



BEING ORGANIC-in EU” a BIOFACH 2023

AGENDA

Halle 7A / Being Organic in Eu (7A-171)

MARTEDÌ 14 FEBBRAIO

□ **12.15/13.00**

European organic market developments (analyses)

The session will analyze and discuss the latest development of the organic market sector. This session will investigate challenges and opportunities for the organic sector to support consumption of organic food and products. The session will focus on Italian and German markets and include the experience of France, through the intervention of speakers from FederBio, Naturland and Agence Bio.

Speakers:

- Marco Santori - Member of the Director committee/representant, AssoBio/Alce Nero
- Laure Verdau - Director, Agence Bio
- Steffen Reese - General Manager, Naturland

Moderator: Eduardo Cuoco - Director, IFOAM Organics Europe

Location: *Istanbul room*



□ 18.00/19.00

BEING ORGANIC in EU project networking reception.

Following IFOAM Organics Europe's Policy Day event, BEING ORGANIC in EU project invites you to a networking reception to taste organic food and drinks. The project coordinators from Federbio and Naturland will present the project goals and activities, and it will be an occasion to network and exchange knowledge with the European and national policymakers, as well as to promote the new programme on promotional campaigns.

Speakers:

- Paolo Carnemolla - General Secretary FederBio
- Marco Schluter Head of Strategy & International Naturland
- Eduardo Cuoco - Director, IFOAM Organics Europe

With the presence of **Jorge PINTO ANTUNES**, Head of Cabinet of the European Commissioner for Agriculture, and other representatives of DG AGR.

Location: *Event room next to room Shanghai*

MERCOLEDÌ 15 FEBBRAIO

□ 11.00/12.00

Press conference BEING Organic in EU: Organic Farming in Europe and evolutionary market scenario in Italy

Speakers:

- Markus Fadl, Press Officer Naturland
- Paolo Carnemolla, General Secretary FederBio
- Joanna Wierzbicka , IFOAM Organic Europe deputy director
- Domenico Lunghi, BolognaFiere Director



- Claudia Castello, Exhibition Manager Sana

Location: *Mailand room*

GIOVEDI' 16 FEBBRAIO

□ 10.00/11.00

NATURLAND aquaculture brunch "Europe loves organic - even under water"

Location: *Halle 7A / Being Organic (7A-760)*

□ 14.00/14.45

Sustainability labelling & the Planet-score: what is at stake?

Sustainability labelling will be high on EU policymakers' agenda in the years to come, but the methodology that is currently considered by the European Commission favors intensive production instead of supporting a transition towards sustainable food systems. What does this mean for organic and beyond? And which methodology does the organic sector propose instead?

Speakers:

- Judith Faller-Moog - President, BioPlanet
- Sabine Bonnot - President, ITAB

Moderator: Eric Gall - Deputy Director, IFOAM Organics Europe

Location: *Shanghai room*