

# U.S. Organic News

ISSUE

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European Edition

Who is the OTA?

The Organic Trade Association is the membership-based organic business association representing all sectors of the organic industry throughout North America. OTA's mission is to encourage global sustainability through promoting and protecting the growth of diverse organic trade.

[www.ota.com](http://www.ota.com)



This informative newsletter is produced by the Organic Trade Association to bring you closer to the high quality, consistency and variety of organic products from the USA.

## Invitation to BioFach 2005

19 Exhibitors Await your Visit at the USA Pavilion in Hall 2

An array of products ranging from high-value raw materials for the food manufacturing industry, to modern convenience foods and cosmetics await visitors at BioFach 2005 in Nuremberg. Nineteen US exhibitors will be present to greet you in the USA Pavilion in Hall 2.

A pavilion directory with information on all participating companies, including products offered and the appropriate contact partner, can be obtained from the Organic Trade Association (OTA) in booth 215-J. Should you desire a directory prior to the show or would like to set an appointment with any particular exhibitor in advance, feel free

to send us your request per e-mail at [info@mk-2.com](mailto:info@mk-2.com).

US exporters view BioFach as the ideal platform to meet with new European business partners. All exhibitors are export-ready and positioned to commence business relationships with European importers without delay.

Only companies whose products meet the strict criteria outlined out by the International Federation of Organic Agriculture Movements (IFOAM) are allowed to exhibit in the USA Pavilion.

More information about BioFach 2005 can be found online at [www.biofach.de](http://www.biofach.de).

### Exhibitors in the USA Pavilion at BioFach 2005

(Hall 2, Booth 2-215)

Company	Section
AltiPlano Gold	P
Amy's Kitchen	R
Athena Marketing Intl.	C
CF Fresh	N
Dagoba Organic Chocolate	C
Decas Cranberry Products Inc.	F
Dynamic Health Laboratories, Inc.	E
Florida Crystals	A
Grain Millers, Inc.	M
Lundberg Family Farms	H
New Hope Natural Media	I
Northland Organic Foods Corp.	G
Numi Tea	C
Oasis Date Gardens	D
Organic Trade Association	J
Quality Assurance Int'l, Inc.	O
Specialty Export Productions	Q
Stahlbush Island Farms, Inc.	L
USDA	K

## New Organic Trends from the USA

US companies exhibiting at BioFach will be offering over 150 different products this year. These include fruits & vegetables, cereals, soy products, flax, oils, seeds, isoflavon, lecithin and much more.

While most of the US exhibitors have exhibited at BioFach before, this year three companies will be making their show debut. The following producers have already established themselves in the American market and are now aspiring to set foot in Europe:

*Alti Plano Gold* specializes in the production of high-value breakfast cereals. Rather than traditional grains, their cereals contain Quinoa (pronounced "keen wa") and are gluten and wheat-free. The ancient grain delivers complete protein along with notable amounts of iron, magnesium and zinc. Quinoa is ideal for maintaining a health conscious

nutrition and a perfect source of nutrients for active individuals and vegetarians.

At *Dagoba Organic Chocolate*, everything revolves around chocolate. Made from organic ingredients, with ancient principles and modern methods, Dagoba Organic Chocolate's specialties convince skeptics time and time again through their quality and flavor. The company consequently follows core beliefs which include the use of renewable energy sources to power manufacturing,

maintaining organic/sustainable agriculture and following ethical trading practices.

The company *Numi Teas* specializes in high-value tea mixes with full leaf premium herbs. Along with aromatic green and black teas, their assortment includes more exotic varieties such as Oolong and herbal tea mixes. Sure to catch the consumer's eye is the beautiful artwork on the packaging. It is based on paintings created by the company's founding owner.

### IMPORTANT MESSAGE!

This is the last print edition of the OTA Newsletter! Help us protect our environment and reduce paper waste by signing up for the e-mail newsletter online at [www.ota.com/about/usoei/foreignbuyers.html](http://www.ota.com/about/usoei/foreignbuyers.html) or faxing us your e-mail address by completing the enclosed reply sheet. If you do not want to receive this newsletter in the future, contact us at [info@mk-2.com](mailto:info@mk-2.com) to be removed from our mailing list.

## "Super Size Me" Director to be Keynote Speaker at All Things Organic Conference & Trade Show 2005

Morgan Spurlock will be the keynote speaker at the All Things Organic™ Conference and Trade Show taking place from May 1-3, 2005 in Chicago. The Director is best known for his film "Super Size Me" which attracted considerable attention last year. The movie tells of a self experiment he conducted where he lived solely on large portions of fast food. It reported on the health effects caused by poor nutritional habits.  
[www.organicexpo.com](http://www.organicexpo.com)

### OTA Coffee Council Established

The Organic Trade Association's Board of Directors recently approved the establishment of OTA's Coffee Council in October 2004. The council is open to organic coffee growers, importers, roasters, retailers and any company supportive of the council's mission and goals. Its purpose is to promote the high standards of third-party certified organic coffee and to educate the public and policymakers about organic coffee.

### UPCOMING EVENTS:

Discover more U.S. products by visiting the Organic Trade Association at any of the upcoming trade shows:

- ✓ February 24-27, 2005  
BioFach 2005  
USA Pavilion (Hall 2, Booth 215-J)  
Nuremberg Fairgrounds  
Nuremberg Germany  
[www.biofach.de](http://www.biofach.de)
- ✓ March 8-11, 2005  
Foodex Japan 2005, Makuhari Messe  
(Nippon Convention Center)  
Tokyo Japan  
[www.jma.or.jp/foodex/](http://www.jma.or.jp/foodex/)
- ✓ May 1-3, 2005  
All Things Organic™ Conference and Trade Show, McCormick Place  
Chicago, USA  
[www.atoexpo.com](http://www.atoexpo.com)

### Demand for Organic Cotton on the Rise

According to the Organic Trade Association's 2004 Manufacturer Survey, sales of organic fiber finished products, predominantly made from organic cotton, grew 23 percent in 2003 to reach USD 85 million (EUR 65 million). The trend to organic products is well founded: Conventional cotton cultivators are one of the world's largest environmental pollutants.  
[www.ota.com](http://www.ota.com)

### More Nutrients in Organic Products

Researchers at the University of California Davis found that organic tomatoes contain considerably more secondary plant substances and vitamin C than conventionally grown tomatoes. Similar nutritional advantages were found in organic broccoli. Compared to its conventionally grown counterpart, the organic variety contains substantially higher amounts of flavonoids.

### No Budget Cuts for Organic Program

Despite a tight budgetary policy, the US government will provide key organic agriculture programs in 2005 with funding levels equal to amounts appropriated in the 2004 budget year. President Bush signed the Appropriations Omnibus bill on December 8, 2004 that will make approximately five million US dollars available to the National Organic Program and other like-minded projects.

## Facts & Figures

### Organic Agriculture in the USA

Every four years the Organic Farming Research Foundation (OFRF) conducts a survey among certified organic farmers in the USA. Results of the newest study of 1.171 farmers are now available. According to their own statements:

- 45 % Produce cereals, alfalfa, hay and other field crops
- 43 % Produce vegetables
- 36 % Produce fruit, nuts and other tree crops
- 33 % Produce herb, ornamental, greenhouse and specialty crops & products, mushrooms and honey
- 20 % Produce livestock products

Farmers questioned confirmed a positive development of the market for organic products:

- 44 % Were able to better position themselves on the market
- 33 % Described their position as being stable

Complete results of the study can be found online at [www.ofrf.org](http://www.ofrf.org).

### Quote

"I used to think that there was a connection between environmental health and public health. I no longer think that. They are one and the same."

Tyron Hayes, Professor for Integrative Biology, University of California in Berkeley (Pesticides and You, Vol. 24, No. 2, 2004, Page 12)

### INTERESTED IN ORGANIC PRODUCTS FROM THE USA?

Finding trading partners in the USA is easy. Simply visit the OTA's Organic Export Directory Online at [www.usorganicproducts.com](http://www.usorganicproducts.com). There you will have direct access to hundreds of U.S. exporters and a wide array of organic products.

Or contact:

EUROPEAN CONTRACTOR: mk<sup>2</sup> gmbh · PHONE: 0049 228 943 787 0 · FAX: 0049 228 943 787 7 · E-MAIL: [info@mk-2.com](mailto:info@mk-2.com)

USA REPRESENTATIVE: Tiffany Landry · PHONE: 001 504 486 1282 · E-MAIL: [tiffany@landryconsulting.org](mailto:tiffany@landryconsulting.org).