



PRESS RELEASE

For Immediate Release
October 5th 2018



Latin American Food Summit Gives Eco-Labels Outlook

London – The Latin American edition of the Sustainable Foods Summit (www.sustainablefoodssummit.com/lamerica) will showcase developments in eco-labels, sustainability schemes and marketing. Organized by Ecovia Intelligence (formerly Organic Monitor), the executive summit will be hosted in São Paulo on 29-30th November.

Eco-labels are now a permanent feature of the food industry, with over 200 third-party symbols & logos now representing some sustainability attributes. Organic is the dominant eco-label, with global sales reaching USD 90 billion. Amarjit Sahota, Founder and President of Ecovia Intelligence (www.ecoviaint.com) will present the latest market data and trends on the international market for organic products. Alexandre Harkaly from IBD will give an update on the Brazilian organic food market. Another speaker will compare and contrast other popular eco-labels in the Latin American region, including Rainforest Alliance, UTZ Certified, and GAP.

With Genetically Modified Organisms (GMOs) remaining a contentious issue in the food industry, voluntary schemes for Non-GMO labels are gaining popularity. An update will be given on global production of GMOs and associated regulatory and labeling issues. A leading health food retailer in Brazil will share its experiences with eco-labels. Olam International will give the ingredient firm's perspective on sustainability and labeling schemes.

Laura Kim, Director of Veganismo Brasil, will discuss the vegan trend in Brazil. Plant-based foods are making inroads in Brazilian retailers, whilst a number of foodservice outlets are introducing vegan options. Nielsen will explain how vegan, organic and the eco-labeling trend is part of a wider health & wellness movement. Fifteen percent of the Brazilian population are now regular buyers of organic foods. Cobi C. Cruz from Organix will give more details on the organic consumer, including purchasing habits, attitudes and sales channels. Another seminar by Slow Food Brasil will show how consumers can be engaged to support local & artisan foods. Details will be given of the Slow Meat and related campaigns.

Since cattle ranchers are the main cause of deforestation of the Amazon, there is growing pressure on meat companies to provide traceability. Caio Penido, President of the Brazilian Roundtable on Sustainable Livestock, will give an update on sustainable beef and traceability schemes. Another speaker will highlight developments in sustainable seafood and ethical labels. Miguel Hernandez from Bonsucro will state the benefits provided by the sustainability standard on sugarcane supply chains. Almost 1 million hectares of farmland is now certified by Bonsucro, representing about 4% of sugarcane land area.

The summit will begin with a keynote from Luiz Dematte, CEO of Korin on healthy soils and healthy planet. Korin is one of the largest organic food enterprises in Latin America, involved in producing organic chicken, eggs, beef, coffee, rice and related products. Luiz will explain how soil fertility impacts food production, the environment, and ultimately human health.

About the Sustainable Foods Summit

The aim of the Sustainable Foods Summit is to explore new horizons for eco-labels and sustainability in the food industry by discussing key industry issues in a high-level forum. The fourth Latin America will be hosted at the Pestana São Paulo on 29-30th November. More details are on www.sustainablefoodssummit.com/lamerica/

About Ecovia Intelligence

Ecovia Intelligence (formerly known as Organic Monitor) is a specialist research, consulting & training company that focuses on global ethical product industries. Since 2001, we have been encouraging sustainable development via our services portfolio: market research publications, business & sustainability consulting, technical research, seminars & workshops, and sustainability summits. Visit us at www.ecoviaint.com

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