

## View from the show

### The facts on BioFach, by Honeyrose Bakery

With a view to learning about the trends, source information, and seeing innovative products of the global baking industry, a team from Honeyrose Bakery decided to attend BioFach 2008 in Nuremberg, Germany. They joined about 46,500 trade visitors from 120 countries, which flowed into the Exhibition Centre, Nuremberg, in February. Adrian Apodaca, marketing director of Honeyrose Bakery provides an account of his visit:

"The boarding gate of the flight was already a hive of networking activity, as I recognised partners, competitors, buyers and even an old employer from over 10 years ago. They were all also heading to BioFach, and it made for a good chance to catch up.

"As an example, upon landing in Nuremberg two hours later, I met an old work colleague, Margreet Westerhuis, MD of Peter Rabbit Organics, in the cab queue, and shared the 20-minute cab ride to the trade fair with her.

"Checking into BioFach was handled with typical German efficiency and I set off to explore the 12 enormous halls spread over 160,000sq m. The stands were organised mainly around pavilions, sponsored by specific countries. Present were all the European countries big and small, as well as Africa, India, the USA, China, South America and many more.

"My own visit agenda was built around our expansion into international markets, and I had meetings with several German and Danish food wholesalers and supermarkets. I also had the chance to speak directly to suppliers of raw materials to explore diversifying on our basic raw materials, such



**Gérard Depardieu: a surprise sight opening BioFach in Germany**

as organic wheat, organic butter and organic milk to hedge against spiralling costs.

"I was amazed at the variety of suppliers from around the world who were making a real effort to get the word out on their products. It emphasised that we all compete on a global stage.

"The products coming from the countries such as China and India are still basically commodities or very simple bakery products – for now. But you can sense they are gearing up for the next stage, and they will be coming. It crystallised in my mind that we need to be sure, in the best interests of the UK baking industry, that we are ready to meet this challenge squarely. And the best way to do this is not on price, but on using the best ingredients, preserving craft baking skills and delivering high-quality products.

"Many conversations in the trade fair were about the basic commodity price inflation that has come or is being artificially suppressed, but will inevitably trickle down to the consumer. This is being felt across the world."