

PRESS RELEASE

PARIS 2021

natexpo

24-26 OCT.



Where it all
begins

24-26 October 2021 / Paris-Nord Villepinte – Hall 6

A SHOW BY **NATEXBIO**
Fédération des transformateurs et distributeurs bio

ORGANIZED BY **Spas**
Organisation

www.natexpo.com



NATEXPO 2021 IN PARIS: THREE DAYS AT THE HEART OF THE ORGANIC MARKET TRENDS

From October 24 to 26 in Paris, NATEXPO represents a much-awaited meeting for French and international organic professionals. In 2021, this trade show will be the only organic event of this scale to be held physically. After an atypical year 2020, during which the organic market made a spectacular jump of + 10% vs 2019, NATEXPO 2021 is the opportunity to discover all the market's innovations and the latest initiatives of the organic players, who have shown a spectacular dynamism during this crisis. This sector is resolutely in phase with consumer expectations, which have become more demanding by focusing on natural and local products, home-made or corporate responsibility ... In this very favorable context, NATEXPO is gathering this year 2,500 exhibitors and brands, who are making the trip to present their products and services to the thousands of French and international visitors expected on site.

From loyal exhibitors to newcomers: the whole organic market is represented at NATEXPO, that is taking up quarters for the first time in Villepinte's Hall 6, one of the largest in the exhibition center. Alongside French companies, international exhibitors and speakers are making the trip. They are coming from Italy, Belgium, Germany, Spain, Netherland, United Kingdom, Czech Republic, Switzerland, Greece, United States, etc...

In one place, NATEXPO offers to professional an all-round view of the new organic trends in a convivial atmosphere, conducive to business relations, and the opportunity to participate and assist various conferences and features to learn more about the organic market actualities.



The latest 360° organic trends

In line with the new expectations of consumers, the organic world offers widely appreciated products and services in all sectors: food, cosmetics, hygiene, dietary supplements, etc. This vitality, which is part of changing consumer habits, is also deeply marked by the ever-increasing expectations in terms of social responsibility. Indeed, consumers want companies to go beyond organic farming. Considering these trends related to anti-waste, zero-waste, upcycling, local supply, decarbonization, seasonality, fair remuneration, etc., companies are facing many challenges and all sectors are concerned. This vitality is reflected in the diversity of professionals registered to represent organic at all levels: food, ingredients, cosmetics and hygiene, food supplements, services and equipment for the store and brands.

Latest news from the market

Every new edition of NATEXPO attract new exhibitors. This year, alongside the loyal exhibitors, more than 500 newcomers are making their début at NATEXPO. Half of them never participated in the trade show before. Among these new exhibitors, 30% have participated in NATEXPO for the first time in Lyon in 2020, they are coming back this year after a fructuous experience. As a reflect of the innovation of the organic sector, NATEXPO welcomes this year more than 250 exhibitors whose activity are base on innovation and ecoproducts, including, in its dedicated village, a dozen young FoodTech companies carrying innovative digital, technological and entrepreneurial initiatives related to organic food.

Among the various innovations that will be presented during the show, visitors will discover in particular the winners of the NATEXPO Awards, distinguishing the market innovations. They will also have the opportunity to explore, through the New Products Gallery, the latest trends in various sectors: health, gastronomy, minimalism or new ingredients. More than 200 new products will be exhibited in this area.

3 days of meetings and business interactions

In line with the professional's expectations, NATEXPO is a privileged meeting place to allow brands, buyers and decision-makers to discuss and develop their activities. For 3 days, the show will offer activities, advice and conferences to learn all about organic trends in France and around the world. NATEXPO also provides its visitors and exhibitors with a pre-qualified Business Meetings service, targeted according to their needs. They can be carried out during the show, on the stands or by videoconference. More than 2,000 meetings are scheduled during the show, i.e. + 67% vs. 2019.



NATEXPO Digital: to go further

In parallel with the physical trade show, NATEXPO will also be visible online. This virtual set-up will give them access to all the exhibitors physically present at the show and even exchange through a direct messaging function with sound and video feeds. Thanks to the platform, it is also possible to discover exhibitors' innovations, access conferences replay and organize networking between visitors. This service is accessible for free thanks to the code on the access badge.

A WORD FROM OUR PRESIDENTS

Pierrick de Ronne,
Chairman of NATEXBIO /
LA MAISON DE LA BIO,
the federation owning
NATEXPO:



« Crises are moments of personal and collective awareness. They allow and require solidarity, and only solidarity allows us to get out of difficult times!

Within the NATEXBIO federation, we immediately mobilized to face this unprecedented context by sticking together.

What should be noted is that this momentum has not stopped and that we are doing everything to ensure this solidarity is long term. The NATEXBIO federation inspired the creation of la Maison de la Bio.

La Maison de la Bio is part of a desire to preserve the founding values of organic, source of credibility for consumers, beyond the certification of products, and to promote responsible organic farming. We believe that organic is the engine of an ecological and united society project, based on the development of a certified organic agricultural model and the economic development of sectors based on the respect and health of living organisms, ecosystems and humans.

La Maison de la Bio's mission is to federate and undertake for a sustainable and united society. It will fundamentally be a place of exchange, consultation and communication, open to other regional or national structures in all fields of organic, food, cosmetics, health products and other sectors that promote the organic approach.

The NATEXPO trade show will be an important moment for organic to meet, discuss and project together! »



Patricia Berthomier-
Massip, President of
SPAS Organisation,
the organiser of
NATEXPO:



« We have never ceased to believe in this 2021 edition of NATEXPO and today everything proves that we were right to devote all our energy to it!

Last year, NATEXPO was already the only event of this scale to open its doors. It was in September, in Lyon. The presence and feedback from all organic players, exhibitors and visitors confirmed us in the idea that we were right to dare.

We therefore continued on this line and we did not for a single moment doubt that the sector would be there again in 2021.

The strength and legitimacy of NATEXPO, the solidity of the organic market, the determination and conviction of NATEXBIO together with SPAS Organization to move forward, the loyalty of exhibitors who constitute the base of the show, added to the interest of new players who joined the adventure were the essential levers of this dynamic.

NATEXPO 2021 is now opening its doors in the best possible circumstances - always respecting barrier gestures and a strict health protocol, with dedicated support measures.

We are witnessing a record edition, with 1,200 exhibitors who have chosen to meet again! »



THE SHOW IN FIGURES



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THE SHOW SECTORS

A 360° VIEW OF THE ORGANIC

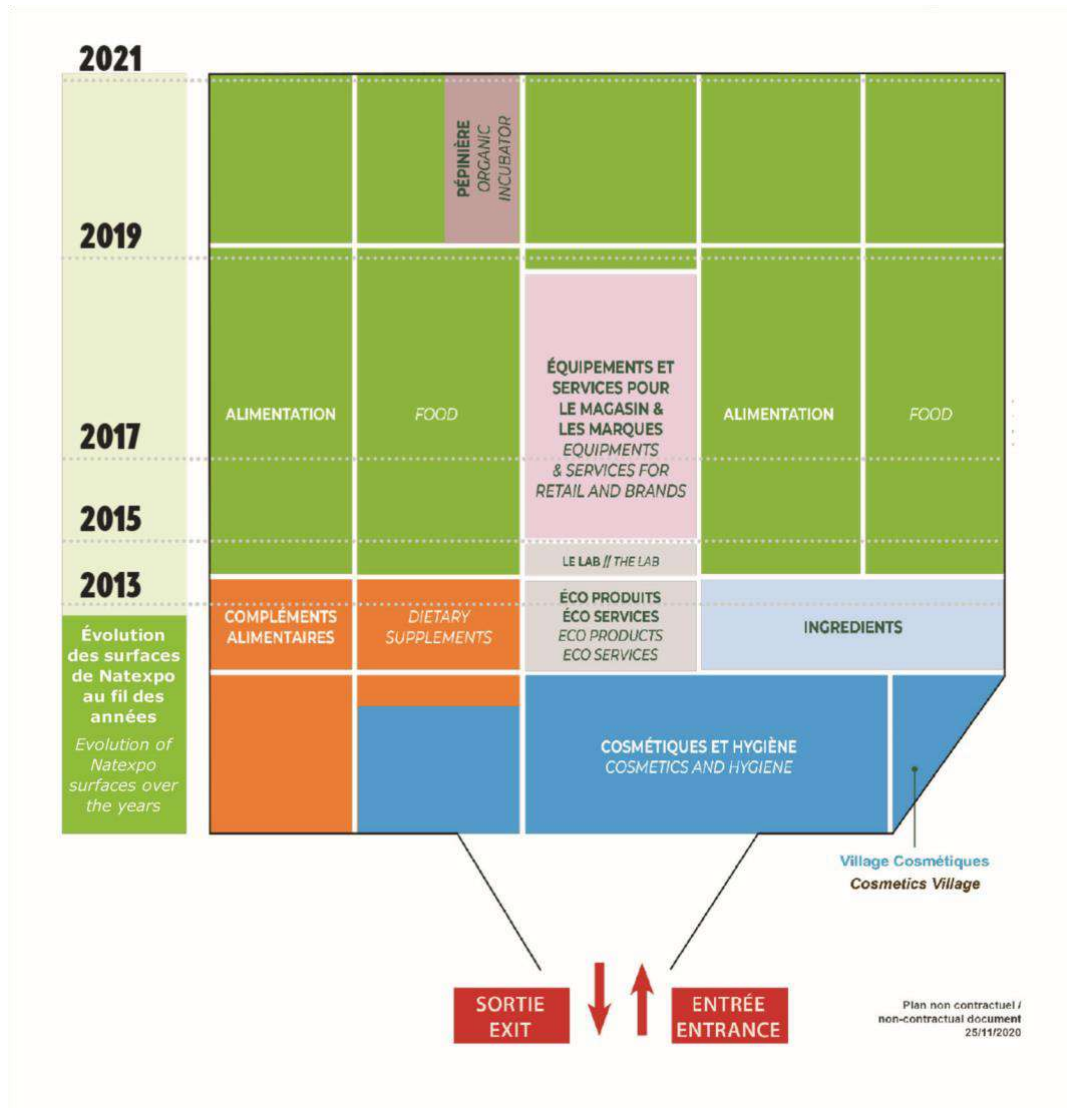


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NATEXPO 2021 FLOORPLAN

1 200 exhibitors will be present at NATEXPO, showing in six key sectors: Organic food, Cosmetics and Hygiene, Dietary Supplements, Ingredients, Services and Equipment for retail and brands. Eco-Products/Eco-Services



6 thematic trails

To help visitors discover the product ranges and offer and make their visit as efficient as possible according to their centres of interest, NATEXPO has concocted six theme trails that can also be consulted on natexpo.com.

- “Organic Catering”
- “Organic Private Label”
- “Gluten-Free”
- “Vegan”
- “Frozen Food”
- “Zero Waste”



A NEW AREA AT THE HEART OF THE NEW CONSUMPTION TRENDS

While consumers are keen on buying organic products, nowadays they also expect companies to go a step further and make serious commitments in terms of social responsibility. In response to these expectations which have intensified throughout the Covid crisis, NATEXPO has invented a new space purely dedicated to “Eco-Products” and “Eco-Services”, which will be inaugurated at its Paris edition on the 24, 25 and 26 October 2021.

In view of the current and emerging trends in zero waste, upcycling, local purchasing, decarbonisation, seasonal food, fair remuneration of all links in the chain, etc., companies face multiple issues, whatever sector they may be in: food, cosmetics, hygiene, cleaning products, textiles, etc.

This new sector therefore brings together in a single place an offering of products and services which was already on display in NATEXPO's different sectors.

Various responsible initiatives to discover

NATEXPO thus represents an excellent opportunity to discover the responsible solutions developed by companies in the organic sector: clear standout features to rise above the competition.

From production to retail, all the links in the chain have a role to play to provide consumers with the guarantees that they expect.

About fifty exhibitors are present. They operate in the sectors of bioplastics, compostable and recyclable packaging, zero-waste products for everyday use, bulk food, organic hygiene, ethical tableware and bath linen ...



ORGANIC FOOD

A CONCENTRATION OF ORGANIC!

Between lockdowns and curfews, the covid crisis has had a major impact on French eating habits. Their expectations in terms of healthy and local products have notably increased.

On NATEXPO 2021, this trend is perfectly illustrated by the many innovations of the exhibitors of the food sector. From sweet and savory grocery products, to meat and dairy among many other products, exhibitors in this sector will present a multitude of solutions and innovations to visitors. The organic food sector is the most important of NATEXPO. In fact, the 650 exhibitors present in the food sector represent more than half of the total number of exhibitors. This is the highest concentration of the organic food offer of professionals in the sector. Its importance reflects the dynamism of the market, in France and internationally.



Figures

Worldwide, the organic products market has exceeded 112 billion euros in 2019, while it was still estimated at 103,5 billion euros in 2018. In France, the organic food market has known a spectacular success. In 2020, it reached 13,2 billion euros in turnover, +10,4 % vs 2019, which represents a jump of 1,4 billion euros in just one year. Today, more than 6,5 % of all food purchases of French households is organic. In 2020, more than 9 out of 10 French people are eating and drinking organic, and 14% everyday! Furthermore, the aim to include at least 50% of organic products in collective catering will be effective at the latest by 2022, an obligation that offers a new opportunity for organic development in France.

Source : Agence BIO

All the categories of organic food represented

The sector covers all the latest trends in organic food: delicatessen, drinks, bakery, butchery, dairy, fresh products, breakfast, frozen foods ...

Regarding trends and new products, visitors will have the opportunity to discover innovative snacks, new oils, anti-waste cakes from leftover preparation, hemp-based products, etc.

And for the first time, a "Synabio Seedlings" collective will be present at the show.



COSMETICS AND HYGIENE

AT THE HEART OF CONSUMER WELL-BEING

In 2020, during the pandemic, naturality and the return to massive disinfection has become a priority. In line with consumers' desires for natural beauty and well-being, organic cosmetics are displaying solid growth. Product ranges have expanded, distribution has broadened and consumers have confirmed their desire for more responsible products. The organic and natural cosmetics market is booming worldwide, As a reflection of this dynamism, more than 150 exhibitors, French and international are present at NATEXPO, +30% vs 2019.

All hygiene and cosmetics product categories represented

Despite the health crisis, this growth in consumption of organic beauty products should continue. Indeed, hygiene has rarely been at the heart of concerns as it is today with covid-19. At the same time, French people are increasingly looking for products that are healthy for themselves and for the environment.

This desire to consume more responsibly can be found thanks to the great diversity of new products presented by French and international exhibitors present in the cosmetics and hygiene division.

In addition to creams, gels, body oils and milks, manicure products, make-up, pedicure, shaving, soaps, shampoos, perfumes, etc., visitors will discover:

- Natural disinfectants,
- Solid or powder cosmetics,
- Upcycled, anti-waste cosmetics, etc.

Figures

According to the latest figures available, organic cosmetics have experienced strong development over the past five years: 1 in 2 French people buys it regularly and there has been a 60% increase in the number of buyers between 2016 and 2020. France, the world's 3rd largest organic and natural cosmetics market behind the United States and Germany, stands at the heart of this surge. In 2019, the French market would thus have exceeded 900 million euros in turnover, recording average annual growth of 11% since 2004.

Source : Cosmébio®¹.



Cosmetics Innovations Forum: 3 days of features

In partnership with Cosmébio®, the French trade association for eco-friendly and organic cosmetics, NATEXPO offers a space fully dedicated to beauty and well-being, at the heart of the Cosmetics and Hygiene sector.

As a place of information and advice, the forum brings together figures from the organic cosmetics market, as well as new regulations and trends. Cosmébio also offers on its area events around exhibitors' cosmetics innovations, discovery of new products in a testing bar and new natural and organic cosmetics brands ...



Association Professionnelle
de Cosmétique Écologique et Biologique

COSMEBIO is a professional association for organic and ecological cosmetics. Its mission: informing the public to a different kind of cosmetics, promote and follow a sector of excellence, and reinforce its leadership role.



DIETARY SUPPLEMENTS

A TRENDY MARKET

The health situation has attracted new consumers to food supplements. In 2020, French people have largely plebiscite these types of products, in particular to fight against sleep disorders and anxiety. This quest for soothing products has also been accompanied by research related to enhancing immunity in the context of Covid.

In tune with these concerns, the sixty or so NATEXPO exhibitors will present to visitors the new trends in this sector to meet consumer expectations in terms of immunity, metabolism, intestinal health, stress, detox, skin and hair beauty, etc.



The Dietary Supplements: all the latest news from the sector within easy reach

The French dietary supplement association, Synadiet, present at NATEXPO 2021, will be hosting the Dietary Supplements Forum. This information area covers regulatory aspects together with trends in the dietary supplements market, the latest on-trend ingredients and precautions for the use of essential oils. As a venue for innovation and information, it allows buyers and sellers in the sector to develop their business and skills. Through mini-lectures, this area provides advice, information and training for visitors on various subjects such as nutritional advice for people with special diets (vegetarians, vegans, sportsmen and women, senior citizens, mothers-to-be, calorie-controlled or gluten-free diets, etc.), plants for everyday well-being, specific regulations for plant-based food supplements, etc. .

Figures

In 2020, the dietary supplements market represents a turnover of more than 2 billion euros in France and experienced growth of 1.9%.

Source : Syadiet.



Syndicat National des Compléments Alimentaires

INGREDIENTS

THE RECIPE FOR SUCCESS

Since the crisis, French people have increasingly sought authentic products that are healthy for themselves and the environment, as well as local products. An Ipsos 2019 study shows 82% of French people now favor the purchase of products of French origin and 77% the purchase of products offered by local producers.

In response to this growing demand for local products, more natural, less sweet, less fatty, allergen-free, etc. NATEXPO offers exhibitors and visitors the opportunity to come together to move forward together on two major issues: innovation and 'supply.

The "Ingredients" division welcomes around fifty exhibitors focusing on organic food products, cosmetics and food supplements.

Innovation: at the heart of the new trends

Organic extracts and ingredients lie at the heart of innovation and the emergence of organic trends. They are the driving force behind the vitality of a sector which for decades has played the role of an incubator for the spreading of new products which have sometimes fed through into mainstream consumption: pomegranate, Aloe Vera, goji berry, etc. NATEXPO offers the opportunity to meet the players involved in all the new trends in the organic sector, related to "alternative" proteins, allergen-free, super foods, fermented foods and ingredients, organic flavours, as well as fair trade, traceability of origins and the creation of market verticals.

Sourcing: the keys to consolidate it

Finding ingredients has become a real challenge for companies working in the European organic industry. With consumption of organic products growing fast, the issue of sourcing is now a strategic subject for all players, whether in the search for new suppliers, the strengthening of existing relations with partners or setting up new local and national supply streams.

Organic Ingredients Forum: focus of the organic sector challenges

At the centre of the Ingredients and raw materials sector, the Organic Ingredients Forum will hold its debut. With contributions of experts, producers and processors, the leading issues in the upstream segment of the organic industry will be examined.



SERVICES AND EQUIPMENT FOR RETAIL AND BRANDS

IDEAS AND TOOLS TO PROMOTE THE ORGANIC OFFER

During the lockdown, the average spends in specialist organic shops increased by around +55 %, as found by 95 % of professionals

These shops have demonstrated their agility to adapt and provide new services to make life easier for their customers. Nearly 1/3 of the organic shops surveyed have thus set up distance selling systems: click & collect, drive-in, home delivery, ready-made baskets of goods, etc

Source: BioLinéaires & Ecozept

Major trends

A great number of initiatives are emerging across Europe in organic product retail: online selling, m-commerce, loose goods, automatic vending, farm shops, packaging-free shops, snacks, etc.

Stores are also adapting their interiors to these changes in consumption patterns whilst maintaining their own DNA, thus developing a quite singular model insofar as being a place to spend quality time, an advice centre and a connected platform. Competition is also just around the corner, with Amazon Fresh due to be launched in the near future in France.

These developments are the first signs of a distribution model which is still trying to find its way between “traditional” organic and “mass market” organic.

Many promoting offers presented

NATEXPO gathers 50 exhibitors in this sector, covering the following offer:

- Cash tills and sales point terminals
- Chilling appliances
- Click and collect equipment
- Communications agencies
- Consultancies
- CRM
- Data / processing
- Decoration / atmosphere
- Drive-in equipment
- Electronic / contactless payment
- Furniture / Showcases
- Interactive display cabinets
- Interactive terminals
- Interior design
- Kitchen equipment
- Labelling / coding
- Logistics
- M-commerce
- Mobile apps
- Shelving
- Social commerce
- Specialist retail equipment
- Store fittings
- Store signage
- Tactile screens / tables
- Training
- Vending equipment
- Weighing

Figures

Today, there are around 2,700 organic specialist shops in France. They generated a turnover of more than 4.2 billion euros in 2020, an increase of 1 billion euros compared to 2019.

Far less numerous than general food superstores, they managed to account for 28% of the sales of organic goods to French people for home consumption in 2019.

Source : *Agence Bio - **BioLinéaires

NATEXPO DIGITAL

A NEW, UNPRECEDENTED VERSION OFFERING MORE INTERACTIVITY AND CONTENT

Once again this year, with the aim of being consultable by professionals from all over the world, NATEXPO is providing visitors and exhibitors with a digital platform in addition to the physical show.

For this new 2021 version, NATEXPO is placing emphasis on interactivity and content: visitors can access all exhibitors, view their documentation, presentation videos, product sheets, new products, and get in touch directly with them via audio or video chat. If they wish, they can also make their pre-scheduled Business Meetings via video.

Another new feature of this 2021 version is that visitors will have the opportunity to engage in discussion among themselves thanks to a networking module, to facilitate exchanges between players in the sector.

Part of NATEXPO PROGRAM will also be on NATEXPO Digital in order not to miss out on the latest organic trends.

NATEXPO Digital is open to all exhibitors and visitors with a badge. The platform will be open from October 24 to 26, 2021, on the same dates as the show which will be held in Hall 6 of Paris Nord Villepinte.



FEATURES

THE EXPERTS' VISION



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SCHEDULE

SUNDAY 24 OCTOBER 2021

	10:00 AM	11:00 AM	12:00 AM
Natexbio / La Maison de la Bio Forum Booth K32	Discover BioED: the CSR label for organic firms (<i>Mathilde Gsell and Anna Kolf, Synabio, with testimony from Alpes Biscuit</i>)	Innovation in the organic sector (<i>François Labbaye, Bio Développement</i>)	La Maison de la Bio, missions, goals, resources (<i>Lucie Tamet, La Maison de la Bio, with testimony from a member</i>)
Organic Trends Forum Booth R111	10:30AM Post-Covid organic sector: keys to meeting expectations (<i>Sauveur Fernandez, Econovateur</i>)	11:30AM Belgium: two speed organic? (<i>Mélanie Login, Sales4Bio</i>)	12:30AM Organic market trends (<i>Bernard Ollié and Adrien Weitzman, Agence Good</i>)
Organic Ingredients Forum Booth R41	From ingredient to end product: rethinking innovation with stand-out organic ingredients (<i>Gaëlle Frémont, Ingrébio</i>)	Shea, a story of women! (<i>Hanna EL Messaoudi, Biopartenaire and Hervé Mucke, Emile Noel</i>)	Organic certification of salt: an overview of the issues arising from the new organic regulation (<i>Olivier Catrou, INAO</i>)
Cosmetic Innovations Forum Booth P31		Solid in all its states (<i>Laboratoire Gravier</i>)	2021 new products: 100% healthy and zero waste (<i>Florian Thebaud, Joumi-Provence</i>)
Dietary Supplements Forum Booth C50	Organic dietary supplements: at a regulatory crossroads (<i>Synadiet</i>)	11:30AM The organic dietary supplement market (<i>Bioanalytics</i>)	



Programme last updated on July 28th, subject to change.
Flash this QR-Code to access the updated programme.

1:00 PM

2:00 PM

3:00 PM

4:00 PM

5:00 PM

Communicating effectively on brand commitments at a time when everything is "organic, good, healthy."
(Élodie Dupré, Greenstory)

How the world of the future will be more organic - perception, consumption, production
(Laure Verdeau, Agence BIO)

Presentation of Natexpo Awards

1:30PM
Mass retail: four major trends for 2022-2025
(Sauveur Fernandez, Econovateur)

2:30PM
Organic market trends
(Bernard Ollié and Adrien Weitzman, Agence Good)

3:30PM
Loose goods selling market trends
(Célia Rennesson and Chloé Liard, Réseau Vrac)

4:30PM
The organic consumer and digital tech/cross-channel
(François Labbaye, Bio Développement)

5:30PM
Vision: from producer-manufacturer channels to circular slow channels of the 21st-century
(Sauveur Fernandez, Econovateur)

Structuring a high quality European organic supply chain: the example of fresh fruit and vegetables
(Alexandra Farnos, Alexandra-Farnos.bio)

Are food processing and organic principles still compatible in the eyes of consumers?
(Ida Fartsis, ITAB)

Towards a re-shoring of added nutritional value organic raw materials and ingredients
(Émilie Chanséaume-Bussière, NutriFizz and Emmanuel Brehier, Hari&Co)

The 2025 review clause, a regulatory pirouette before imposing thresholds for pesticides in organic?
(Bernard Lignon, Synabio)

Pre-biotics and sensitive and reactive skin
(Charlène Devaud, Centifolia)

Japanese "super-ingredients"
(Alexandra Polya, Bijin)

Everything around hemp oil
(Maud Siegel, ASCA - L'esperluète)

Discover LAO products
(Lisa Schino, LAO)
4:30PM
COSMOS V4: outlook and developments for 2022. What impact on certification?
(Cosmécert, Ecocert and Cosmèbio)

2:30PM
Apitherapy: the benefits of bee products
(Laboratoires Super Diet)

3:30PM
The dietary supplement trends
(Nutrikéo)

4:30PM
Regulation of claims: on a pack, in an advert, in-store, what are we allowed to say about products?
(Élodie Veyret, Synadiet)

SCHEDULE

SUNDAY 24 OCTOBER 2021

	10:00 AM	11:00 AM	12:00 AM
Innovation Forum Booth P91		<p>Educating, raising awareness and guiding consumers thanks to positive impact communications <i>(Marion Fries, Gaëlle Beaune and Stéphanie Pointreau, Réseau RaSines)</i></p>	
Import/Export Office Booth E90		<p>Presentation of the organic food market in Ukraine and strategic recommendations to enter the market <i>(Olexandra Hereliouk, Business France)</i></p>	
Agora Booth C110		<p>Bio Sud Ouest France, a tool for the structuring of fair trade organic markets for operators in the South-West. <i>(Flavie Tiret, Interbio Nouvelle Aquitaine)</i></p>	<p>Is the protection of biodiversity playing out on our plates? <i>(Amandine Rachenne and Foucauld Droulers, Ecotone, Mathilde Gsell, Synabio and Christelle Garnier, Cocebi)</i></p>
FEEF Talks Conference Room			
Lab pitches Booth J61		<p>Introduction and presentation of Le Lab</p> <p>11:30AM Innovative offerings for eco-design and CSR policies <i>(A demain, Bio'm Paris, Sorewards)</i></p>	



Programme last updated on July 28th,
subject to change.
Flash this QR-Code to access the
updated programme.

1:00 PM

**Round table - Raw food:
the new star in organic
food sections?**

(Virgile Auffrey, Version Crue)

2:00 PM

**Round table - DNVB
(Digital Native Vertical
Brand) or brand launch
on Internet: a winning
model to launch a brand
on the organic network**
*(Simon Le Fur, Aventure Bio,
Cyril Nèvés, Les Petits Bidons
and Boris Le Goffic, Endro)*

3:00 PM

4:00 PM

5:00 PM

**Is doing away with
plastic the best way
of bringing an end to
waste?**

*(Nicolas Soubelet, Squiz -
Fillgood - Ma Bonne Etoile,
Justine Laurent, Circulab and
Philippe Berthaud, A-Demain)*

**Presentation of
the organic food
market in Czech
Republic and strategic
recommendations to
enter the market**
*(Martina Dundrova, Business
France)*

**Organic brewing sector
in Auvergne-Rhône-
Alpes: structural
organisation and market**
*(Bastien Boissonnier,
Cluster Bio)*

**The "Territoire Bio
Engagé" label, a tool for
your regions!**
*(Stéphanie Thebault,
Initiative Bio Bretagne)*

**The benefits of alkaline
water on health and the
planet**
(Juan Carlos Novo, Alkanatur)

**30 years of the
European organic
regulation: results
and future of organic
certification**
*(Michel Reynaud and Philippe
Thomazo, Ecocert)*

**Innovations in loose
goods selling**
*(Webulk, Mayam by vracoop,
Smart Vrac, Moulin Malin, Bric
à vrac, Mywah)*

**3:30PM
Anti-waste and
upcycling solutions**
*(Smartway, Cocomiette,
Ramen tes drêches, Green
Griot, Green Mamma)*

SCHEDULE

MONDAY 25 OCTOBER 2021

	10:00 AM	11:00 AM	12:00 AM
Natexbio / La Maison de la Bio Forum Booth K32	Digital tech, a growth lever for your organic firm (<i>Tancrede du Réau and Dalla Da Silva, Agence Open Digital</i>)	Requirements of organic in agriculture (<i>Forébio</i>)	Exhibition inauguration
Organic Trends Forum Booth R111	Organic market trends (<i>Bernard Ollié and Adrien Weitzman, Agence Good</i>)	Regulatory developments (<i>Lucia Pereira, Réseau Vrac</i>)	Organic shops in France faced with the challenge of packaging (<i>Burkhard Schaefer, Ecozept</i>)
Organic Ingredients Forum Booth R41	From ingredient to end product: rethinking innovation with stand-out organic ingredients (<i>Gaëlle Frémont, Ingrébio</i>)	What if eating chocolate preserved tropical forests? (<i>Hanna EL Messaoudi, Biopartenaire, Sebastien Balmisse, Kaoka and Claire Dimier-Vallet, Synabio</i>)	New regulation and third-party countries: what changes to production stage in third-party countries? (<i>Bettina Balmer, Aka Zebra and Michel Reynaud, Ecocert - IFOAM Organics Europe</i>)
Cosmetic Innovations Forum Booth P31	The benefits of snail therapy (<i>Fabrice Pierron, Mademoiselle Agathe</i>)	In & out beauty (<i>Marie-Pascale Ballet, Naadam Nature</i>) 11:30AM Cosmetics outlook to 2025 (<i>Nicolas Bertrand, Lauriane Lubert and Caroline Girard, Cosmebio & Cluster Bio Auvergne Rhône-Alpes</i>)	DNVB: launch your range of solid care products (<i>Simone Jeanne-Sizun, Savonnerie du Nouveau Monde</i>)
Dietary Supplements Forum Booth C50	Deciphering the labelling of a dietary supplement (<i>Elodie Veyret, Synadiet</i>)	The right reflexes to adopt when being inspected by the French authorities (DDPP) (<i>Maitre Flavien Meunier, LEXCAP</i>)	



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Flash this QR-Code to access the updated programme.

1:00 PM

2:00 PM

3:00 PM

4:00 PM

5:00 PM

Communicating effectively on brand commitments at a time when everything is "organic, good, healthy."
(Elodie Dupré, Greenstory)

Innovation in the organic sector
(François Labbaye, Bio Développement)

The resilience of organic supply chains
(Forébio)

Fair-trade and retail: Biopartenaire and Synadis Bio, an ambitious partnership
(Delphine Meron, Synadis Bio and Claire Touret, Biopartenaire)

Organic++: organic faced with the rise of new society goals: what consequences?
(Sauveur Fernandez, Econovateur)

The organic consumer and innovation
(François Labbaye, Bio Développement)

Belgium: two speed organic?
(Mélanie Login, Sales4Bio)

The organic market in Germany
(Burkhard Schaer, Ecozept)

Organic market trends
(Bernard Ollié and Adrien Weltzman, Agence Good)

2:30AM
Vision: from producer-manufacturer channels to circular slow channels of the 21st-century
(Sauveur Fernandez, Econovateur)

5:30PM
Post-Covid organic sector: keys to meeting expectations
(Sauveur Fernandez, Econovateur)

Structuring a high quality European organic supply chain: the example of fresh fruit and vegetables
(Alexandra Farnos, Alexandra-Farnos.bio)

The formulation of organic processed food in view of the new regulation on farm and non-farm ingredients
(Paul Van Dooren, Adrianor - RMT Actia TransfoBio)

Developing products from upcycled ingredients for a sustainable nutrition goal
(Emilie Dalle, Nutrifizz - Dominique Sylvain, Hubcycle)

Organic cleaning products: changes to annexes VII to IV?
(Bernard Lignon, Synabio)

5-in-1 BB Creams: new products
(Guillaume Cayuela, Florame)

Incredible cosmetics
(Delphine Biette, La Fabrique de la Presqu'île)

What alternatives to plastic in organic cosmetics?
(Magali Hérisson, Alphanova Santé)

Beegan factory manufacturing eco-facility
(Jessie Quantinet, Ballot Flurin)

Allergies and cosmetics
(Gwendoline Bressand, Laboratoire In Gratia Herbarum)

2:30PM
The cranberry consumption in France
(Harris Interactive)

3:30PM
Science news: what outlook for dietary supplements?
(Nutraveris)

4:30PM
Naturopathy: a growing interest in natural and organic health
(Laboratoires Super Diet)

SCHEDULE

MONDAY 25 OCTOBER 2021

	10:00 AM	11:00 AM	12:00 AM
Innovation Forum Booth P91		Green retail innovations in 2020-2021 (<i>Emilie Baron, Missions MMM</i>)	Artificial intelligence working for a high-performance and climate change resilient organic food processing industry (<i>Aurélien Verleyen, Dataswati</i>)
Import/Export Office Booth E90		Presentation of the organic food market in Poland and strategic recommendations to enter the market (<i>Joanna Galej, Business France</i>)	
Agora Booth C110	Study on food waste : how to align consumer and retailer expectations (<i>Mike Hadjadj, iloveretail.fr</i> and <i>Paul-Adrien Menez, Smartway</i>)	Round table - Responsible fisheries? What criteria? What guarantees? (<i>Jean-François Feillet, Phare d'Eckmühl, Elizabeth Vallet, Ethic Ocean, François Chartier, Greenpeace</i> and <i>Béatrice Feutré, Maison Chancerelle</i>)	Fair trade, a genuine lever for responsible supply chains and to tangibly contribute to SDGs (<i>Laurent Lefebvre, Ecocert, with testimonies of Fair for Life labeled companies</i>)
FEEF Talks Conference Room		Organic in danger? Comparing views with Carrefour (<i>Benoit Soury, Carrefour and Oliver Collet, FEEF</i>)	
Lab pitches Booth J61	10:30AM Eco-packaging and deposit return solutions (<i>Little Pots, Tipa, Mizenboite, Alterosac, Lao Care</i>)		



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1:00 PM

Ultra-processing: the impact of a wake-up call on tomorrow's organic food

(Sylvain Zaffaroni, Pour Nourrir demain, Aris Christodoulou, Siga, Sébastien Loctin, Biofuture and Camille Azoulai, Funky Veggie)

2:00 PM

Food industry - what new tools and methods can be used to support a low carbon strategy?

(Fanny Pennet, Réseau RaSines)

3:00 PM

Redesigning the private-label relation to improve points of sale and product merchandising

(Alexandre Cadennes, Ecotone-Danival and Claire Touret, Biopartenaire)

4:00 PM

How the Food Waste Management System helps retailers increase their margins and make money from recovery channels - Case study

(Paul Adrien Menez, Smartway)

5:00 PM

Anticipating upcoming organic trends

(Pascale Brousse, Trend Sourcing)

Austria, the organic country: a success story

(Sabine Douchaina, Advantage Austria Paris and Barbara Köcher Schulz, Agrarmarkt Austria Marketing GesmbH)

Presentation of the organic food market in Romania and strategic recommendations to enter the market

(Roxana Puscasu, Business France)

The organic market in Spain: trends and opportunities for French companies

(Christelle Guillemot, CCI France Espagne)

The role of manufacturers in supporting supply chains: testimony from Huilerie Moog, a partner of flax cropping in Occitania.

(Judith Moog, Huilerie Moog - Bio Planète)

Brittany milling vertical: from research to the end product

(Stéphanie Thebault, Initiative Bio Bretagne)

Round table - Plants at the centre of French expectations: buckwheat, a plant on our plates and in our fields.

(Jean-François Mallet, Ethnologist, chef and culinary photographer, Pascal Guérin, GIEE Sarrasin Bio Bourgogne and Nicolas Crabot, Atelier Sarrasin)

Round table - How to produce organic better? Tools and thoughts across the value chain.

(Cyril Bertrand, CRIT Agroalimentaire PACA and RMT Actia TransfoBio, Marc Montluçon, FRDP, Sébastien Chatelain, JM Confiturerie Chatelain and Véronique Sendra, Agrosourcing)

2:30PM

Organic and responsible procurement in collective catering

(Florent Moulis, Sodexo, Jean-Philippe Thevenet, Sodexo and Carole Cazaban, FEEF)

1:30PM

Everyday use eco-products: zero-waste consumption

(Angie be green, Zero officiel, Cap bamboo, Happy Turtle straw, Wash)

Eco-products for natural consumption and growing

(Alkanatur, Maïka Ko, Jardinat, Mon amie Hakko, Solar Brother, Les Verts Moutons)

SCHEDULE

TUESDAY 26 OCTOBER 2021

	10:00 AM	11:00 AM	12:00 AM
Natexbio / La Maison de la Bio Forum Booth K32	Understanding and protecting biodiversity in organic value chains (<i>Mathilde Gsell and Anna Kolf, Synabio, with testimony from BBCIE</i>)	Digital tech, a growth lever for your organic firm (<i>Tancrede du Réau and Dalia Da Silva, Agence Open Digital</i>)	La Maison de la Bio, missions, goals, resources (<i>Lucie Tamet, La Maison de la Bio, with testimony from a member</i>)
Organic Trends Forum Booth R111	The organic consumer and digital tech/cross-channel (<i>François Labbaye, Bio Développement</i>) 10:30 AM Belgium: two speed organic? (<i>Mélanie Login, Sales4Bio</i>)	11:30 AM Organic market trends (<i>Bernard Ollié and Adrien Weitzman, Agence Good</i>)	Post-Covid organic sector: keys to meeting expectations (<i>Sauveur Fernandez, Econovateur</i>)
Organic Ingredients Forum Booth R41	From ingredient to end product: rethinking innovation with stand-out organic ingredients (<i>Gaëlle Frémont, Ingrébio</i>)	Direct sourcing from producers in southern countries: what conditions, what advantages? (<i>Anaïs Chotard, AVSF</i>)	New regulation and third-party countries: what new inspection arrangements? (<i>Bettina Balmer, Aka Zebra and Antoine Faure, Ecocert - EOCC</i>)
Cosmetic Innovations Forum Booth P31	Specific care products for perfect maternity (<i>Claire Morlot, Néobulle</i>)	Organic certified and sulphate free solid shampoo (<i>Cyprien Bruel, Bélice</i>)	Organic snail slime, natural beauty (<i>Sébastien Royer, Royer Cosmétique</i>)
Dietary Supplements Forum Booth C50	Using plants in dietary supplements (<i>Christophe Ripoll, Synadiet - Natinov - Phytolia</i>)	Hemp, coming soon to dietary supplements? (<i>Professional Hemp Union</i>)	



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1:00 PM

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5:00 PM

**Eco-designed websites:
the next challenge of
eco-aware brands**
(*Baptiste Cayol, Agence
Buddy Buddy*)

**How the world of the
future will be more
organic - perception,
consumption,
production**
(*Dorian Flechet, Agence BIO*)

**Loose goods selling
market trends**
(*Célia Rennesson and Chloé
Liard, Réseau Vrac*)

**Mass retail: four major
trends for 2022-2025**
(*Sauveur Fernandez,
Econovateur*)

3:30 PM
Organic market trends
(*Bernard Ollié and Adrien
Weitzman, Agence Good*)

**Organic++: organic
faced with the rise of
new society goals: what
consequences?**
(*Sauveur Fernandez,
Econovateur*)

2:30 PM
**Organic shops in France
faced with the challenge
of packaging**
(*Burkhard Schaer, Ecozept*)

**EGALIM, EGALIM 2...
What organic verticals
do we want?**
(*Claire Dimier-Vallet, Synabio
and Marc Barré, Biojournal
and Synabio*)

**Organic manufacturing
process multi-criteria
assessment framework:
case study of ProOrg**
(*Rodolphe Vidal, ITAB - RMT
Actia TransfoBio*)

**Fermented food: what
nutritional and health
benefits?**
(*Céline Gryson, NutriFizz
and Jérôme Bucamp, Kyo
Kombucha*)

**Customisable, refillable
cosmetics and eco-box**
(*David Reccole, Dyp
Cosmethic*)

**Why invest in research
into a surfactant for
solid cosmetics?**
(*Laetitia Van de Walle,
Lamazuna*)

**White tea in cosmetics
with Léonia Paris**
(*Eva Corfmat, Léonia
Cosmétiques*)

**Transparency towards
consumers: the
guarantees provided by
COSMOS certification
and Cosmébio labelling.**
(*Cosmécert, Ecocert and
Cosmébio*)

2:30 PM
**Essential oils:
precautions to be taken
for their safe use**
(*Elodie Veyret, Synadiet*)

SCHEDULE

TUESDAY 26 OCTOBER 2021

	10:00 AM	11:00 AM	12:00 AM
Innovation Forum Booth P91	Round table - Reuse: how to meet consumer expectations (<i>Emmanuel Auberger, Uzaje, Romain Launay, Kea & Partners, Alix Renaud, Triballat and Philippe Reutenauer, Léa Nature</i>)	Educating, raising awareness and guiding consumers thanks to positive impact communications (<i>Marion Fries, Gaëlle Beaune and Stéphanie Pointreau, Réseau RaSines</i>)	Round table - Upstream supply chain, circular management, regional actions: how loose could selling must reinvent itself to more efficiently reduce waste (<i>Hugues Pelletier, Petrel and Sophie Ozdzinski, Webulk</i>)
Import/Export Office Booth E90		Consumers' vision in France and Europe (<i>François Labbaye, Bio Développement</i>)	
Agora Booth C110		2021 survey: wording that increases purchasing intentions on organic products (<i>Marithé Castaing and Adrien Petit, Cluster Bio</i>)	Round table - Territorial diversity and complementarity, a lever for export in Grand Est! (<i>Isabelle Heumann, Heumann company</i>)
FEEF Talks Conference Room		Packaging and product information: A new dialogue between SMEs and retail brands (<i>Angel Rodriguez, Bioplants, Stéphane Debeunne, France Cake Tradition, Sophie Bonnet, Intermarché and Isabelle Frappat, FEEF</i>)	
Lab Pitches Booth J61	10:30 AM Everyday use eco-products: hygiene and care products (<i>Last Object, Ears 360, Pimpant, Paos, Merlin prêt à frotter, Popee, Danika, Clever beauty, Beauty Mix</i>)		



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1:00 PM

Foundation shareholders: a new model of governance for the common good in companies

(Alexis Nollet, Uiteria)

2:00 PM

Artificial intelligence working for a high-performance and climate change resilient organic food processing industry

(Aurélien Verleyen, Dataswati)

3:00 PM

Round table - From the creation of a product to its distribution: placing the circular economy at the heart of new processes.

(KissKissBankBank)

4:00 PM

5:00 PM

Austria, the organic country: a success story

(Sabine Douchaina, Advantage Austria Paris and Barbara Köcher Schulz, Agrarmarkt Austria Marketing GesmbH)

Round table - Organic and responsible catering, how to engage with and mobilise its players?

(Lionel Goumy, Biocoop)

Round table - Responsible fisheries? What criteria? What guarantees?

(Jean-François Feillet, Phare d'Eckmühl, Elizabeth Vallet, Ethic Ocean, François Chartier, Greenpeace and Béatrice Feutré, Maison Chancerelle)

3:30 PM
Presentation of Le Lab finalists in each category

Presentation of trophy to 2021 winner

Organic news explained by experts

Throughout the show, more than 150 conferences are organized to decipher the latest organic trends and news in France and around the world. On more than 10 Forums, experts will give their insight.

Pre-qualified business meetings

NATEXPO provides visitors and exhibitors with a pre-qualified Business Meetings service, targeted according to their needs. They can be carried out during the show, on the stands or by videoconference. More than 2,000 meetings are planned, i.e. + 67% vs. 2019

Natexbio / La Maison de la Bio Forum

News from the organic sector

CSR, biodiversity, innovation, digital, resilience of organic sectors...

Through mini conferences organized by NATEXBIO, the federation of organic processors and distributors, this forum provides an update on the organic market and its potential.

In addition, during these 3 days of the fair, visitors will also have the opportunity to get to know the 3 winners of the Natexbio Challenge 2021.



Organic Trends Forum

An area to discuss with business experts

The Organic Trends Forum, organized in partnership with BioLinéaires, presents a program of mini-conferences and debates, based on discussions between professionals. Among the topics covered in 2021: post-covid consumption trends, evolution of distribution, update on sectors, new societal trends, packaging challenge, regulatory advances in losing goods, focus on Belgium and Germany...



Cosmetics Innovations Forum

Well-being and beauty in the spotlight!

The Cosmetics Innovations Forum is an area that offers events organized around cosmetic innovations in partnership with Cosmébio. Alternatives to plastic, cosmetic prospects for 2025, certification update, presentation of new brands and innovative products, are some of the themes of this year.



Dietary Supplements Forum

To know everything about the sector

Organized in partnership with Synadiet, this space is dedicated to advice, training and product discovery to keep up to date with the latest trends in the food supplement sector. About fifteen mini conferences are planned.



Organic Ingredients Forum des Ingrédients Bio

Securing supplies

At the center of the Ingredients sector, the Organic Ingredients Forum organized in partnership with IngréBio will develop the main challenges upstream of the organic sector: differentiating organic ingredients, structuring of sectors, changes in regulations, trendy foods, upcycling, imports, etc.

Import/Export Office

The Import / Export Office hosts a series of conferences held by Business France country experts to help professionals get a better grasp on trends, specificities and “dos and don’ts” to penetrate their local markets. The program includes focus on Ukraine, Poland, Romania and the Czech Republic.

FEEF Talks

On Monday 25th and Tuesday 26th, the FEEF will hold 3 conferences about brand strategy, organic catering in collective catering, eco-design of packaging and product information.

Lab Pitches

The Lab is an exhibition and pitch area dedicated to young companies that excel in the circular economy and technological eco-innovation. The young companies exhibiting there present, during a pitch program, their products and innovative solutions in a few minutes.

Innovation Forum

The Innovation Forum provides tracks for building the business of tomorrow, through round tables and conferences all based on innovation: responsible communication, Digital Native Vertical Brands, retail innovation, artificial intelligence, ultratransformation ...

Agora

The Agora is a space which offers a platform to experts who will give an update on the latest organic news. Local sectors and responsible catering are some of the themes that are discussed. Ecocert is also holding a conference to take stock and prepare for the future of organic certification on the occasion of its 30th anniversary

New Products Gallery: all the new products at a glance

The organic sector is keener on innovation and the New Products Gallery does reflect this. The New Products Gallery is a strategically important zone where visitors will have an exclusive preview of the innovative products presented by exhibitors. In 2021 more 200 products will be exhibited, a record!



PROGRAMME

OF THE 3 DAYS



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NATEXPO TREASURES

AREAS DEDICATED TO INNOVATIVE COMPANIES



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THE BIG SPLASH (NEW)

The Big Splash is NATEXPO's latest exhibiting option, invented in the aim of helping small businesses grow in the exhibition and on the organic market!

It gives companies, which are still young but growing strongly, the opportunity to benefit from a fitted stand. In fact, in addition to spaces dedicated to promising small businesses such as the Incubator, the Cosmetics Village or the Lab, this new initiative specific to the show will support businesses that still need support to take off. 60 companies are benefiting from it this year.

THE ORGANIC INCUBATOR

The Organic Incubator is a space dedicated to very small businesses from the organic sector. It serves as a springboard for small firms, helping them to exhibit at NATEXPO through preferential stand prices. This business incubator is designed to support small firms which are the very essence of the organic sector.

THE COSMETICS VILLAGE

The Cosmetics Village is an area bringing together stands and special events held around innovation in cosmetics. Accommodating small firms offering creating and innovative cosmetics ranges, this village acts as a gateway to the market for them thanks to specially adjusted exhibiting rates

THE LAB

Created in 2018, Le Lab welcomes young companies from the circular economy and technological eco-innovations sector. This year, the Lab is joining the new "Eco-Products Eco-Services" sector as an incubator for young innovative companies that have made eco-responsibility the genesis of their project. Nearly 50 companies are present. They all participate in the pitch program during the 3 days of the show, in order to present their innovative solution or product to visitors in a few minutes. A jury of experts has gathered in advance to choose a winner who will win his participation in NATEXPO 2022.

THE FOODTECH PAVILION (NEW)

This year, NATEXPO is hosting the FoodTech Village: a unique space dedicated to young companies from the FoodTech Community. Its mission is to promote and support the emergence and development of innovative solutions, from pitchfork to table fork, by building bridges between start-ups and other sector players reflecting the diversity of our regions and communities. The FoodTech Village brings together 12 companies carrying innovative digital, technological and entrepreneurial initiatives related to organic food.



DECIPHERING

NATEXPO 2021 TRENDS BOOK



© Sébastien Carayon



THE NEW ORGANIC TRENDS

PASCALE BROUSSE, TREND SOURCING, DECIPHER FOR NATEXPO THE 2021 KEY TRENDS

The new normal

Society and the planet were transformed during the pandemic, with a search for meaning pervading our lives.

During this unprecedented period, our relationship to the world, nature, work and home changed. For some, such as people who decided to change where they live or work, this change was definitive. The very notion of normality raises questions. Most people are waiting to get back to “normal”, while others are hoping for profound changes in society. A quarter of French people believe, however, that life will never return to normal¹. But this weariness that has taken over the French seems to be gradually disappearing as we come out of the ‘crisis’ and places start to reopen. Will we see a return to our previous lives? Maybe just on the surface.

The Covid-19 pandemic and successive lockdowns have changed our priorities, but without changing their essence. At the height of the crisis, French people put the epidemic at the top of their concerns (76%), followed by the health system (42%) and global warming (33%)².

The two movements shaping society, which are the quest for good health and ecology, are still very much alive, and these are the driving forces of the organic sector.

In this paradigm, certain trends came to a halt, while others made progress. Although concerns regarding plastic temporarily decreased, surpassed by those for safety, the organic sector continues to advocate zero-waste (and therefore almost zero plastic). Homemade recipes, fresh, organic and local foods have gained in popularity like never before. Home deliveries rocketed, but there is no such thing as all-round virtuous behaviour.

Ultimately, this pandemic will have highlighted the need to return to a certain food sovereignty in towns and the countryside. Another positive factor is the need to be better connected to others and to nature, giving rise to solidarity, empathy and awareness that could be the foundations of a new society.

Yes, this crisis has created another and possible normality: the ecological self, sharing and preservation of living beings.



MACRO-TREND No1

COVID-19, A NEW ECOLOGICAL SELF

TREND No1: COVID CARE

Before the pandemic, naturalness and sustainability were the order of the day, unconditionally. These underlying movements are still present, but for some, the primary need for individual safety has taken precedence.

Faced with an environment perceived as worrying, with contacts deemed infectious, new reflexes and (barrier) gestures have developed. Our relationship with the world, ourselves and others is being reinvented, and this way of life looks to be here for the long-term, at least until a vast majority of the French population has been vaccinated.

We are therefore witnessing the 'Covid-Care' era, with high demand for disinfection, in which even fragrance brands are launching hand sanitizer gels pleasantly scented with oud, bergamot, etc.

The widespread return of hygiene has led to the emergence of consistently effective and ecological solutions in the organic sector, to provide reassurance and convey values and lifestyles.

Proof in products:

- 100% plant-based hand disinfectant by **Sonett**
- 4-in-1 disinfectant spray, eliminates 99.99% of bacteria and enveloped viruses with virucidal, bactericidal, yeasticidal and fungicidal action, by **Mutyne**
- Colloidal silver spray, an external and powerful antimicrobial which eliminates over 650 species of microbes, viruses, bacteria, parasites, moulds and fungi, by **Vibraforce Laboratoire**



TREND No2: MY IMMUNITY FIRST

The obsession with being healthy is a groundswell which has intensified with the pandemic. The quest for good health has joined up with the search for immunity, as it has become the best natural defence, a sort of complementary protection to barrier gestures.

While boosting immunity is always a promise inherent in food supplements, it is now redefining food and gastronomic products.

Proof in products:

- Immunité, a food supplement that boosts the body's resistance, as well as the airways, by **Nature SAS**
- Apivital syrup to boost the immune system, by **Vibraforce Laboratoire**

- Turmeric almond milk combining the virtues of turmeric, known for its anti-inflammatory properties and immune support with the sweetness of almond milk, by **La Mandorle**
- Black garlic caviar, a gastronomic product that stimulates the immune system and prevents cell ageing, by **Iswari-Samadhi**



TREND No3: THE STRENGTH OF MY MICROBIOTA

Consumers now have better understanding of the concept of gut microbiota and are taking it into account, especially since a scientific link with individual immunity was established. The trend for products with microbiotic valence has continued its rise, moving ahead of lactic ferments in yoghurt and enriching sparkling drinks, juices, smoothies and even nutrition bars.

Good bacteria, i.e. pre-, pro- and post-biotics, have become real partners to strengthen the microbiota.

Proof in products:

- Olibar, the olive bar that provides polyphenols and plant proteins and helps to balance the microbiome, by **Ecoprolive**
- Pur'Biotic, first organic sparkling juice combining raw Aloe Vera and ferments, boosts gut microbiota, by **Ciel d'Azur Labs**
- Tomato and Celery Stock, a healthy drink (reduced salt, cleansing, maintains the microbiota), by **Cossu**
- Sheep milk kefir, rich in micro-organisms that are beneficial for digestion and for boosting the immune system, by **Gaborit**
- Nutritional Matcha Smoothie which helps boost immunity and improves digestion thanks to probiotics, by **Health Link**



GASTRONOMIC COUNTER-CULTURES

TREND No4: THE COMEBACK OF THE APERITIF

With bars, restaurants and terraces shut for many months, the pandemic presented the opportunity to rethink convivial moments and taste.

The aperitif became the definitive pleasurable interlude in this period of lockdown.

In 2020, savory appetizers saw a 5.6% rise compared with 2019, and 'seeds' (peanuts, cashew nuts, etc.) enjoyed the best growth.

Virtual aperitifs during lockdowns/curfews and meals mixing up lunch and dinner gave rhythm to and reinvented the daily lives of families forced to cook three times a day, seven days a week. This creativity around the pre-dinner moment has given rise to new taste combinations for sauces, dips and spread, along with the reinvention of drinks to retain the fun of the celebration but without collective inebriation.

Proof in products:

- Vegetable and rice crisps, Sriracha flavour, by **Jil Food**
- Spreadable cashew peanut curry, by **Go Nuts**
- Split pea and tarragon spread, by **Les Délices de l'Ogresse**
- Avocado-free Ga-Ka-Mole, by **SAS Intelligence Culinaire**
- Pepper and Paprika Skyr Apero, the first Nutriscore A spread, by **Puffy's**
- Djin Nature Passion, by **Djin Spirits**
- Grape bubbles, pure grape juice with fine bubbles for a festive air, from Chardonnay grape varieties, by **Vitamont Carte Nature**
- Spritz cocktail base, by **Terroirs Distillers**



TREND No5: A NEW FORM OF GASTRONOMY

As we have been deprived of journeys, going out, dining in town, etc., our plates have become unlimited horizons. This has led to an even more massive craze for cooking, which is set to last.

In 2021, nearly one household in five cooks more often with ready-prepared ingredients, and more than one in three cooks 100% home-made dishes more often. Baking is also doing well, with 40% of households stating they bake more often than before the pandemic. A large majority intends to continue, with 61% sure they will keep these same habits, and 29% wanting to cook at home more often.

Organic brands have opened up the barriers to concoct new and surprising recipes with healthy and original solutions.

It's a way of bringing refreshing surprises into a universe reduced to one's living area, and exotic new tastes without having to leave one's lounge.

Proof in products:

- Les Toquettes by **Carreleon**, 100% natural cook-ready diced vegetables
- Organic Volcano Rebel, by **Käserebellen GmbH**
- Jackfruit, chickpea and paprika crumble, by **Bonneterre**
- Spreadable nut-free granola made with oats and flax and sunflower seeds, by **Nü Morning**
- Hummus and cocoa protein-rich spread, without oils or thickeners, by **Delikatesse**
- 70% cocoa and bergamot crystal bar, by **Maison Bonange**
- Black garlic beer, by **L'étuverie**
- Responsibly-caught tuna flakes marinated in algae and organic flax seeds, by **Phare d'Eckmühl**
- Granola boosted with cricket powder, plain or with paprika, by **Kriket**
- Gluten-free green banana flour, by **Relais Vert**
- Tapi Dream tapioca syrup, by **Vegablum**
- Date powder, a healthy alternative to powdered sugar, by **Agro Sourcing**
- My first spice mix, suitable for babies and supporting parents in their children's nutritional education and taste development, by **Sienna & Friends**



TRENDE No6: VERY VEGAN

In 2040, 60% of meat consumed will be artificial or plant based. The plant-based food market in France rose by 10% in one year, to €.

Veganism, part of the food transition, is revolutionising society and perhaps even humanity because some people, such as Glenn Albrecht, a philosopher of ecology, believe that we are going to tip from “the Anthropocene” to the “Symbiocene”, an era in which humans will stop trying to dominate their environment to live in harmony with it.

In the meantime, in a world becoming increasingly aware of the need to reduce its ecological impact and cruelties, the options for transition are multiplying as newcomers join this growth paradise. The plant-based food market in France rose by 10% in one year, to reach 497 million euros. In addition, the Plant Protein Plan is a key measure of the agricultural section of the recovery plan, with a budget of 120 million euros. Globally, the segment should reach 15 billion euros in 2025.

All supermarket food categories – cheeses, gastronomy, barbecues and ready-made recipes and dishes – are being and will continue to be reinvented.

Proof in products:

- Vegan bacon, by **Biolab**
- Ya Plant-based Chocolate Mousse, with YA fermented rice and Aquafaba, by **Biogroupe**
- Embrasse la vie, the first preparation of ferments (patented), to make home-made plant-based yoghurts using commercial plant-based drinks by **Brin de Foli**
- Vegan keftas, by **Nutrition et Santé**
- Tapi Dream, a plant alternative to honey, by **Vegablum**
- Wheaty Tex Mex Burger, with seitan, a wheat protein, by **Wheaty**
- Beef-flavour vegetable stock, by **Ecoidées**
- Crunchy Peas Hummus Classic, by **Landgarten**
- Minced chickpea, dried tomato, basil, thyme and rosemary and Minced red lentil, coconut, tomato and citronella, by **L'Atelier V**
- Complete vegetable protein, made 70% of pea and rice proteins, by **Overstims**
- Tempeh d'Okara, a 100% vegetable product made from fermented soya and with a unique texture and mushroom flavour, by **Sojami**



NEW FORMS OF NATURAL

TREND No7: 'OILDORADO'

The list of oils on the market is constantly growing, offering a multitude of vegetable options as an alternative to butter. Predictions are even announcing a global slow-down in the top-ranking olive oil market, with global production stagnating at 3.19 million tons and a slight drop in consumption (-1.5%). Instead, we will see the emergence of new forms of liquid gold, from camelina, hemp or chia seed.

This is an Eldorado, or rather an "oildorado" as the repertoire of seeds and oilseeds is vast.

Proof in products:

- Virgin camelina oil, by **Corab Cooperative**
- Virgin camelina oil, by **Huileries Cauvin**
- Chia oil, by **Vit'all+**
- Olyphenol oil, from early harvested green olives, by **Bio Planète**



TREND No8: THE CONSECRATION OF HEMP

While hemp and CBD (or cannabidiol, the non-psychoactive molecule of cannabis) have been big on the other side of the Atlantic for many years, both in food and in cosmetics, France has had a more cautious approach. As the second global producer, with around 8,000 hectares grown (mainly for industrial use, France will soon be authorising the use of French hemp extracts, in particular cannabidiol, in finished products (Note: France banned extraction and products already on sale contain CBD of foreign origin).

Hemp is emerging in bathrooms and kitchens, in shampoo, breakfast products and even spreads. This ingredient is guaranteed not to make you feel high, but relaxed!

Proof in products:

- Toasted hemp oil, by **Les Chanvres de l'Atlantique**
- Omega 3 & 6 capsules based on hemp seed oil, by **Les Chanvres de l'Atlantique**
- Kinanja spread with 42% hemp, by **Aromandise**
- Hemp twist, by **Bioence-Lazzaretti**
- Eveil du Bouddha, extra protein, peanut & banana, made with white hemp protein by **Iswari-Samadhi**
- Hemp shampoo, by **Lao**
- Matin d'été hair conditioner bar with plant butters and hemp oil, by **Belice**



MODERN AND MINIMALIST

TREND No9: THE RISE OF UNPACKAGED GOODS

In 2020 and 2021, the pandemic slowed down the growth of unpackaged goods as these areas were closed in supermarkets and consumers opted instead for click & collect solutions.

However, at the start of 2020, minimising packaging had been the No. 1 resolution of French people. This concern is expected to return to the fore in parallel with protecting the planet. In 2030, France should be making it compulsory for shops with an area of over 400m² to offer a certain amount of unpackaged goods: at least 20% of their consumer product sales space, or a system with equivalent effect expressed in number of items or proportion of turnover, for the sale of products without primary packaging.

This shopping option combines ecology and savings. Indeed, for 37% of French people, buying loose goods allows them to purchase just the right amount, while 22% choose this method to reduce packaging waste.

In a similar vein, the hygiene and cosmetics universe proposes refill solutions. More than just an additional step in the act of purchase, refilling is becoming an experience.

Another winner of this movement is zero waste packaging: biodegradable, compostable, plastic-free and reusable. This is thanks to new processes and 'low techs' that keep coming out to reduce plastic and waste.

Proof in products:

- Orêka, offering concentrated formulas which are diluted in front of you with a wide range of fragrances, by **Centifolia**
- Bulk It! A hopper optimised for loose sales, by **Sitour**
- Vracomètre, or automated dispensers with weighing at source, are redesigning the experience for shoppers & retailers, by **Smartvrac**
- Ze Jeu, a family game to discover tips and good practices for (almost) zero waste, by **Bioviva Editions**
- La Dozette by **Cozie**
- Refillable multi-purpose stick foundation, by **Zao**
- The first SPF50 sun spray refill, by **Acorelle**
- The plastic-free, compostable and resealable **AdyPack** bag for cosmetic capsules, powders and salts, and spices and herbs
- Jut 59 cool bag, by **Feel-Inde**
- Ecological cool bag, by **Les Mouettes Vertes**
- Offre Zéro: Upcycling Bag in Box programme, by **Jean Bouteille**: "We remove the last piece of waste from the bulk retailer by recovering BIB pouches to give them a second life. We have already started the collection phase to close the loop."



TREND No10: SOLID SUCCESS

The success of solid products is inspiring all segments in the cosmetics industry.

In 2020, supermarket sales of shampoo bars rocketed with growth of 422% in value. Following on from the hygiene sector, these formats are now shaking up the skin care and sun protection segments.

With new methods of application, a reduced footprint (plastic, water and carbon) and no preservatives (no water means no bacteria), this new form has a lot to offer! It is even inspiring household products such as washing-up detergent, with a solid bar rather than a liquid.

Proof in products:

- Organic solid balm, by **Beauty Garden**
- SPF30 sun protection powder, by **LolyBio**
- Velay green clay shampoo bar, by **Cosmetosource**
- Douceur Bio La Corvette shampoo bar, by **Savonnerie du Midi**
- Make-up remover bar, by **Lamazuna**
- Moringa oil solid mineral sun cream, by **Comme Avant**
- Dermatherm Solid Micellar Jelly, by **Laboratoire Gravier**
- Harmonie Verte Organic Hand Washing Bar, by **Laboratoire Gravier**
- Multi-purpose cleaning tablets, by **Anotherway**
- Eye Make-up Remover Bar, by **Autour du Bain**
- Shampoo bar with 18 active plants, by **Le Secret Naturel**
- Ecocert Aloe Vera Dish Soap, by **Savonnerie du Midi**



TREND No11: UPCYCLING IS THE NEW STANDARD

94% of French people report that they are careful of wasting food and half of French people feel guilty when they throw away a product. Even better still, one in two also practice at least five anti-waste gestures on a daily basis, which shows that behaviours are changing. New habits are emerging for the whole family, in order to turn the consumerist system into a circle (i.e. the circular economy), which, if not virtuous, at least has a reduced impact.

In a world veering towards zero waste, upcycling (a particular recycling practice[v]) is becoming a fundamental value for brands and individuals, in particular the young generations. In 2020, 31% of young French people (35% of 18-24-year-olds and 29% of 25-34-year-olds) had already bought one or more upcycled products, compared to 23% of French people as a whole.

Brands are reinventing their formulas and processes to identify, transform and recycle our waste, often real goldmines that would otherwise end up in the bin. Who said that happy sobriety and creativity couldn't go hand-in-hand?

Proof in products:

- Opti'Biote, organic savoury cake mix based on flour made from spent brewers' grain by **Basal Nutrition**
- Anti-waste kit bringing grandma's tips and recipes up to date to avoid throwing things away, by **Save Eat**
- Perlucine, shampoo powder made from white oyster shell, by **Entre Mer et Terre**
- De-oiled hazelnut flour, to use as a plant protein to enrich recipes, made from food industry by-products, by **Les Gourmands Exigeants / Max de Génie**



AWARDS

2021 NATEXPO AWARDS WINNERS



© Sébastien Carayon



2021 NATEXPO AWARDS

THE BEST ORGANIC INNOVATIONS REWARDED

Reflecting the vitality of the organic sector, the NATEXPO Awards have, since 2005, paid tribute to the most innovative, useful, convenient and original products launched over the previous year. This year, more than 330 products – a record! – were entered for consideration by the judges, in 8 categories:

- Fresh products,
- Sweet grocery products,
- Savoury grocery products,
- Beverages,
- Dietary supplements,
- Cosmetics and Personal Hygiene,
- Household and Personal products and services,
- Service and Equipment for Retail and Brands.

A jury of experts

The judges assess the products on the criteria of innovation, consumer benefits and their main performances. The essential organic certification and products' retail prices were also taken into consideration. All the products were tasted or tried out by the judges.

The jury was composed with:

- **Mirabelle BELLOIR** / *Journalist, LSA*
- **Olivier COSTIL** / *Managing Editor, Monde du Bio Gourmet*
- **Noé CHENEVARD** / *Vice-president of CNJE (Juniors Enterprise National Confederation)*
- **Anne DUPUY** / *Eco-friendly and organic fashion specialist*
- **Camille HAREL** / *Journalist, LSA*
- **Angélique HOULBERT** / *Journalist, France 5*
- **Laure JEANDEMANGE** / *Managing Editor, Les Nouvelles Esthétiques*
- **Antoine LEMAIRE** / *Managing Editor, Biolinéaires*
- **Isabelle MARTINET** / *Journalist, France 2*
- **Philippe MILLET** / *Journalist, Actif's Magazine – Nutriform Magazine*
- **Christine RIVRY-FOURNIER** / *Managing Editor, BIOFIL*

The NATEXPO 2021 award area, showcase of the best innovations of the year

At the entrance of the show, visitors will be able to discover the winning products of the NATEXPO 2021 Awards, in a dedicated area. The Prize-giving ceremony will be held on Sunday 24 October at 5 p.m. on the stand of the Natexbio federation (K32).





GOLD AWARD

Bell pepper and paprika Skyr Apéro / PUFFY'S

Skyr Apéro is the first spread with the "Nutriscore A" rating, allowing people to look after their health on social occasions with peace of mind and without making any compromises!

Launch date: 10/20/2020

Market: Women who care about their figure during the apéritif.

Destination area: Europe, France

Price: €3.30 Tax excluded

The Jury's opinion

This dairy specialty between yogurt and fresh cheese won over the jury thanks to its taste and its French manufacture. Skyr's original association with peppers and paprika won over the jury, as did its A rating in the Nutriscore gauge.

A word from the winner: « Puffy's is a company specializing in healthy and gourmet SKYR-based products, all our products are 100% organic, French, nutriscore A and ecoscore A! This year, we released "SKYR apéritifs", the first fat-free and very delicious spreads, for a completely uninhibited apéritif! »

SILVER AWARD

Lemon verbena hydrolat goat's milk yoghurt / LA LEMANCE

Made in Vendée, this original yoghurt combines the delicateness of goat's milk, the subtle tastes of essential oil hydrolat and the powerful tang of lemon coulis.

Launch date: 09/01/2020

Market: Women and Men. Category CSP +, organic enthusiasts

Continents of destination: Europe, France

Price: € 2.79 Tax excluded

The Jury's opinion

Good and balanced, here are the two main qualities retained by the members of the jury. As goat's milk yogurts are still scarce on the market, the jury particularly appreciated the alliance between the authenticity of the creaminess of this milk and the flavors of lemon verbena.

A word from the winner: « La Lémance, an activist and committed to organic for more than 20 years, presents its latest innovative recipe: goat yogurt with lemon verbena hydrosol. Our hydrolate comes from the condensation of water vapor, obtained during the distillation of the plant. This yogurt is a real concentrate of pleasure, thanks to the sweetness of our organic and French goat's milk, the tangy character of Sicilian lemon coulis and the fine and subtle touch of lemon verbena hydrosol from Languedoc. »



SAVOURY GROCERY PRODUCTS



GOLD AWARD

Small mountain trout in sunflower oil and with wild Madagascar pepper / LA TRUITELLE

Both gourmet and eco-friendly, this preserves with wild pepper seasoning offers an original taste experience between the finesse of the flesh, the balance of flavours and a long-lasting taste.

Launch date: 15/12/2020

Market: All public

Continents of destination: Europe, France

Price: € 8.15 Tax excluded

The Jury's opinion

This product caught the Jury's attention because it is the first preserves labeled AB. Made from quality products, combining culinary pleasure and health benefits, this preserve has been considered high-end and has also been popular for its ecological aspect. Indeed, these preserves constitute an alternative to overfishing traditionally used in fish canning.

A word from the winner: « Because gastronomy rhymes with ecology, because we have a passion for innovation, because a product is only good for us if it is both good for health and good for the planet, we have created La Truitelle, the first canned small fish made by hand in France and labeled Organic Agriculture. »

SILVER AWARD

Black garlic caviar / ISWARI-SAMADHI

Black garlic caviar with organic olive oil, set off with a pinch of salt. A gourmet product, perfect for canapes or to give an edge to your favourite recipes. Stimulates the immune system and slows down cellular ageing. 100% organic garlic, grown and processed in the Drôme department. Certified vegan and gluten free.

Launch date: 10/01/2020

Market: All public

Continents of destination: Europe, France

Price: € 7.10 Tax excluded

The Jury's opinion

The jury considered this to be a real innovation in the condiment department. The jurors found this black garlic caviar both original and tasty, perfect for adding to consumer recipes. In addition, the short list of products: only 3 ingredients, including 80% black garlic from Drôme, convinced the members of the jury.

A word from the winner: « The finely selected variety of this Drômois garlic, our "artisanal" manufacturing secret to obtain our black garlic as well as the love, a little olive oil and a touch of salt that we put in our recipe make our caviar of black garlic an exceptional product. It will be perfect in toast, for a gastro aperitif, or to spice up your favorite recipes (risotto, pasta, mayo and even sweet shortbread). »



SWEET GROCERY PRODUCTS



GOLD AWARD

Organic and fair-trade coconut whipping cream / BASE ORGANIC FOOD

Wake up your taste buds, add a bit of vim and fun to your savoury or sweet dishes: Base Organic Food coconut whipping cream is a real alternative to ordinary whipped cream!

Launch date: 30/03/2021

Market: Everyone

Continent of destination: Europe, France

Price: € 2.75 Tax excluded

The Jury's opinion

A real crush for the jury! The whipped cream texture and taste were unanimous among the jurors. In addition to being delicious and having a pleasant texture, this fair-trade coconut cream is trendy and stunning.

*A word from the winner: « Coco Base dealers will delight the taste buds with their innovative coconut whipping cream *! As tasty as it is creamy, it will add pizzazz to all sweet and savory recipes! »*

** Ingredients: coconut extract (80%), water (19%), tapioca starch (1%)*

SILVER AWARD

Organic oil-free hazelnut flour / Les Gourmands exigeants (Max de Génie)

A delicious flour to use as a plant protein to enhance your dishes and lower their glycaemic index. Perfect for low-carb and gluten-free cooking.

Launch date: 10/10/2020

Market: Sportsmen, vegetarians, vegans, pastry chefs

Price: € 6.60 Tax excluded

The Jury's opinion

In the Do It Yourself and upcycled products trend, this powder is a complement to flours. The jury particularly appreciated the fact that this innovative product adapts to all consumers and has practical packaging.

A word from the winner: « Max de Génie offers a range of 3 oilseed flours, rich in vegetable proteins and low in carbohydrates. These delicious deoiled flours (almond, hazelnut and peanut) come from by-products of the food industry and are therefore upgraded. They can not only be used as vegetable proteins but also to bring original flavors to your sweet and savory dishes. »





GOLD AWARD

Yuzu cucumber Unaju / UNAJU

A barely sweetened juice with a lot of taste. The technological process of infusion helps to retain the freshness of the fruits and plants while offering a long use-by date.

Launch date: 01/04/2021

Market: Adults 30 to 65 years old

Continent of destination: North and Central America, Asia, Europe, France, Oceania

Price: € 2.00 Tax excluded

The Jury's opinion

Good, fresh and original, the jury particularly appreciated this innovative combination of organic yuzu juice with cucumber.

A word from the winner: « Unaju, finely sparkling natural organic juices made from rigorously selected fruits and plants. Very little sweet and refreshing, these unique and natural drinks are made with a single aim: to find the perfect harmony between the fruit and the plant. »

SILVER AWARD

Maté - Pop caramel / BIOMATE

With an intense and sweet flavour, this caramel creation is a delightful treat. Take advantage of the benefits of maté while enjoying the flavour of a sweet.

Launch date: 11/10/2020

Market: Men / women

Destination area: North and Central America, Europe, France

Price: € 28 Tax excluded

The Jury's opinion

The Jury was won over by its "premium" packaging and its delicious flavor. The taste - at the same time, intense, sweet and caramelized -, shows that this innovative brand chose its products with care.

A word from the winner: « Discover our unique and original combination of green mate and Pop Caramel infusion. With an intense and sweet fragrance, our caramelized reation is a delicacy par excellence. Enjoy the virtues of mate while feasting on a candy flavor. »





GOLD AWARD

Pur'Biotic, fermented sparkling juice with 98.2% Aloe Vera / CIEL D'AZUR LABS

Pur'biotic, the first organic sparkling juice to combine raw aloe vera and ferments, gives a boost to intestinal microbiota. Refreshing and beneficial bubbles to protect your health.

Launch date: 15/04/2021

Market: Men, women, adolescents over 12 years old (Except pregnant and breastfeeding women)

Continent of destination: Europe, France

Price: € 17.01 Tax excluded

The Jury's opinion

The jury considered this original product at all levels: the formulation, the positioning, the "beer" style packaging. Plus, it is Made In France... In addition, the jury was also won over by the certifications of this juice: organic, vegan, Ecocert... In conclusion: a successful concept which earned the Gold medal in the dietary supplements category!

A word from the winner: « I would like to thank NATEXPO for this Gold Award, which is recognition of Ciel d'Azur Labs's commitment to innovation! I would also like to thank the entire team for their dedication, which made it possible to offer the sparkling "Pur'Biotic", the latest addition, an innovative food supplement that respects the environment and which embodies all of Ciel d'Azur Labs's commitments. »

SILVER AWARD

Jolie Nuit sur mes deux Oreilles / THERA VIVA

Jolie Nuit (Pretty Night) is a night-time ritual to help children sleep from age 3 upwards. Organic and with low sugar content, it is convenient thanks to its spray, and 100% made in France.

Launch date: 03/03/2021

Market : Children from 3 years old

Price : € 12 Tax excluded

The Jury's opinion

A product for children, natural and soft, here is first of all what pleased the members of the jury. The jurors also felt that its use as a spray and its good taste was perfectly suitable for children.

A word from the winner: « Diataroma invites you to a moment of comfort thanks to its 100% natural, soft and soothing formula as well as carefully selected organic plants. Jolie Nuit is ideal for calming down at bedtime and regaining quality sleep. Sweet dreams are now child's play! For a better sleep, lemon balm, lime and eschscholtzia do a wonderful job. »





GOLD AWARD

THE organic calendula cream / DRUYDES

THE organic calendula cream, enriched with probiotics, helps hydrate, calm and nourish the most fragile skins, such as tattooed or atopic (eczema-affected) skins.

Launch date: 03/01/2021

Market: Men, women, children, babies, post tattoo care, fragile skin

Destination area: Europe, France

Price: € 12 Tax excluded

The Jury's opinion

A successful whipped cream effect, wow effect from the opening, here is what first stood out for the jury. Then, its texture and smell finally convinced them.

A word from the winner: « Druydès calendula cream will help skin weakened by eczema or a tattoo, the sensitive skin of a baby, damaged hair, thick beards! Its airy texture facilitates its absorption and leaves a dry touch. The Druydès calendula cream is made of 96.55% organic ingredients and 100% natural ingredients. »

SILVER AWARD

White oyster shell dry shampoo powder / ENTRE MER ET TERRE SARL

PERLUCINE shampoo is a powder and minimalist formula made with white oyster shells. It is economical, go-anywhere and fun, all in a refillable and 100% recyclable container.

Launch date: 15/02/2021

Market: Men, women, adolescents, children

Continent of destination: Africa, North and Central America, South America, Asia, Europe, France, Oceania

Price: € 14.92 Tax excluded

The Jury's opinion

The members of the jury fell in love with its innovative and elegant packaging reminiscent of the beautiful French beaches. They particularly liked its powdered formula made from white oyster shell.

A word from the winner: « PERLUCINE Shampoo powder, eco-designed from oyster shell powder is a fun and innovative product for the whole family! Simple to use, economical, composed of 100% natural ingredients, its powder formula offers a nomadic format, in a 100% recyclable container, easily distributed in bulk. »



HOUSEHOLD AND PERSONAL PRODUCTS AND SERVICES



GOLD AWARD

Famille (presque) Zéro Déchet, Ze Jeu / BIOVIVA EDITIONS

A family game to discover, in an entertaining way, all the best tips and good practices for a (nearly) zero-waste household. 250 ideas to progress from idea to reality and wave your waste goodbye!

Launch date: 09/01/2020

Market: Families, Adolescents and Children from 8 years old

Destination area: France

Price: € 24.99 Tax excluded

The Jury's opinion

Playful, interesting and intelligent! This game was the favorite of the jury in this category. More than a game for children aged 8 and over, societal questions are smart enough to be appreciated by every generation.

***A word from the winner:** « A family game to discover, in an entertaining way, all the best tips and good practices for a nearly zero-waste household. 250 ideas to progress from idea to reality and wave your waste goodbye! »*

SILVER AWARD

Magnetic soap dish, made in France / SAS ALTHODE - J'AIME MES DENTS

Press the capsule into your soap bar or solid shampoo, fix the magnetic suction pad onto a smooth surface and save your soap by keeping it dry all the time.

Launch date: 01/30/2021

Market: All public

Continent of destination: Africa, North and Central America, South America, Asia, Europe, Oceania

Price: € 6.25 Tax excluded

The Jury's opinion

This magnetic soap dish is a response to the consumers expectations when reluctant to switch to solid cosmetics. It convinced the members of the jury for its practicality with its suction cup requiring no special installation.

***A word from the winner:** « The magnetic soap dish that will keep all your solid soaps and shampoos dry. The perfect accessory to ease your transition to solid cosmetics and eliminate plastic bottles from your bathrooms. A product made in France by J'aime mes dents and assembled in an Adapted Company. Sold in bulk or packaged. »*



SERVICES AND EQUIPMENT FOR RETAIL AND BRANDS



GOLD AWARD

Offre Zéro: Bag in Box upcycling programme / JEAN BOUTEILLE

Jean Bouteille eradicates the last item of packaging in the shop by recovering bag-in-box pouches and offering them a second life! They have already started the collection phase in the aim of turning full circle!

Launch date: 09/07/2020

Market: Partner stores

Continent of destination: Europe, France

Price: € 60 Tax excluded

The Jury's opinion

This solution was unanimous among the members of the Jury! It gives a second life to BIB bags. An innovation that is particularly useful for the circular economy because it is a complete and coherent zero waste approach.

***A word from the winner:** « We want to push the logic of zero waste even further, our objective is to act on the last item of packaging in the shop and thus to create a virtuous loop. Working on the entire value chain is essential. »*

SILVER AWARD

Compostable CAPSIT capsule, for domestic use / CAPSIT

CAPSIT is the first compact and connected machine that enables professionals to pack their coffee in capsules automatically, in the shop.

Launch date: 06/01/2021

Market: Coffee professionals and all amateurs of quality and responsible coffee.

Continent of destination: Africa, North and Central America, South America, Asia, Europe, France, Oceania

The Jury's opinion

This intelligent solution caught the attention of the members of the Jury because it helps recruit customers who love pod coffee. Real added value for stores and brands.

***A word from the winner:** « Capsit allows you to manufacture your own coffee capsules automatically directly in the store. We obtain an airtight capsule with a freshly ground coffee, home-compostable and without overwrapping. »*



LEARN MORE

NATEX BIO

 Spas
Organisation



5, 000 COMPANIES DRIVING ORGANIC GROWTH

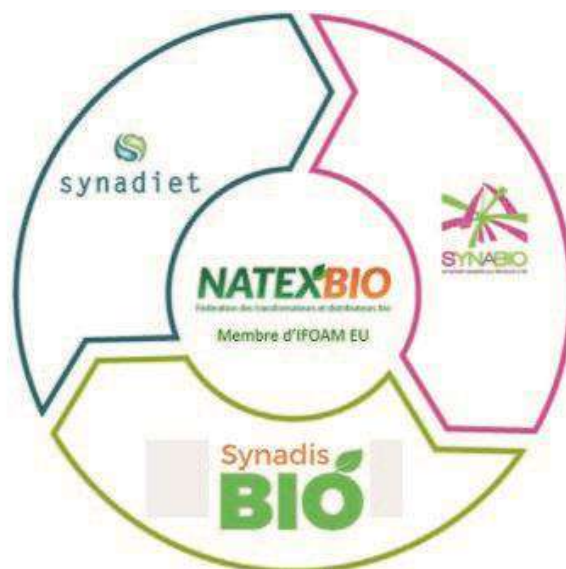
NATEXBIO represents producers and processors of organic raw materials and dietary supplements, and retailers of organic products.

In economic terms, through its membership NATEXBIO represents more than 5,000 small businesses, 40,000 employees and an annual turnover of approximately €6 billion: a market on the increase, reflecting the changing expectations of consumers who are increasingly sensitive to their well-being and the protection of a planet, all in a sustainable development perspective.

3 trade associations brought together

NATEXBIO brings together three trade associations:

- **SYNADIET:** The French national association for dietary supplements.
- **SYNABIO:** The French national association of organic forms working for the organic farming sector.
- **SYNADISBIO:** The French National association of organic and health food specialist retailers.



While **NATEXBIO** only gathers together trade associations, as stipulated by its articles of association, it is also keen to work closely with other organic trade collectives with which it wishes to maintain regular dialogue so as to enable professionals to speak with one voice. It has for example built strong ties with Cosmebio, Forébio, FNAB and France Vin Bio.

To organize sales initiatives and monitor tax legislation, a subsidiary was created under the name Bio-Diet Exécutive.



Professionals in touch with the market

NATEXBIO is governed by 6 directors, all from major market firms, under the responsibility of its Chairman assisted by a project manager.

Chairman: **Pierrick De Ronne**
President of Biocoop
President of La Maison de la Bio
Director of Synadis Bio

Director - Treasurer: **Arnaud de Saint-Trivier**
Director of Synadinet
and co-CEO of Thera-Viva

Project Manager: **Francis Valluet**

Directors:

- **Françoise Beunardeau**, *Director of Synadis Bio and CEO of GVA Bio*
- **Henri Godron**, *Chairman of Synadis Bio and co-manager of 4 Biocoop shops*
- **Philippe Laratte**, *Vice-Chairman and treasurer of Synadinet, General Secretary of Cosmébio and co-CEO of Anoë*
- **Didier Perreol**, *Chairman of Synabio and vice-President of Léa Compagnie Biodiversité*
- **Jean Verdier**, *Director of Synabio*
- **Allon Zeitoun**, *Director of Synadis Bio and Managing Director of Naturalia*



Natexbio's key initiatives :

- Promote the consumption of organic product
- Represent the material and moral interests of the profession
- Act as a place for meetings and debates between the main players in the profession
- Publish information in printed or electronic format
- Advise any future founder of manufacturing or retail businesses
- Organise a competition to help young firms
- Organise seminars and trade shows, including NATEXPO
- Conduct surveys on the sector

SPAS ORGANISATION

THE LARGEST FRENCH ORGANISER OF TRADE SHOWS AND CONSUMER EVENTS DEDICATED TO ORGANIC PRODUCTS, WELLNESS, ART DE VIVRE AND SUSTAINABLE DEVELOPMENT

SPAS Organisation organises 25 events in France:

- **Organic and natural product exhibitions:** Marjolaine (Paris), Vivre Autrement (Paris), Naturally (Paris), Permae (Paris)
- **Tradeshows:** medFEL (Perpignan), NATEXPO (Paris, Lyon), NATEXPO International Tour (a touring event)
- **The Zen & Bio network around France:** Zen & Bio (Nantes, Angers, Tours, Bordeaux, Lyon), Artemisia (Marseille), NaturaBio (Lille), Respire La Vie (Poitiers, Vannes, Rennes, La Rochelle)
- **Wellness and Art de vivre shows:** Bien-être Médecine Douce (Paris, Lyon, Marseille), Les Thermalies (Paris, Lyon), Zen (Paris), Saveurs des Plaisirs Gourmands (Paris)
- **Trend forums:** at its consumer events, SPAS unveils tomorrow's trends and showcases them on dedicated forums: Bio & Vegan, ViniBio, Le Rendez-vous de la conscience.

A Selection Committee specific to each exhibition ensures that quality criteria are fulfilled for all products and services exhibited, in keeping with an ethical and environmental policy.

In **connection with these shows which** are the company's core business, SPAS Organisation also offers new services for the benefit of its exhibitors.

The marketplace sevellia.com

Dedicated to organic, natural and eco-friendly products, sevellia.com enables exhibitors to sell their products, before, during and after exhibitions. [Sevellia.com](http://sevellia.com) boasts a total of 600 vendors and 40,000 product references.

Sustainable Development at SPAS Organisation

SPAS Organisation is involved in the certification process ISO 20121 – Sustainable Events. By obtaining ISO 20121 certification for all its shows, SPAS illustrates its commitment to exercising ever tighter control over its events' environmental impact.

The NATEXPO team

Patricia Berthomier-Massip

President

Valérie Lemant

Deputy Managing Director, in charge of Operations

Eric Faure

Deputy Managing Director in charge of Marketing and Developments

Florence Roublot

Event Manager

Carine Cantagrel

Communication Director

Loïc Le Men

Technical Director

Agnès Etame Yescot

Project Manager - International

Solène Bryon

Project Manager - Developpement

Nadia Messaoudi

Project Manager

Marion Elie

BtoB Communication Manager

Mathilde Lapersonne

Communication Officer



PUBLIC HEALTH MEASURES

In order to ensure that NATEXPO 2021 runs smoothly and safely for all, public health measures will be strictly respected: wearing a mask, compulsory presentation of the health pass or valid European certificate and physical distances to be observed for a safe visit. We will put in place the measures in force at the time of the opening of the show, according to the directives of the government at the time.

A show by
NATEXBIO
Fédération des transformateurs et distributeurs bio

www.natexbio.com

Organized by

Spas
Organisation
www.spas-expo.com

More info about
NATEXPO
on www.natexpo.com



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NATEXBIO, the French federation for the organic sector, a member of the IFOAM EU network, has among its members SYNADIS BIO, SYNADIET and SYNABIO, and relations with COSMEBIO, FORÉBIO, FNAB, and France Vin Bio.

SPAS ORGANISATION is the largest French organiser of trade shows and consumer events dedicated to organic products, wellness, art de vivre and sustainable development. SPAS Organisation organises 30 events: events dedicated to organic and natural products, exhibitions on wellness and art de vivre, the Zen & Bio exhibition network in the French regions, and the digital marketplace sevellia.com.

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