

## Healthy growth of values-based organic food chains

### Managing major challenges of expansion: Business strategies and instruments ensuring the maintenance of core organic values and consumers' trust

Dear Sir or Madam,

17/12/2014

We cordially invite you to the panel discussion 'Healthy growth of values-based organic food chains' at Biofach Conference 2015. The aim is to discuss challenges and success factors of growing value chains for organic food. Managers of successful organic food businesses from different countries will present their strategies for managing their organic food businesses. They will share their experiences and lessons learned with intentions towards applying different growth strategies and management instruments.

- Date** Wednesday, 11<sup>th</sup> February 2015, 14.00 - 15.30  
Nuremberg Conference Centre NCC Ost, Room 'Prag'
- Panellists**
- Björn Rasmus, BioAlpin eGen, Austria: Tyrolean trading cooperative operating the producer-owned brand 'Bio vom Berg'
  - Klaus Lorenzen, Producer-Consumer-Community EVG Landwege e. G., Germany: 'organic from nearby' – an integrated food chain for local farmers and urban consumers
  - Johan Ununger, Saltå Kvarn AB, Sweden: Organic mill, baker and importer – from locally based biodynamic foundation to diversified organic processor with nationwide coverage
  - Gyula Németh, Organic Kingdom Ltd., Hungary: Expanding organic apple grower with processing and packing facilities, cooling house, direct marketing and export
  - Prof Dr Anna-Maria Häring, Policy and Markets in the Agro-Food-Sector, Eberswalde University, Germany: EU research project 'HealthyGrowth – from niche to volume with integrity and trust', first results of case studies analyses

The event will be in English, organised by Eberswalde University for Sustainable Development (HNEE).

For more information, please contact: Susanne von Münchhausen; [Susanne.vonmuenchhausen@hnee.de](mailto:Susanne.vonmuenchhausen@hnee.de), phone +49-3334-657355; and check out our website <http://www.coreorganic2.org/healthygrowth>.

We look forward to seeing you at Biofach conference 2015.

With kind regards

Egon Noe and the 'HealthyGrowth' project team