IFOAM 2000: The World Grows Organic

Proceedings of the
2nd International Seminar "Organic in the Supermarket"

Edited by: Carol Haest and Urs Meier

Organizing Committee

Introductory presentation
Organic Agriculture, a durable trend
Haest, Carol; Haest Consultancy for the Organic Industry

International trends, visions and strategies for supermarkets
Our supermarket shelves: What happens after what comes next?
Bosshart, David; Director of Gottlieb Duttweiler Institute

Organics and Functional Food / Neutraceuticals - Contradiction or complement
Pot, Bruno; Science Manager Yakult Europe

Organics Go Mainstream: Conventional Supermarkets and Unconventional Foods
Pratt, J.B.; CEO Pratt Foods Supermarkets

Organics and Sustainability - Linkages and Interplay - Exemplified by FSC, MSC and Fair Trade
(part 1) - (part 2)
Martin, Claude; Director General, WWF International

Safety, taste and quality of organic products
Does organic production provide for a more healthy food than non-organic?
Van Mansvelt, Jan-Diek; Man's Consultancy

Das Beste aus der Natur. Das Beste für die Natur
Haslbeck, Franz; Head of Quality Assurance Department HIPP
(paper not available)

Organics in the supermarket - keys to success
International study of retail chains with regard to their activities in the marketing of organic products
Richter, Toralf; Research Institute of Organic Agriculture (FiBL)

Ja! Natürlich - der Erfolg einer Bio-Marke
Lampert, Werner; Organic Programme Manager "Ja! Natürlich bei Billa/Merkur"

KESKO (part 1) - (Part 2)
Nastolin, Minna; Director Purchasing Fruit & Vegetables KESKO

Positionierung von Bioprodukten im Supermarkt
Kelterborn, Lukas; Member of BoD Rapunzel Naturkost AG

Coop NATURAplan
Wehrle, Felix; Vice-Director of Coop Switzerland

AH Biologisch: The introduction and follow up
Gast, Leontine; Organic Pruduct Manager Ahold

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