



SIAL

## Make a date for SIAL 2010 to develop your organic product business!

More than **400 exhibitors** showed organic products at SIAL 2008, an increase of 25% compared with the last show.

**70% international exhibitors**

A comprehensive range of **organic products** is exhibited at SIAL

- The full array of organically farmed produce is presented: dairy products, meat, poultry, seafood, fruit and vegetables, sweets, grocery products, frozen foods, beverages, ingredients, food supplements, and more.

Meet **buyers** who come especially for you

- Some **23 000 visitors** have stated they are interested in organic products so the demand is rising (+17%)
- For **88%**, their visit to SIAL 2008 enabled them to discover companies they did not know previously
- 28% of these visitors are specialized retail buyers and 28% are purchasers for medium-sized and large-scale retail outlets

In 2008, exhibitors in the **Organic Products sector** welcomed **205 visitors** on average to their stands, including **52% new contacts**  
**97%** of SIAL visitors are increasingly listing organic products.

### ◀ SOME SIAL 2008 EXHIBITORS

AGRUMARIA CORLEONE (Italy), ALB-GOLD TEIGWAREN GMBH (Germany), ALTERBIO (France), BILL'S NATUURBAKKERIJ (Netherlands), BIONADE INTERNATIONAL GMBH (Germany), BIOPORC (France), BRANDSTORM INC (USA), DISTRIBORG GROUP (France), ECOMEL ORGANIC DAIRY (Netherlands), ELITE NATUREL ORGANIC (Turkey), FIORENTINI ALIMENTARI SPA (Italy), GOOD FOR ME - TARGET TRADE (Israel), HIPPI BIOLOGIQUE (France), HOLDERHOF PRODUKTE AG (Switzerland), LOIRET & HAËNTJENS (France), MARCO POLO FOODS (France), O'BIOLLA (Italy), ODENWALD ORGANIC HOME OF TRUE TASTE (Netherlands), OH! LEGUMES OUBLIÉS (France), SANORICE BV (Netherlands), STEDANA ORGANICS (Greece), SYNDICAT DES TRANSFORMATEURS ET DE DISTRIBUTEURS DE L'AB (France), TUCHEL & SOHN GMBH (Germany), UREN FOOD GROUP (United Kingdom), VITAGERMINE (France), VAN DER MEULEN MASTERBAKERS (Netherlands), etc.

# Market overview

## Organic products, an eating habit

Products deriving from organic farming have become part and parcel of consumer habits and are present in all retail channels. According to the recent survey conducted by Agence BIO, 44% of the French population consumed at least one organic product a month in 2008 (compared with 42% in 2007).

## A booming market

In France, sales of organic products totalled two billion euros for 2007, rising by 15% compared with 2006 and 10% per year on average since 1999. 74% of consumers of organic foods say they intend to continue or, for 22%, even increase their organic purchases within the next six months.

In 2007, breakdown of the market comprised 40% medium and large-scale retail outlets, 35% health food shops and 25% local markets or direct sale. Source: Agence Bio 2008 Survey

Source : Agence Bio 2008

**Special Organic Stand** : a fully equipped stand of 6 or 12 sqm, exclusively for exhibitors from the Organic Products sector



**147,860** visits in 2008,  
(58% international visitors)

**185 countries** present

**5,500** exhibitors in 2008, (78% international exhibitors from 101 countries).

You meet them at SIAL, nowhere else : **22%** of the visitors  
come only to SIAL

just **listen** to those who were there...

René van den Heuvel – (Export Manager) – Distriborg (France)

“In 2008, we came back to SIAL because this show helps us make so many contacts worldwide; this was particularly true in 2008 with the creation of a special pavilion for organic and health products. As a major player in these markets, we intend to step up the distribution of our flagship brands.”

[www.sial.fr](http://www.sial.fr)  Your contact for exhibiting

Dedicated SIAL teams are at your disposal to help you prepare your event.

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**SIAL** 2010  
The Global Food Marketplace

**SIAL 5 days**  
to raise your profile,  
boost your exports  
and meet prospective partners