#### Press Release

### Wal-Mart impresses the organic community at Anuga

Wal-Mart Mexico impressed the organic community at Anuga with the very dedicated presentation of its Corporate Social Responsibility activities including village initiatives in poor areas. The engagement was confirmed also for organic food especially in Mexico by independent organic consultants and –suppliers. Besides Wal-Mart, five fully organic companies presented itself at the First IFOAM Trade Forum at Anuga.

Two organic co-operatives started the presentations. They both profit in distribution and logistics from their larger conventional "mother" co-operatives. **Brio from Italy** produces and distributes organic fruit and vegetables and **Friland from Denmark** organic meat. Both link their top organic quality demand over the whole supply chain to a clear customer orientation.

Germany was represented by **Andechser Molkerei Scheitz**, the largest fully organic dairy in Europe. Its suppliers have implemented successfully a solidarity milk quantity plan to navigate the current milk price turbulences. The **French Fair Trade** brand **Alter Eco** became a shooting star by entering mainstream multiple retailers. The brand is not only 100% Fair Trade and 100% Organic but also 100% Carbon Neutral. All carbon emissions unavoidable in the supply chains are compensated by planting trees in the areas of production.

**Sresta from India** completed the company presentations with its organic 24-Letter-Mantra product line and store chain. India is a hugely increasing market with similarly increasing quality and convenience demands. Sresta develops its basis for export by supplying this market with Indian organic convenience food, "ready in 2 minutes".

The Organic Integrity Network highlighted another aspect of international organic supply chains. This initiative of traders intends to prevent organic fraud by reciprocal exchange of information and collaboration with control bodies and public administrations. The initiative can already present first achievements.

Further Information and all presentations:

http://www.conradthimm.com/english/pressrelease.htm

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Further information:

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Invitation with speakers see next page



10 -14 October 2009, Koelnmesse, Cologne, Germany

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

# 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 1st 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 2nd 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 3rd + 4th 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.

1st

at anuaa

#### **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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