



Organic Lifestyle EXPO 2016

Final Report

18-19 November
TOKYO INTERNATIONAL FORUM
<https://ofj.or.jp/>

Organic Forum Japan Inc.

2-22-8-7F Hatchobori, Chuo-ku, Tokyo 104-0032 Japan
E-mail info@ofj.or.jp TEL 03-3523-0028 FAX03-3523-0861

1st Organic Lifestyle EXPO

Date: November 18, 2016 (Friday) and 19 (Saturday)

Venue: Tokyo International Forum Exhibition Hall 1 and outdoor space
 Hall: 3000 m² Lobby Gallery : 700 m² Outdoor : 1650 m²
 Total space: 5.350 m²

Organizer: Organic Forum Japan Inc.

Organizing Partners: [FTP](#) / [GON](#) / [LOHAS WORLD](#)

Supported by:

Ministry of Agriculture, Forestry and Fisheries、Kisarazu-city

Sponsored by:

LAWSON, NATURAL LAWSON, Radix, Radish Boya, SHARE THE LOVE, avanti, DAICHI WO MAMORUKAI, RELIEF FARMS, E-Supportlink, Ltd.

Cooperation: IFOAM Japan and Related associations, organizations and media

Event Planning: Organic Forum Japan

Program:

Various seminars and workshops / displays and events related to health and wellness / outdoor market

Management: Organic Forum Japan

Official website: <http://ofj.or.jp/en/>

Exhibitors/Visitors

Exhibitors: 193

Exhibition Scale:

(Indoor): Standard booth (W 3 m × D 2 m) 130 booths

(Outdoor): Market tent with simple stands (W 2 m × D 2 m) 50 stands

Visitors:

18.11.2016 (Fri) Sunny	10,202
------------------------	--------

19.11.2017 (Sat) Rain/Cloudy	9,588
------------------------------	-------

Total	19,790
--------------	---------------

Seminars & Events

48 with over **2,000** participants

Taste (Food)

[AEON TOPVALU](#) / [Akita Zakkoku Mura](#) / [Alishan](#) / [Alta Organic Network](#) / [Alternative Farm BIWAKO](#) / [Anmusubi](#) / [BIO COOP](#) / [BIO Marché home delivery service](#) / [BIOPROJECT](#) / [CHASANDAI](#) / [Chicory-mura](#) / [COCOWELL](#) / [Dendenmushi](#) / [Food Culture Club](#) / [Fukushima Prefecture](#) / [FUKUSHIMAYA](#) / [Grains' Initiative NPO](#) / [HONDA SHOTEN](#) / [Ikimononinsyo Association](#) / [Island Organic of Goshikicho Awaji-shima](#) / [JA-Midorino Promotion Council for Organic Agriculture](#) / [Jidainokai](#) / [Kahokuseiyu](#) / [Kakizaki Shoyu](#) / [Kanazawa Daichi](#) / [Kitakata Yuki-no-wa](#) / [LAWSON](#) / [LIFE CORPORATION](#) / [Marine Stewardship Council](#) / [Maruya Hatcho Miso](#) / [MAVIE CORPORATION](#) / [MIE PROJECT](#) / [Minamide-seifun](#) / [MOA Nature Farming and Culture Agency](#) / [Morita Soy-Sauce](#) / [MURAKAMI MELIYASE](#) / [MUSO](#) / [N. HARVEST](#) / [Nerola Aroma&Cosmetics](#) / [NICHIFUTSU BOEKI](#) / [Tomita Farm](#) / [Organic Fukuahima-Adachi](#) / [Organic Partners & Sharegarden](#) / [Partners Japan YAMATE](#) / [Saito Ham](#) / [Sanwa Nosan Ltd.](#) / [Shimane Organic Farm Co. Ltd](#) / [Shimane Prefecture](#) / [Shizennoho](#) / [Shumei Natural Agriculture Network](#) / [Sirokuma-Hokkai Foods](#) / [SlowCoffee](#) / [Sumiya Bunjiro Brewery](#) / [Teresa Farm](#) / [Terra Burgers](#) / [TOHTO CO-OP](#) / [TOKACHI SHINMURA FARM](#) / [Umajimura Agricultural Cooperative](#) / [Unionfarm Group](#) / [Unite](#) / [Watami Farm](#) / [Whole Food Association](#) / [YAMAki JOZO](#) / [Yatsugatake Nanroku Farm](#) / [YATSUMOTO TSUSHO](#) / [Yoko-biofarm](#)

Nuture

[bebemeshi for family](#) / [Greenfield Project](#) /
[Organic Agricare Narunaru](#) / [REBIRTH SHOKUIKU LABORATORY](#)

Wear

[AEON TOPVALU](#) / [Again Inc.](#) / [AVANTI](#) / [GAIN](#) /
[Iwaki OtentoSUN Enterprise Cooperative](#) /
[NPO HIRONO WAIWAI PROJECT](#) /
[Marilia Scandinavia Shopping Service](#) / [Mind Matsui](#) / [NS Cooperative](#)

Care (Personal Care/ Cosmetic)

[Abios](#) / [AEON TOPVALU](#) / [ALLES BEAUTY](#) / [BIYOYAKURI](#) /
[CHAOTIC ORIGIN DUB](#) / [CRECOS](#) / [FRESH](#) / [From Far](#)
[ast](#) / [Ftime](#) / [Hatsuga](#) / [ISIS](#) / [KAMITSUREN](#) / [KENHAN](#) / [LILIELEIN](#) /
[Logona Japan](#) / [LOHAS WORLD](#) / [MIEUX](#) / [Musubi \(CODINA\)](#) /
NAKAMURA SYOKUBUTSUEN /
[NATURAL HEARTY MARKET](#) / [Neo-Natural](#) / [NIHON GREEN PACKS](#) /
[Optimal B](#) / [Panoco Trading](#) / [re•make](#) / [Rethera](#) / [RINGAH](#) /
[THE SYNERGY COMPANY JAPAN](#) / [Trilogy/Herbfarmacy/NAOBAY](#) /
[URBAN RESEARCH](#) / [Wiese](#) / [YOUMEI LABO](#)

Heal (Aroma)

[CHARIS SEIJO](#) / [ETHICAL BEAUTY Association](#) / [Hidamarido](#) / [MERCI](#) /
[VIP GLOBAL](#)

Live

[ALEPPO SOAP TRADING](#) / [Crayonhouse](#) / [Daiousyukai](#) / [FUNFUNFAM](#) /
[LEON INTERNATIONAL](#) / [MADE IN EARTH](#) / [MIHAMA TSUSHO](#) /
Natural × Funeral / [R&D CO.,LTD.](#) / [WAN-NO-HANA](#) / [Wildtree](#)

Protect

GIAHS Wide Area Cooperation Promotion Meeting / [Noto Regional GIAHS Executive Committee](#) / [Numazuno,odashi\(kakurasuisan\)](#) / [SEEDS OF LIFE](#)

Revive

[E. DESIGN](#) / [Minna Denryoku](#)

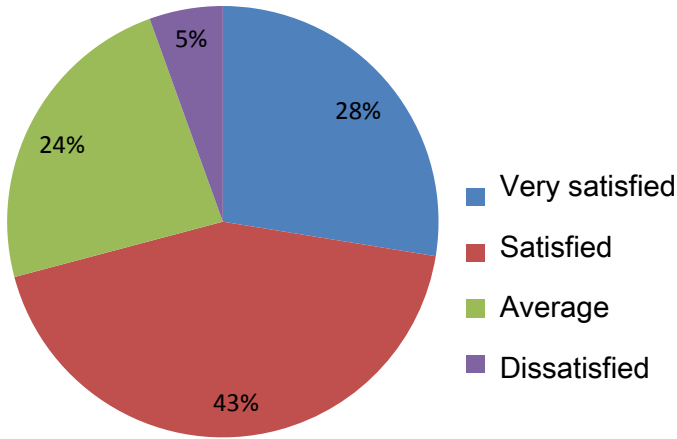
Learn (Certifiers & Information)

[AFAS Certification Center](#) / [Control Union Japan](#) / [JONA](#) / [Leafearth](#) /
[IFOAM Japan](#) / [IFOAM Asia/ALGOA](#) / [Kisarazu City](#) /
[Organic Agricare Narunaru](#) / [Whole Food Association](#)

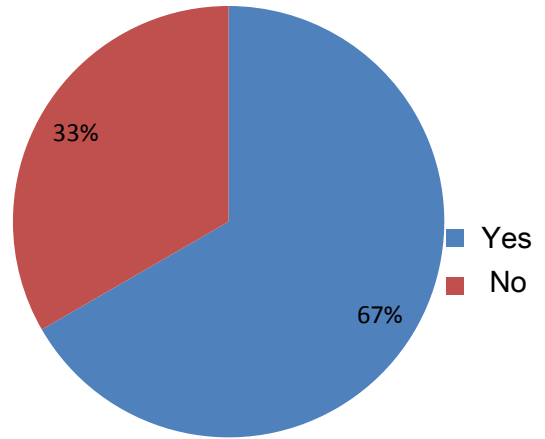
* Exhibitors in BLUE — Click for link to website.

* Exhibitors in BLACK do not have a website.

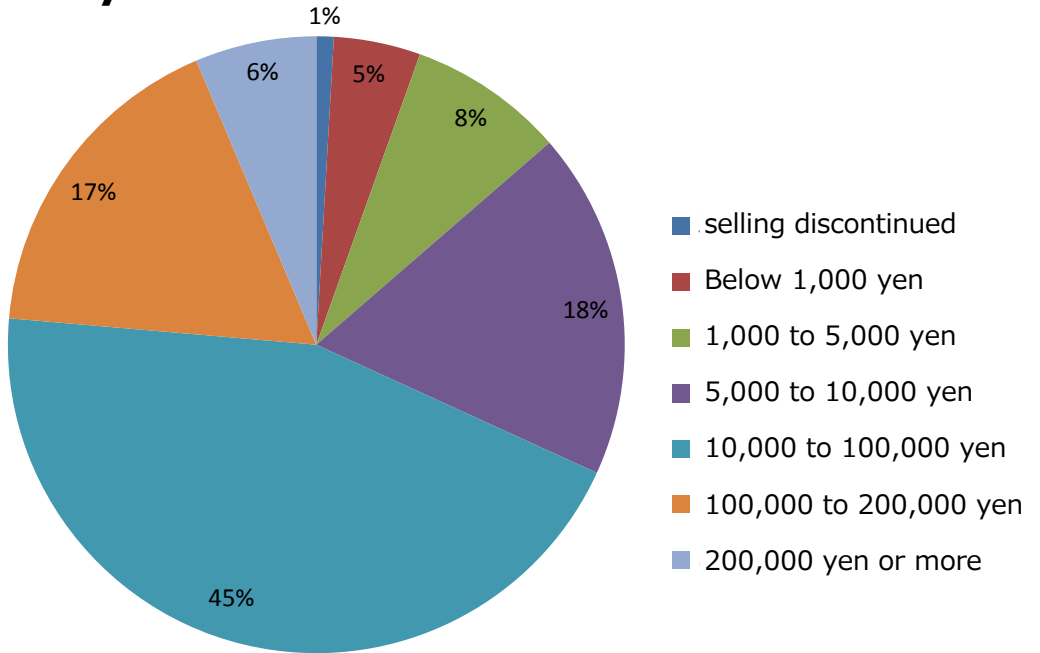
Satisfaction level



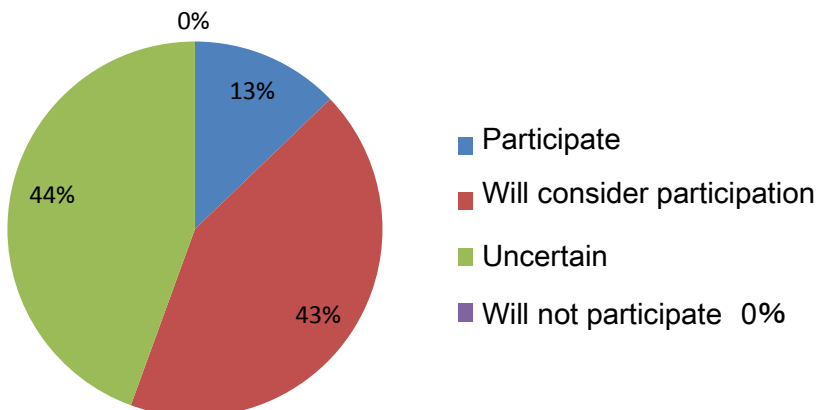
Sales at booth



2 days sales results at booth

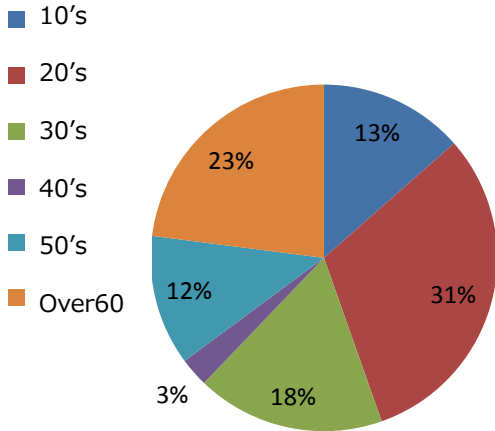


Are you planning to participate next time?

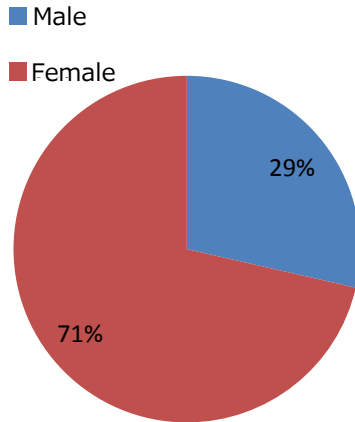


Questionnaire returned by 500 people in two days.

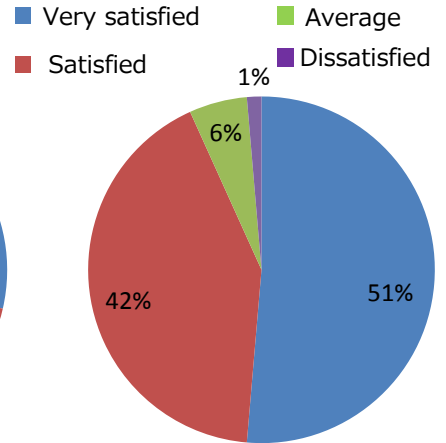
By age



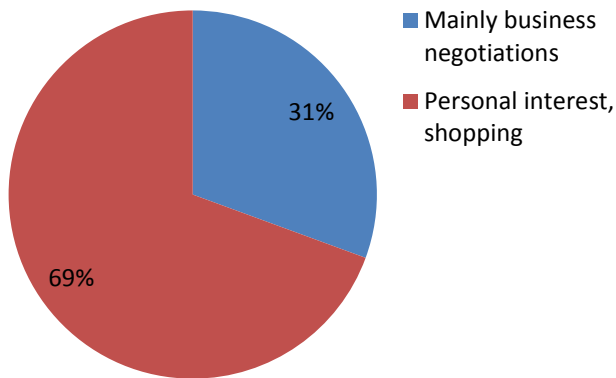
Gender ratio



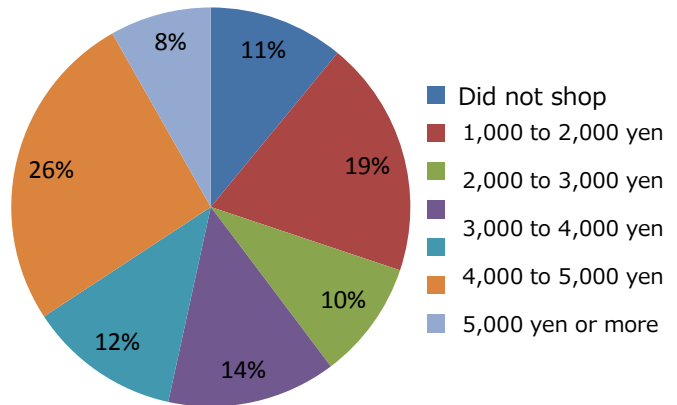
Satisfaction level



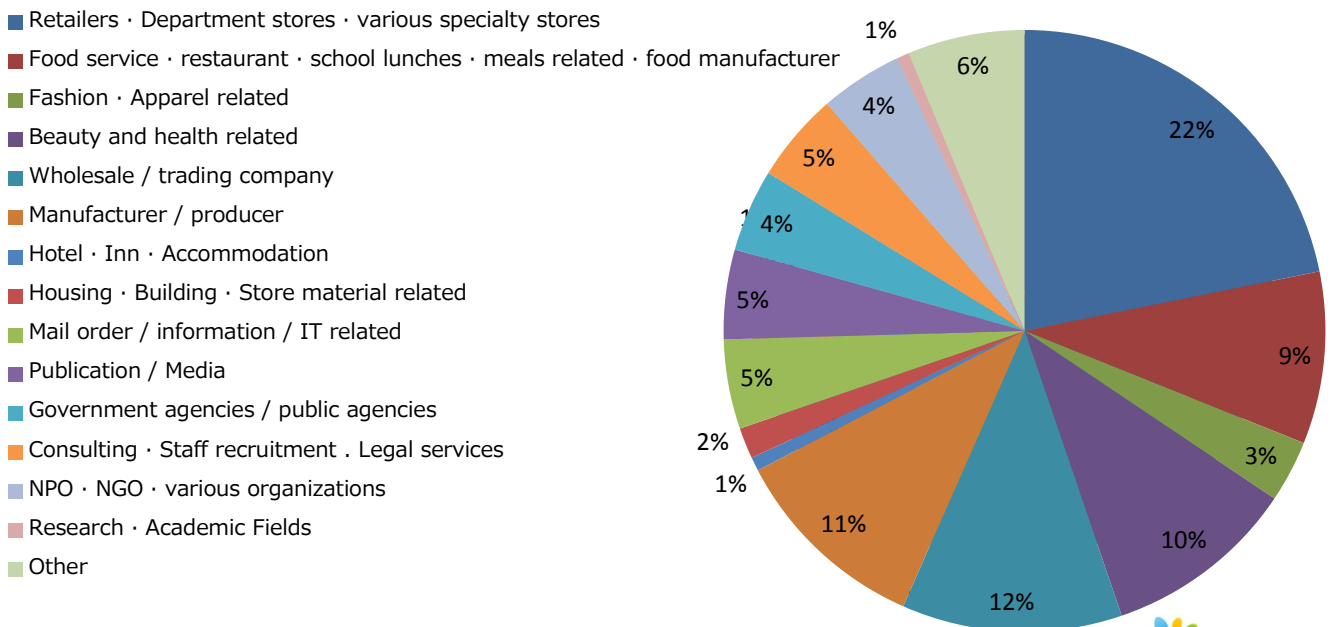
Visiting Purpose



How much did you spend on your shopping?



Registered Visitor Breakdown



Seed Exchange



Animal Welfare



Farmers Market & Entrance

