



10 -14 October 2009, Koelnmesse, Cologne, Germany

# 1st IFOAM\* TRADE FORUM at anuga

## Organic Trade Forum Monday 12 October, 2 - 5 p.m. | Hall Europa

**Our Organic Contribution to a Better World – the Bigger Picture**

With presentations and contributions from



**Brio**  
Italian vegetable growers



**Andechser Natur**  
a German dairy



**Alter Eco**  
a French Fair Trader



**Friland**  
Danish livestock farmers



**Wal Mart Mexiko**  
a Mexican/US multiple retailer



**24 Letter Mantra**  
India's 1st organic food store chain

**in genuine dialogues with all participants at The Organic World Café.**

Presentations in English with German simultaneous translation

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## Organic Match-Making Tuesday 13 October, 10 a.m. - 5 p.m. | Press Centre East

**Organic Exporters present themselves and meet Customers in the Organic Business Lounge**  
+ Organic Food and Farming worldwide,  
an ongoing slide show

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## Organic Reception by Koelnmesse/bio Press | Tuesday 13 October, 6 p. m.

koelnmesse **for invited guests only** (speakers, sponsors, registered organic exporters) in the Press Centre East



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\* IFOAM International Federation of Organic Agriculture Movements, world-wide organic umbrella organisation



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## Organic Trade Forum Monday 12 October, 2 - 5 p.m. | Hall Europa

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### Our Organic Contribution to a Better World – the Bigger Picture

- 2:00 Welcome by **IFOAM President Katherine DiMatteo, USA**
- 2:15 Italian vegetable growers:  
**Ivano Soave from Brio Fruit and Vegetables**
- 2:25 Danish livestock farmers: **Juergen Hansen from Friland Meat**
- 2:35 1<sup>st</sup> Round Organic World Café\*
- 2:55 a German dairy: **Barbara Scheitz from Andechser Molkerei**
- 3:05 a French Fair Trader:  
**Laurent Muratet from Alter Eco CommerceEquitable**
- 3:15 2<sup>nd</sup> Round Organic World Café \*
- 3:30 a Mexican/US multiple retailers:  
**Mauricio Arnábar G. from Wal-Mart Mexico**
- 3:40 India whole organic supply chain:  
**Raj Seelam from 24 Letter Mantra, Sresta Pvt. Ltd.**
- 3:50 3<sup>rd</sup> + 4<sup>th</sup> Round Organic World Café \*
- 4:15 Feedback from participants, recorded and documented
- 5:00 The End

\* Genuine dialogues at coffee tables facilitated by **Conrad Thimm**  
Presentations in English with German simultaneous translation



### Organic Food and Farming is working with the flow

It's a different way of dealing with constant change, much more navigating the natural flow than trying to control it. It's the art and the craft companies need in changing times.

### Navigate Change

The biggest challenge in turbulent times is changing mindsets and attitudes and corporate culture. That is a result of IBM's CEO Study 2008. So we are all in for a big learning.

### Learning takes involvement, heart and meaning

Lectures don't change. Involvement does. What has heart and meaning to me. Interaction. Genuine dialogues with different people from the food world, organic or not. The bigger picture emerging at coffee table dialogues of The Organic World Café as part of the 1<sup>st</sup> Organic Trade Forum at ANUGA.

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**Organic Match-Making Tuesday 13 October, 10 a.m.-5 p.m. | Press Centre East**

**Organic Exporters present themselves and meet Customers in the Organic Business Lounge  
+ Organic Food and Farming worldwide, an ongoing slide show**



Meet the full diversity of companies supplying all kinds of organic foods from around the world in the relaxed Organic Business Lounge

Taste organic coffee and -tea, -water, -sodas, -beer, sweet and salty -snacks while meeting your business partners at the Organic Match-Making

See Exhibitors List update: [www.ConradThimm.com/Exhibitors.htm](http://www.ConradThimm.com/Exhibitors.htm)

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