



Press Overview B.I.O. N'Days 2016

April
6th&7th
2016

Looking back on our 4th event
**All the action, breakthroughs and
analysis !**

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A Word from the Managing Director of Organics Cluster

Our 4th B.I.O. N'DAYS came to a close on 7th April 2016. Once again, it proved a major success with its winning formula of conferences, meetings and breakthrough discoveries, all blended together in a friendly, social atmosphere. With its ever-growing reputation, B.I.O. N'DAYS has established itself as an unmissable fixture in the French and European organic business calendar. And this year we outstripped our targets in terms of attendance figures, as well as the quality of the discussions and meetings that took place.

For a sector that is currently riding high on a wave of strong momentum, this event is an opportunity to pause and reflect on the future of organics. "Renewing consumer delight" was the overriding theme this year, and it acted as a springboard for exchanging views and information on issues such as innovation, crisis management, securing supply chains and co-creation.

The 460 participants who attended were given unique foresight into the future of the organic market, as well as a better understanding of the consumer. The different workshops helped companies prepare to face the upcoming challenges and keep ahead of the game on tomorrow's market.

This document gathers together all the feedback on the two days. And we look forward to seeing you in 2018 at our 5th B.I.O. N'Days event!



Nicolas Bertrand, Development Manager



B.I.O. N'Days 2016

Renew consumer delight !

2 DAYS TO DEVELOP NEW MARKETS, PARTNERSHIPS, PRODUCTS, TECHNIQUES AND SALES



B.I.O. N'Days 2016 is an initiative led by Organics Cluster.



ORGANICS CLUSTER,

N°1 ORGANIC BUSINESS NETWORK IN AUVERGNE-RHÔNE-ALPES

Organics Cluster was set up as a registered association in 2006 with the support of the Rhône-Alpes region, and other public and private partners, to inject dynamism into the local organic sector and boost its competitive edge. A unique hub in France, Organics Cluster focuses on three main initiatives – informing, guiding and bringing together organic businesses. It offers help and expertise to the Auvergne-Rhône-Alpes organics sector in terms of marketing, international trade and even commercialisation. Organics Cluster boasts more than 170 member companies, with 30 projects accomplished in 2015, 25 official partners and €1,200K in regional investment to finance projects for SMEs.

OVERVIEW REPORT ON 2016

12 countries represented
Over 460 participants
660 BtoB meetings

On April 6th and 7th 2016, Organics Cluster hosted its 4th B.I.O. N'Days event. Once again, this international meeting place for organic innovation was greeted with enormous enthusiasm by professionals throughout the sector. Attracting more than 460 participants over the two days, attendance figures rose 55% compared to 2014. Moreover, being an international event, it brought together 12 countries, including Turkey, Belgium, Germany, Denmark, Switzerland, Finland, Italy, Ukraine, Poland and the Netherlands...

"In 2016, renew consumer delight!" – this was the central theme that ran through the two-day gathering, giving participants the keys to facing the future of organic markets with confidence and ease. The core focus issues were how to analyse and adapt to new consumer trends, as well as how to entice and win over new consumers, who are ever more demanding, connected and bombarded by brand choice. Participants walked away with the tools to develop winning marketing, communication and sales development strategies and product innovation. With a packed programme of formal and informal meetings, plus the Tasting & Testing Tour (18 products showcased), everyone was able to organise their own tailor-made schedule, pointed towards innovation.

To make it easier for the different structures to make contact and organise their time, a B2B meeting management platform was set up to help run the programme and boost networking opportunities over the two days. This way, participants were able to see in advance which companies were going to attend the event, and pre-schedule their own meetings. Organics Cluster is delighted by how effective this system proved to be: some 660 meetings were fixed throughout the event – a 30% rise on 2014.

B.I.O. N'Days 2016 was all about:

Our international partners :

Decision-makers, distributors, business leaders, producers, processors, equipment suppliers, institution representatives, technical experts, financiers, start-up founders ...

All sectors :

Agri-food, cosmetics, textiles, household cleaning products ...

Being on winning track :

- > Conferences with experts
- > Organic companies sharing first-hand experience
- > B2B meetings
- > A Tasting & Testing Tour
- > New innovations
- > A friendly setting to make new contacts



B.I.O. N'Days brings together all the major players

> Some 15 organic product distributors came to discover the findings of the two exclusive studies that were unveiled at B.I.O. N'Days 2016. Sectors covered included specialized distribution (La Vie Claire, Biocoop, Naturalia, L'Eau Vive, Botanic, Markal and La Vie Saine) mass retail (Groupe Casino and Carrefour France), and e-commerce (Doux Good and La Box est Dans le Pré). This list is non-exhaustive.

> Around 100 organic food and cosmetics producers and processors also gathered at B.I.O. N'Days. (Antidote, Atelier Bio de provence, Belvas, Biodeal, Bioloklock, Bôm Cosmtique, Happy Crulture, Natavéa, Organics Stories, Senfas, Karethic, and Union des Vignerons des Côtes du Rhône...).

> Over 80 industry experts and suppliers providing solutions to develop organic products all came to B.I.O. N'Days so as to meet potential business and financial partners (CVG, Enercoop Rhône-Alpes, I-Lab Air Liquide, Micvac AB, Terre Neuve, Promoris, Laboratoire Cosbionat Dr Valnet and Blue Bees...).



HIGHLIGHTS :

- > 10 conferences gathering experts and companies
- > 2 exclusive studies
- > 29 national and international speakers

An environmentally friendly event

Thanks to our partnership with Soil & More International, we were able to offset all of the CO2 emissions generated by the overall running of the event.



The Conferences – B.I.O. N'Days 2016

Presenting the follow-up analysis of the prospective study “Organic Markets in 2025”

This ground-breaking project was led by a group of 40 national and international experts from across the organic sector, drawing on concrete figures and their collective experience in the field. Four possible scenarios were identified in 2014, each outlining a vision of what the future might hold for the organic food and cosmetics markets. In 2016 Organics Cluster wanted to take stock, see how the four scenarios were panning out, and pinpoint which one was taking on the most concrete shape. This is the first time that follow-up analysis has been carried out for a prospective study. The exercise involved staging two workshops in 2015 and inviting 26 different experts and players from throughout the organic chain (processing, distribution...). First they identified where the market was heading, which scenarios were taking shape, and which trends were emerging. Then they determined the intersecting challenges, and the winning strategies for organic businesses to adopt. Céline Laisney from the agency Alim'Avenir supervised and presented this research.

FOOD SECTOR

Scenarios that looked set to shape the future in 2014:

- > Organics Scenario 1: Sharing
- > Organics Scenario 2: Winning
- > Organics Scenario 3: Clustering
- > Organics Scenario 4: Diluting

As it stands in 2016, the scenario that appears to be taking most shape for the organic food sector, and which looks most likely to develop further, is Organics Scenario 2 - “Winning”. In 2025, at a time of repeated health and environmental crises, the positive externalities of organics are widely recognized. Moreover public authorities offer strong support to the sector with a view to helping it grow. The organic consumer base widens, convinced of the positive benefits of organic food. People want to help make a positive change to society by altering their eating habits. They are even willing to pay a bit more to eat healthily, even if price remains a key purchasing factor. Organic stores and chains continue to grow to satisfy customers and meet this rising consumer demand for organic food.

COSMETICS SECTOR

Scenarios that looked set to shape the future in 2014:

- > Organics Scenario 1: Emerging
- > Organics Scenario 2: Setting the pace
- > Organics Scenario 3: Clustering
- > Organics Scenario 4: Diluting

As it stands in 2016, the scenario that the organic cosmetics sector looks most likely to be heading towards is Organics Scenario 1 - “Emerging”. The cosmetics sector is based on a system that hinges on weak regulations and a flood of specifications and private labels that don't always respect high standards. There is such a vast range of innovative, independent players on the market that consumers end up confused, especially with conventional “natural” and “clean” labels blurring the boundaries by adopting “organic” values. There is a multi-tiered organic product offering, including imports from low-cost countries that don't share the same level of traceability, as well as own brands and locally sourced and high end products. Cosmetics are struggling to join traditional distribution networks. Alternative distribution seems like a promising option because it builds close ties and promotes transparency. Despite stiff competition from the conventional market, organic cosmetics appear to offer consumers a ‘safe haven’, and are given positive media attention and good feedback from the general public.

If you would like to buy a full copy of the follow-up analysis of the prospective study, please contact the Organics Cluster team.



The Conferences – B.I.O. N'Days 2016

The exclusive study on consumer profiles

The organic market has been on a steady upward growth trend over the last decade. But who exactly are the consumers buying organic food and cosmetics? Why did they 'go organic' in the first place? And why haven't they switched back? Organics Cluster Rhône-Alpes and COSMEBIO® joined forces to answer these questions by developing a consumer study entitled "Consumer profiles and purchasing practices in the organic cosmetics and food sector in 2016" (1), carried out by Opinion Way / Senseva. This study delivered insightful messages heralding a whole new era of French consumer patterns. Its key findings were officially unveiled on 7th April at the 4th B.I.O. N' Days event.

The findings brought out how over 80% of organic consumers pay careful attention to their physical and emotional health, over half (50%) do regular exercise, and the majority do some form of outdoor activity or sport at least once a week. They have a keen interest in cooking and seeking out high-quality ingredients (+ 60%), but also enjoy wellbeing activities, this being a trend more striking among organic cosmetics consumers (+ 50%).

What triggers the switch to organic products?

In over 50% of cases, the main reason for making that first organic purchase is due to growing consumer awareness of ecological impact, health risks and health scandals. Food typically remains the first 'gateway' leading consumers into the organic marketplace, and mainly via supermarket products (around 60%). The consumer then moves on to organic processed and / or cosmetic products. Most organic consumers are new 'converts,' following the recent efforts made by organic companies to step up innovation and communication (58% of organic food consumers, and 70% of organic cosmetics consumers switched in the last 5 years).

Going organic means changing your lifestyle

The study reveals how going organic has a life-changing impact on 85% of consumers: 71% pay more attention to their consumer habits (food waste, eating smaller quantities, but better quality, waste management, carpooling...), 65% pay more attention to their health: they take care of their bodies, detox, and either begin or intensify physical activity.

The 4 main incentives for going organic

- > for reassurance (to stay in good health, eat safe and healthy food and preserve the skin's natural beauty) = 41%
- > to support values (protecting nature, the planet and farmers) = 26%
- > for pleasure (personal and family wellbeing) = 21%
- > out of fear (pesticides and chemicals) = 15%

All consumers claiming they wish to continue buying organic products, and encourage their entourage to follow suit for the same reasons, make a long-lasting shift to an organic lifestyle.

The terms that came up most frequently in the research interviews were 'pride', 'relief', 'interest' and 'pleasure', leading one to believe that opting for organic products appears to be first and foremost a 'serious' step, fuelled by the need for safety, sense and coherence. This organic commitment continues to hinge on an inherent confidence in the sector, and comes with high levels of expectation.

For more information, please read our press release on the exclusive study, which you can find on the press page of our website: www.biondays.com.

If you would like to buy a full copy of the follow-up analysis of the prospective study, please contact the Organics Cluster team.



LE TASTING & TESTING TOUR

B.I.O. N'Days was a golden opportunity for 18 brands to get their product innovations showcased and sampled by professionals throughout the organic sector, but also by consumers.

In addition to a packed programme of conferences, themed workshops and B2B meetings, this event also offered brands the unparalleled chance to promote their product offering and get it sampled by a panel of more than 460 participants from around the world, including distributors, business leaders, producers, processors, equipment suppliers, institution representatives and technical experts.

This year the Tasting & Testing Tour started off some weeks before the B.I.O. N'Days event with a testing session held at CashBio Markal, an organic store in Alixan. A panel of over 15 volunteer consumers were invited to test out the 18 organic food and cosmetics products on showcase, before voting for the breakthrough product thought most likely to spark consumer interest. The winners were announced during the closing conference at B.I.O. N'Days.



The winner was the company Façon Chocolat, which came top for its coconut shortbread biscuits that are gluten and lactose free, but packed with delicious flavour! In second, joint position came Origin and Antidote, with their tempting range of health drinks in unusual flavours, with modern, designer packaging.

The 18 fantastically innovative contenders were able to present their products throughout the two-day B.I.O. N'Days event, and were given exposure to over 460 professionals.



PROFESSIONAL INSIGHT

To close B.I.O. N'Days 2016, Organics Cluster invited professionals to present their own vision of the future and take part in a discussion about the upcoming challenges to be faced by the organic sector. Benoit SOURY (Managing Director of La Vie Claire), Guillaume LECOMTE (Managing Director of Bonneterre), Thierry STOEDZEL (Managing Director of Ecocert France) and Matthieu LOVERY (Supply and Sourcing Manager for Carrefour France) all shared their insights into the outlook for organics. This closing plenary session was led by Roxane Nonque, the Development Manager for FemininBio..

The future is looking bright for organic stakeholders! According to the prospective study "Organic Markets in 2025", they are currently enjoying a favourable wind, pushing them in the direction of progress.... Yet in order to stay on a roll, and steadily shape their way towards "Organics Scenario 2 – Winning", they must continue in the very same cooperative spirit that drives them forward today! The organic sector in France is lucky enough to be able to rely on support from a wide range of development schemes, as well as active and functional representative and inspection bodies. How do you help guide consumers and build their trust in the organic marketplace? By strengthening ties, joining forces and pooling all the energy available across the sector, as well as speaking with a united voice on the strict standards that organic represents. Also, by structuring the different channels within the French sector so as to boost transparency and safety. Finally, by investing in people and their skills to ensure that organic is synonymous with high quality, and by maintaining fair prices. If you want to keep up with current demand, and prepare for the demand of potential future consumers, innovation is the key, throughout the chain, from producer to distributor.

Renewing consumer delight is all about "re-tickling their palates!" Consumers are not just looking for products that are simply healthy and environmentally friendly – above all they want pleasure!

So the range on offer must be meaningful, enticing people with original flavours and modern packaging adapted to new uses. Points of sale that look attractive and interesting can win over new consumers. Finally, renewing consumer delight is about effective communication, knowing how speak to the consumer, how to strike a chord through honest truths, and a sense of real meaning and ethics. It's about telling an organic story!

Professionals from across the organic sector all agree that 'ethics' should be one of the central themes for debate at our next B.I.O. N'Days event. Which values will be important in the future? What has become of the sense of initiative that organics was originally founded on? The digital age is another obvious theme for discussion. How might it shape consumer behaviour? Will it change the whole notion of "shopper"? These are just some of the many other potential questions to be addressed in 2018.



From left to right: Benoit SOURY (Managing Director of La Vie Claire), Guillaume LECOMTE (Managing Director of Bonneterre), Thierry STOEDZEL (Managing Director of Ecocert France) and Matthieu LOVERY (Supply and Sourcing Manager for fruit/vegetable/flowers and plants, Carrefour France).

Our B.I.O. N'Days Partners

WITH THE FINANCIAL SUPPORT OF :

AUVERGNE – Rhône-Alpes



OUR TECHNICAL PARTNERS :



TO FIND OUT MORE : WWW.BIONDAYS.COM

Feedback: what you thought of the event!

"It's thanks to B.I.O. N'Days that I first started supplying to La Vie Claire."

James THOMPSON – ALTER NUTRITION

"We've developed contacts and discussions that will certainly lead to future partnerships, both upstream and downstream."

Dominique DEMORTIER – NATUR INOV

"B.I.O. N'Days has brought us into contact with lots of people, and no doubt some potential business! It's a social, well-organised event, and the conferences give a vast overview of this thriving market."

Matthieu LOVERY – CARREFOUR FRANCE

«Great people here, great conversation, great meetings, that's what B.I.O. N'Days was !»

Moritz RICHTER – ANTIDOTE

"We're pleasantly surprised by the number of contacts we have made. We came to see 2 people and ended up meeting 6 retail chains. We've come away delighted!"

Vincent LEFORT – CÔTÉ CAIRN

"It's my second time at B.I.O. N'Days, and I think I'll come back!"

Dominique TORRES – LA FABRIC SANS GLUTEN

"It's a time-saver, a fast track to network building, plus it keeps your finger on the pulse of new initiatives made by food processors!"

Bertrand CHAVERON – BIOCOOP



INFORMATION :

Audrey BOUTON

Innovation project manager

Mail : abouton@organics-cluster.fr

T: +33 (0)4 75 55 80 11

PRESS CONTACT :

Abdullah ALIM

Communication

Mail : communication@organics-cluster.fr

T: +33 (0)4 75 55 80 11