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# IFOAM 2000: The World Grows Organic

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

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Edited by: Carol Haest and Urs Meier

### Organizing Committee

Introductory presentation

#### Organic Agriculture, a durable trend

Haest, Carol; Haest Consultancy for the Organic Industry

International trends, visions and strategies for supermarkets

#### Our supermarket shelves: What happens after what comes next?

Bosshart, David; Director of Gottlieb Duttweiler Institute

#### Organics and Functional Food / Nutraceuticals - Contradiction or complement

Pot, Bruno; Science Manager Yakult Europe

#### Organics Go Mainstream: Conventional Supermarkets and Unconventional Foods

Pratt, J.B.; CEO Pratt Foods Supermarkets

#### Organics and Sustainability - Linkages and Interplay - Exemplified by FSC, MSC and Fair Trade (part 1) - (part 2)

Martin, Claude; Director General, WWF International

Safety, taste and quality of organic products

#### Does organic production provide for a more healthy food than non-organic?

Van Mansvelt, Jan-Diek; Man's Consultancy

Das Beste aus der Natur. Das Beste für die Natur

Haslbeck, Franz; Head of Quality Assurance Department HIPP

(paper not available)

Organics in the supermarket - keys to success

#### International study of retail chains with regard to their activities in the marketing of organic products

Richter, Toralf; Research Institute of Organic Agriculture (FiBL)

#### Ja! Natürlich - der Erfolg einer Bio-Marke

Lampert, Werner; Organic Programme Manager "Ja! Natürlich bei Billa/Merkur"

KESKO (part 1) - (Part 2)

Nastolin, Minna; Director Purchasing Fruit & Vegetables KESKO

Positionierung von Bioprodukten im Supermarkt

Kelterborn, Lukas; Member of BoD Rapunzel Naturkost AG

Coop NATURAplan

Wehrle, Felix; Vice-Director of Coop Switzerland

AH Biologisch: The introduction and follow up

Gast, Leontine; Organic Product Manager Ahold

**Our Sponsors' Publicity**

**Further information**

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