic Trade Fair, which makes registering for both events convenient for interested participants.

Online Registration: 45€ IFOAM Members / 55€ Non-IFOAM Members

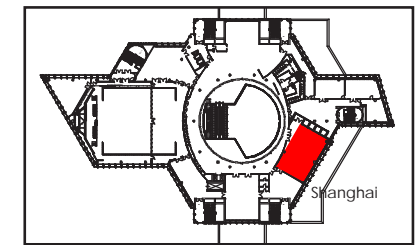
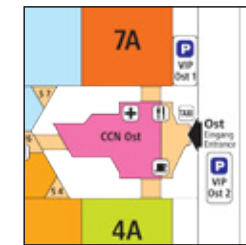
On-Site Registration: 65€ IFOAM Members / 80€ Non-IFOAM Members

Sponsorship Opportunities: To find out about our range of Sponsorship Opportunities for the 3rd IFOAM Trade Symposium, contact us at membership@ifoam.org.

How to get there

The Symposium will be held in the **Shanghai Room** in the CNN-Ost portion of the Nuremberg Congress Centre in Nuremberg, Germany. For more information on how to reach us there, please see the "Visitor Info" section of the BioFach 2010 website: www.biofach.de/en/visitor.

Detailed information on travel to the Congress Centre is listed under "Travel," and a floor plan of the Centre is available by first clicking on "Welcome" and then "Floor Plan." A segment of the Congress Centre floor plan is shown below (left), as well as a detail of CNN Ost (right). The Shanghai Room is located on the third level.



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