

Welcome
to the first IFOAM Trade Forum
to be held at Anuga
by

Katherine DiMatteo
IFOAM President

Presentations

1. Italy: Ivano Soave
from Brio Fruit and Vegetables
2. Denmark: Sie Bundesen for Juergen
Hansen from Friland Meat
Coffee break + conversations
3. Germany: Barbara Scheitz
from Andechser Dairy
4. France: Laurent Muratet from Alter Eco
Fair Trade
Coffee break + conversations
5. Mexico: Mauricio Arnábar G. from
Wal-Mart Mexico
6. India: Raj Seelam,
from 24 Letter Mantra, Sresta Pvt. Ltd.
Coffee break + conversations
7. Global Organic Integrity: Carol Haest
from the IFOAM Trade Forum
Coffee break + Feedback



We have today **a great diversity** of companies presenting their organic activities: small and large, young and well established, farmers cooperatives, medium size family business and a huge corporate multiple retailer, Europe, India and Mexico, produce, meat, milk, coffee and chocolate, drinks and purees ...

And we have **opportunities to meet one another** for conversations that matter. In meeting one another change can happen.

Feedback from participants is recorded, documented and made available in the web.

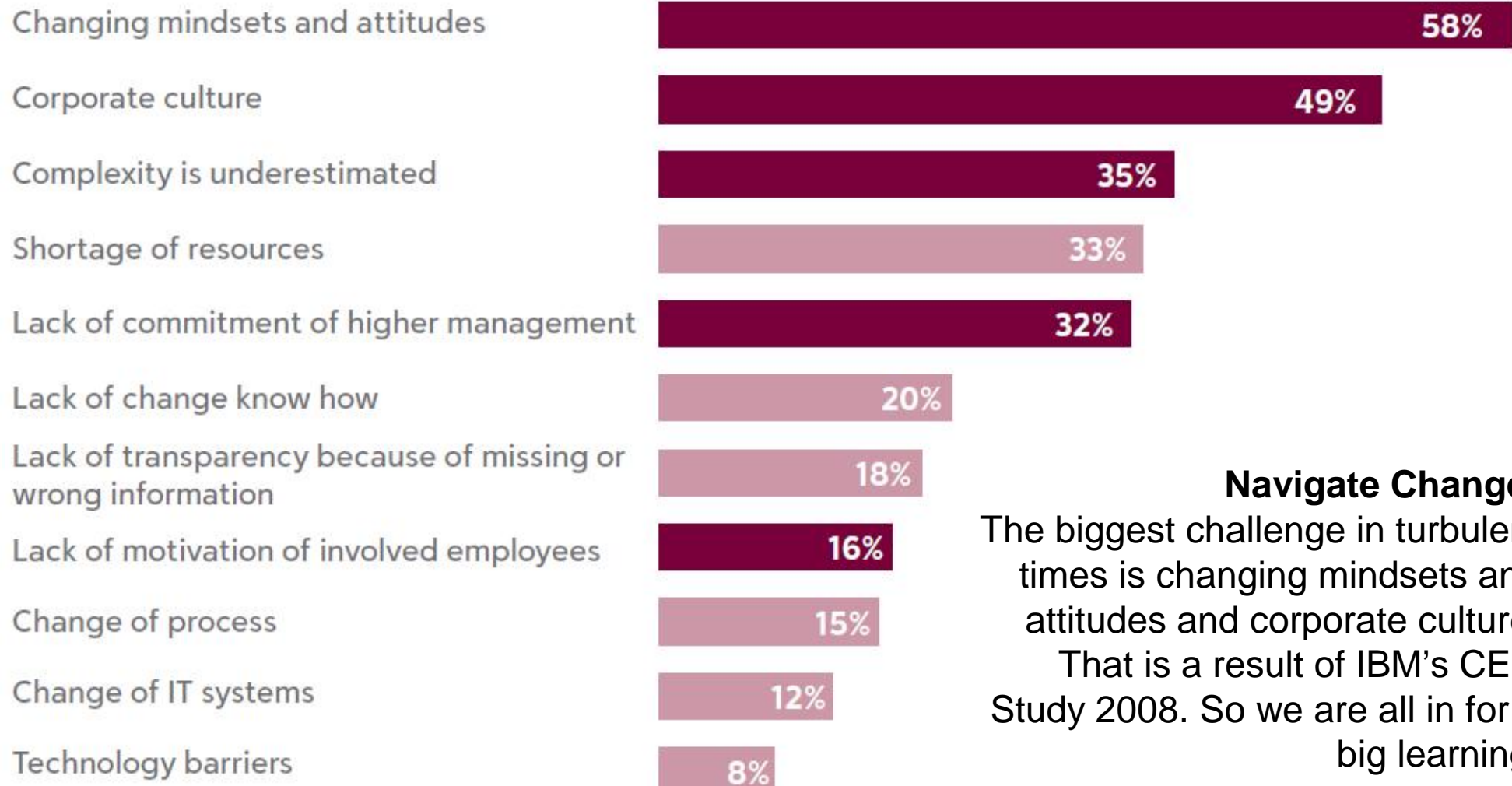
Remember: Organic Food + Farming is working with the flow: It's a different way of dealing with constant change, much more navigating the natural flow than trying to control it. **Meeting the target depends on how I set the sails not on where the wind blows.** It's the art and the craft companies need in changing times.

Why are we doing this this way?

We all know that lots of sustainable technologies including organic food + farming have been developed + implemented, need to be developed + implemented and will be developed + implemented

The biggest challenge lies in people from all walks of life

■ *Soft Factors* ■ *Hard Factors*



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.

IBM, Making Change Work, Continuing 'The Enterprise of the Future' Conversation

Only when we are emotionally involved is our brain rewired and we can see things differently.

This can happen in meeting one another.

Yes we can.

We start with 2 organic farmers co-operatives

1 from Italy for fresh produce and

1 from Denmark for meat

Both are part of larger conventional co-operatives

The collaboration esp. In logistice supports the sustainability both ecologicaly and economically