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Anuga Organic on Stage 2027: YOOL takes over strategic concept and curation

New strategic and content-related direction for Anuga Organic on Stage in 2027 +++ YOOL assumes responsibility for concept, curation and programme development +++ Stage creates scope for exchange and debate

Anuga is fundamentally realigning its Anuga Organic on Stage format for 2027. The biggest global trade fair for food and beverages has commissioned the agency YOOL with the strategic concept, content development and curation of the programme. The aim is to further develop Anuga Organic on Stage as a central platform for professional exchange within the organic industry. The focus lies on the industry's diverse perspectives - ranging from agriculture and manufacturing, to the specialised trade, food retail trade and international market players.

In 2027, Anuga is setting a new emphasis for the ecological food industry. The programme of Anuga Organic on Stage is being realigned for the coming edition and will evolve into much more than a classic stage and lecture programme in future. It aims to offer the organic industry a platform where key issues can be discussed and where its perspectives can be integrated into the international food industry. The trade fair has commissioned the agency YOOL with the strategic and content-related development. The agency combines many years of experience in the organic and sustainability industry with strategic brand and positioning expertise. Over the coming months, in collaboration with Anuga, YOOL will develop a new programme architecture, identify relevant topics and bring key figures from across the industry together for Anuga Organic on Stage.

The organic industry has long since entered the mainstream and has become more successful and more visible than ever before. At the same time, new areas of tension are arising: between growth and credibility, price and value, private labels and pioneering brands, international scaling and regional roots, the food retail trade and the specialised trade. Anuga Organic on Stage addresses these questions and is thus developing into the content-focused platform of Anuga's organic section. Whilst the products and companies are visible on the exhibition floor, the Stage creates a space for the underlying questions, stances and debates.

"We want to give the organic industry more space at Anuga in future to unite diverse perspectives and discuss the current developments collectively. In YOOL, we have found a partner, who knows the industry inside out and who is helping further develop Anuga Organic on Stage in terms of its strategy, curation and contents," said Jan Philipp Hartmann, Director Anuga.



Anuga
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The strategic realignment aims to consciously reflect the full diversity of the organic sector. This includes major companies and the food retail trade as well as the specialised organic trade, smaller manufacturers, agricultural businesses, associations, science, start-ups and those pioneers, who have built and shaped the organic market over decades.

Particularly the perspectives of smaller players are to be given a place on this major, international stage. As organic products continue to grow in importance, market dynamics are changing as well. Hence, Anuga Organic on Stage doesn't merely aim to showcase successes, but also to examine areas where developments are causing tension and call for new answers.

"As organic products move into the mainstream, they must not sideline precisely those who have built this market. We want to bring the voices of the pioneers, the specialised trade and smaller companies onto the big stage alongside the perspectives of the food retail trade and the international players - not to pit them against each other, but to foster an honest dialogue. Our goal is to create a stage that takes the organic sector seriously, refuses to gloss over stances and openly addresses difficult questions," said Hassaan Hakim, CEO and Head of Strategy at YOOL.

The specific content-related realignment is currently being developed jointly by Anuga and YOOL. The new guiding concept for Anuga Organic on Stage will be presented at the beginning of 2027. Parallel to this, an open call is planned inviting industry players to put forward themes, perspectives and insights for the programme. To complement this, the programme is also being specifically curated and expanded to include national and international personalities.

Koelnmesse - worldwide trade fairs for the food industry and food production:

Koelnmesse is an international leader in organizing global trade fairs for the food and beverage industry as well as for food production. With events such as Anuga, Anuga FoodTec, ISM Snacks & Sweets, ISM Ingredients and ISM Manufacturing, Koelnmesse covers a wide spectrum - from ingredients to production, packaging, finished products, and the latest technologies and innovations. These globally renowned trade fairs, held in Cologne, Germany, set benchmarks in their respective sectors. In addition, Koelnmesse organizes numerous industry-specific trade fairs in key markets worldwide, including Brazil, China, India, Italy, Japan, Colombia, Thailand, and the United Arab Emirates. Through these global activities, Koelnmesse offers its clients tailored events and leading regional trade fairs across various markets, providing a foundation for sustainable international business. Koelnmesse is thus ideally positioned to drive innovation and development in both the food industry and food production.

Further information: <https://www.anuga.com/trade-fair/anuga/industry-sectors>

The next events:

Anuga Select India - Uniting Innovation, Collaboration, and Growth in the Global F&B Landscape, Mumbai 29.09. - 01.10.2026

Anuga FoodTec India - India's global gateway to cutting-edge technology for the food & beverage industry, Mumbai 29.09. - 01.10.2026

Cibus Tec - Inspiring Innovation in Food and Beverage Technologies, Parma 27.10. -
30.10.2026

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