

Voluntary Report – Voluntary - Public Distribution

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Report Name: The 2019 Nordic Organic Food Fair in Sweden

Country: Sweden

Post: The Hague

Report Category: SP1 - Expand International Marketing Opportunities, Special Certification - Organic/Kosher/Halal, Trade Show Evaluation

Prepared By: Marcel Pinckaers

Approved By: Christopher Riker

Report Highlights:

FAS/The Hague visited the Nordic Organic Food Fair in Malmö, Sweden on November 14, 2019. This is a regional (Norway, Sweden, Finland, and Denmark) trade show focusing on organics and vegan products. Although the show was relatively small, exhibitors informed FAS/The Hague that they were relatively pleased with quality of buyers it attracted (i.e., a mix of smaller retail buyers, food processors and E-commerce traders). Although there were ten country pavilions, 90 percent of the exhibitors were based in Europe. There were five exhibitors from the United States. In addition, several seminars were organized on the margins of the show. NOTE: This show is not open to the public.

General and Background Information:

The [Nordic Organic Food Fair](#) (NOFF) is the largest trade show in the Nordic region focused on organics and vegan products. The 2019 edition took place from November 13-14 at the MalmöMässan (Malmö Convention Center) in Malmö, Sweden. The event was visited by an estimated 5,000 visitors from predominantly European countries and attracted roughly 500 exhibitors from more than 20 different countries. The show was organized by U.S.-based trade show organizer, Diversified. Many of the visitors were Nordic buyers from smaller retail outlets, food processors and E-commerce traders.

Picture 1: MalmöMässan



Picture 2: Multiple Shows under one roof



The NOFF was jointly organized with Eco Life Scandinavia (ELS), Vegan Scandinavia, Naked Drinks Scandinavia, and Natural Health & Beauty Scandinavia. NOTE: ELS is the new name for Natural Products Scandinavia, a show for natural health, beauty, and sustainable living. Together, NOFF and ELS covered roughly 80 percent of the show's floor space. The NOFF, in some ways, can be compared with the [Natural Products Expo](#) show in the United States and [Biofach](#), and [Vitafoods](#) in Europe, albeit on a smaller scale.

Description and Purpose of the Activity:

The demand for organic products continues to grow with more Nordic consumers than ever before demanding products with special certification, including organic. The market for organic products is especially strong in both Denmark and Sweden where these products have a market share of over ten percent and growing.

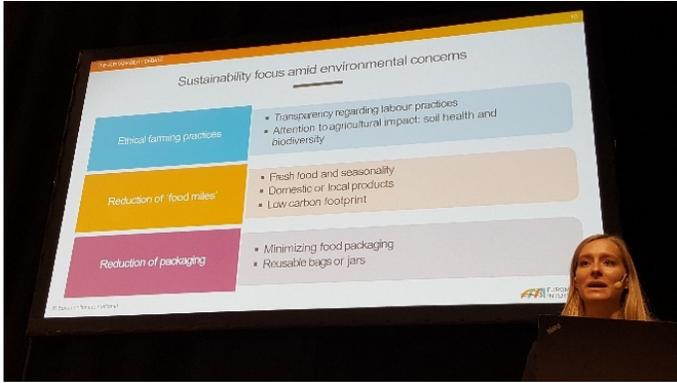
This trend offers additional export opportunities for U.S. producers and the NOFF is the only trade show in the Nordic region that specifically targets this segment. By visiting this show, FAS/The Hague learned first-hand the ins and outs of this market segment and whether it would be economical for U.S. exporters of organic products to visit and/or exhibit at the show.

Observations:

The MalmöMässan totals 10,000 square meters and almost all of its space was dedicated to the show. During the show a parallel conference program was organized in three theatres: the Natural Theatre, the Organic Theatre and the Natural Beauty Theatre. Visitors had the opportunity to attend roughly 35

seminars, ranging from presentations by retailers, research institutes, and producers. There was no need to pre-register as organizers allowed visitors to participate on a first-come first-serve basis.

Picture 3: Euromonitor®'s Presentation



Picture 4: Show Floor



Post observed that the show did not appear, at times, to be very busy. When talking to the exhibitors, however, they seemed to be pleased with the quality of the visitors and with the volume of visitors on day 1 of the show. Exhibitors informed FAS/The Hague that the quality of the visitors helped facilitate good conversations with buyers that stopped by their booths. Several concluded that it was preferable to exhibit at a show that was not extremely busy, as some larger food shows in Europe tend to be. Like many other trade shows, this show was not open to the public.

There were several country pavilions, including Sweden (57 companies), Greece (52), the U.K. (48), Denmark (the 2019 show's official partner country) (36), Spain (35), Finland (16), Estonia (13), South Korea (10), and Bolivia (4). In addition, there were exhibitors from Italy (29), Germany (20), and the Netherlands (16). Although many of the exhibitors were European based, there were an estimated 50 companies from outside Europe (ten percent of the total number of exhibitors). Exhibitors that were looking for a distributor and/or have the capacity to produce under private label had a special indication on their booth. Also, the show's organizer offered one-on-one match making services between exhibitors and buyers.

This year there were five exhibitors from the United States: Colorex, Spoonk Space, Triple Crown Organic Barbecue Sauce, Upton's Naturals, and Zero Gravity Skin (a non-food company).

EU Import Regulations for Organic Products:

There are opportunities for U.S. organic fresh and processed products and ingredients in the EU market. Information on country specific opportunities can be found on the [FAS Europe website](#). With the US-EU Organic Equivalence Arrangement of June 1, 2012, it became easier for U.S. exporters to sell their organic products on the European market. The U.S. and EU have recognized each other's organic production rules and control systems as equivalent under their respective rules. Accordingly, organic products certified to the USDA organic standards may be sold and labeled as organic in the EU. Moreover, both the USDA organic seal and the EU organic logo may be used on products traded under this Arrangement. When using the EU organic logo, however, exporters must meet all of the EU

labeling requirements. For more information, please visit <https://www.usda-eu.org/trade-with-the-eu/eu-import-rules/organic-production/>.

FAS/The Hague Comments:

Biofach continues to be the leading trade show for organic products in the EU. However, should a U.S. company be specifically interested in expanding business in the Nordic region, FAS/The Hague is available to discuss your interest. Interested parties should feel free to reach out to our office via e-mail through agthehague@fas.usda.gov.

Attachments:

No Attachments.