

FRUIT WORLD



Organics Special 2009

ORGANICS

RECESSION PROOF?

GHANA & ECUADOR

ORGANIC PINEAPPLES

CHILE

BEAUTIFUL BUT SMALL



AgroPress
of Switzerland



FRUIT WORLD

Organics Special 2009

Publishers

AgroPress Inc., Baselstr. 48, P.O. Box 729
4125 Riehen, Switzerland
Phone (+4161) 386-9090 · Fax (+4161) 386-9099
e-mail: adve@agropress.com

Director

Gerhard H. Breuer, e-mail: ghb@agropress.com

Editor

Christiane Breuer, e-mail: edit@agropress.com

Producer

Susanne Krieg, Basel
e-mail: production@agropress.com

Office Manager

Martina Moellinger, e-mail: adve@agropress.com

Printers

Poppen & Ortman, Freiburg, Germany

Publishers' Representatives

Argentina

Isabel Morgan
Camino de la Ribera 637, 1641 Acassuso
Pcia. de Buenos Aires
tel. (+54-11) 4742-1137, fax (+54-11) 4742-6874
e-mail: argentina@agropress.com

Chile

Marcela Peña, Los Acantos 1320, Vitacura, Santiago
tel. (+56-2) 228-0889, fax (+56-2) 228-4900
e-mail: chile@agropress.com

Italy

NCX Drahorad, Strada Provinciale
Vignola-Sassuolo 315-1, 41057 Spilamberto (MO)
tel. (+39-059) 7863-863, fax (+39-059) 7863-864
e-mail: italy@agropress.com

North-Europe

Arie Legendijk, TMI-Media
P.O. Box 193, 4190 CD Geldermalsen
The Netherlands
tel. (+31-345) 580810, fax (+31-345) 580965
e-mail: north-europe@agropress.com

Spain/Portugal

AgroNoticias, Dr. Portolés, 55, 12190 Borriol,
tel. (+34-964) 321155, fax (+34-964) 321913
e-mail: spain@agropress.com

TABLE OF CONTENTS

Sales boom with a downside	2
EU production areas of organic fruit	4
Organic groceries regain luxury status	5
Exotic, organic, fair	8
Kiwifruit greener than they look	10
Organic farms only in Val Venosta	12
Conversion to biodynamic production	15
Organics in the UK	18
Multiples big in organics	20
Organic products need a clear sales strategy	22
Organic pineapples for the world market	25
US demand for organic produce increasing	28
BioVak'10 shows quality products for the organic sector	32

www.agropress.com



BioVak'10 shows quality products for the organic sector

As the biggest exporter of seeds and seed potatoes in the world The Netherlands have a lot to offer in organic agriculture and horticulture. This will be shown January 20-21, 2010 in the city of Zwolle at BioVak'10, the only professional trade fair for the primary organic sector. BioVak is organized for the third consecutive year.



Along with the usual topics such as organic promotional material, mechanization, processing, marketing, regional products, research, advice, education and legislation, BioVak'10 will also give space to landscape, arboriculture, veterinary products and renewable products like energy, insulation, paint. The trade fair will feature a number of well-arranged squares. One is the Breeding Square where prominent nurseries and traders will show the best varieties for organic cultivation of a wide range of crops. They do so in the context of the network Organicseeds.nl which helps to reach new potential clients within and outside Europe. BioVak has an international dimension. It is a venue and meeting place where knowledge is exchanged and business is done. Many events, such as workshops, branch meetings and the election of the most innovative organic entrepreneur of the year "surround" BioVak'10. The exhibition draws a large number of agricultural companies, farmers and gardeners and their suppliers, but also companies further down the chain and all those who in one way or another work together. For further information, see www.biovak.nl and www.organicseeds.nl 🍏

BioVak'10: Qualitätsprodukte für den Bio-Sektor

Als weltgrößtes Exportland für Saatgut und Pflanzkartoffeln haben die Niederlande im Bio-Sektor viel zu bieten. Vom 20. bis 21. Januar 2010 gibt in Zwolle zum dritten Mal auf der BioVak'10 die Branche einen Überblick über ihre Produktion.

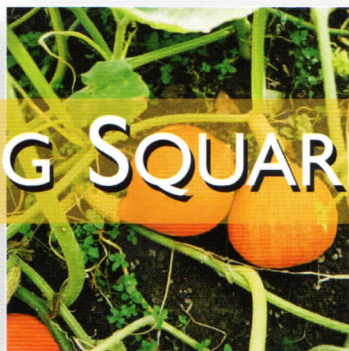
Neben den üblichen Themen wie Organisches Pflanzmaterial, Mechanisierung, Verarbeitung, Marketing, sowie regionale Produkte und Hinweise auf Forschungsprojekte werden auf der Ausstellung auch Exponate zu den Themen Landschaftsgestaltung, Gartenbau und tierische Produkte sowie erneuerbare Energie, Isolation und Farben gezeigt. Die Ausstellung ist in eine Anzahl von Sektoren eingeteilt. Einer zeigt die Pflanzmethoden, wo Gartenbaubetriebe die beste Sorten für den Bio-Anbau für ein großes Sortiment von Produkten präsentieren. Diese Ausstellung wird in Zusammenarbeit mit dem Organicseed.nl-Netzwerk gestaltet. BioVak hat eine internationale Dimension. Es handelt sich um eine Ausstellung und einen Treffpunkt, an dem Erfahrungsausgetauscht und Geschäft gemacht werden. Daher sind auch eine Reihe von Begleitveranstaltungen wie Workshops, Branchentreffs und die Wahl des innovativsten Unternehmers des Jahres vorgesehen. Besucher werden von Gartenbaubetrieben und aus dem Kreis ihrer Lieferanten erwartet, aber auch andere Interessenten aus anderen Bereichen, die auf Zusammenarbeit angewiesen sind. Weitere Informationen unter www.biovak.nl und www.organicseeds.nl 🍏



In the world of fruits and nuts Chile is a unique case. Due to its isolated geographic position – with the Atacama, one of the driest places on earth in the north, the Andean mountain range towering up to 6,500 m in the east and the vast Pacific to the West, this country enjoys manifold microclimates. Due to these advantages pests and diseases are rarely found on this long-stretched piece of arable land. The products cover the full range of fruits, dried fruits and nuts as well as their processed and byproducts. The Chilealimentos Special of the worldwide distributed Clipper magazine turns its spotlight on these products, which have gained worldwide reputation due to their premium quality and unique features. The Chilealimentos Special of the Clipper magazine was made possible by a close cooperation between Chilealimentos and their associates and AgroPress Inc., the publisher of the world's only specialized magazine for dried fruits and nuts. The Chilealimentos Special will be sent out together with the October issue of The Clipper and made available to the visitors of the Anuga Food Fair, the world food market, October 12-15 in Cologne, Germany. 🍏



BREEDING SQUARE AT BIOVAK 2010



On an attractive and convenient Breeding Square with more than 20 companies, a large number of Dutch nurseries and traders in the plant sector will show their varieties, which are of great importance to the national and international organic market. Participants of the Breeding Square offer high-quality propagating material to visitors from home and abroad and work always to new varieties, which with regard to taste and quality meet the demands of modern consumers within and outside Europe and which comply well with organic growing conditions.

The Dutch nurseries and traders produce organic propagating material including the following crops:

Vegetables (covered and open cultivation): Leaf vegetables, tomatoes, sweet peppers, carrots, beetroots, cabbage crops, cucumbers, pumpkins. **Arable crops:** potatoes, sowing onions, set onions, shallots, garlic, cereals, grasses. **Medicinal herbs. Fodder crops. Green manuring crops. Fruits:** Apples, pears. **Soft fruit. Parkland trees and avenue trees. Shrubs. Ornamental plants:** Tulip bulbs, flowers, garden plants.

In the immediate vicinity of the Breeding Square there will be held several times during BioVak a workshop on the latest developments and results of nursing and breeding of organic propagating material. Also for the conventional sector these are important developments. Simultaneous translation for foreign visitors is planned.

Visitors' recruitment:

All Dutch companies will, to be informed of the Breeding Square through an extensive publicity campaign. With the cooperation of the Dutch embassies, cooperatives of farmers and gardeners will be informed internationally.



Mike and / or Joop de Looze
 's Gravenweg 44
 NL-2911 CG Nieuwerkerk aan den IJssel
 T. +31(0)180314662
 E. mikedelooze@icem.nl



Trade fair for sustainable agriculture, nature and food quality

You are cordially invited !

20 and 21 January, 2010
 IJsselhallen Zwolle
 www.biovak.nl



Bertus Buizer
 Sustainable agriculture and energy
 De Welle 48, NL-8939 AT Leeuwarden
 T. +31(0)582990530
 E. info@organicseeds.nl