

# The Organic Way The Danish Model

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Danish Agriculture & Food Council



# Danish Agriculture & Food Council

- 1,500 organic Farmers are members - organized in local associations
- Company members that represent 80-85% of the total organic processing in Denmark
- Organic sector of food and farming
- Policy, communication, knowledge, market reports, marketing and trade association.
- Board of Organic Farmers and a board of "organic companies"

Noget at leve af. Noget at leve for.





# Organic agricultural land in Denmark

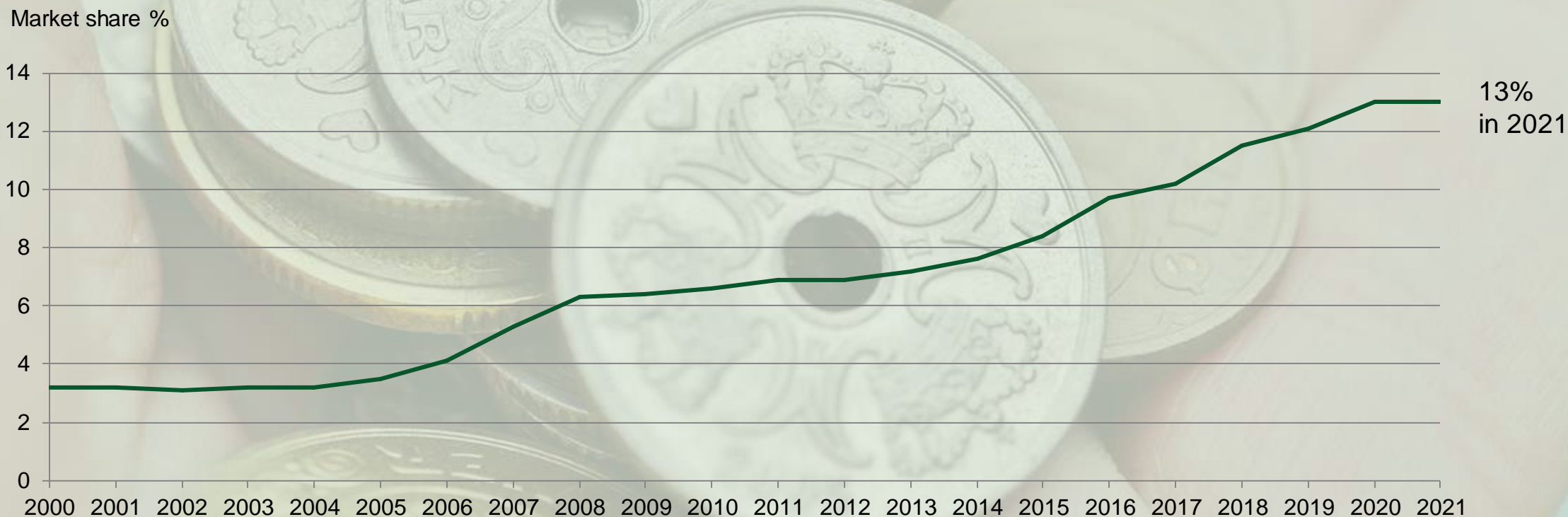


Source: Landbrugsstyrelsen.

Foto: Landbrug & Fødevarer



# Organic share of the retail market in Denmark



Source: Statistics Denmark.

Noget at leve af. Noget at leve for.



# Danes love organic food

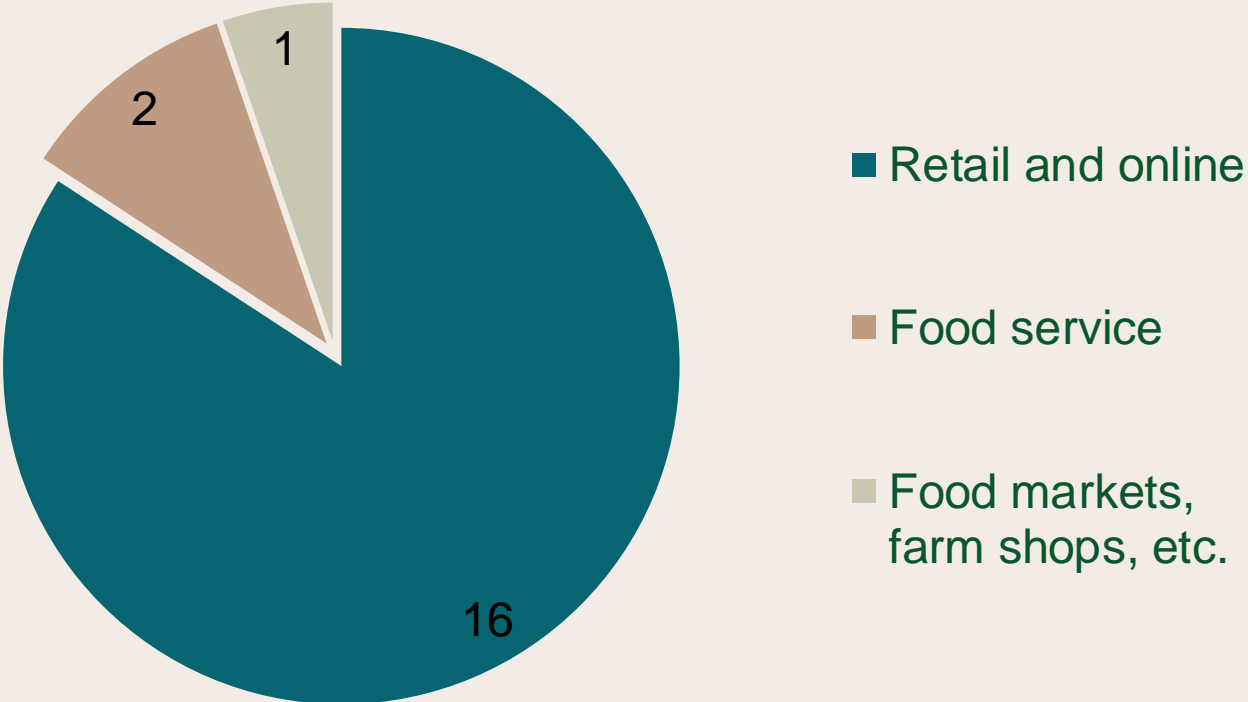


- Denmark has the highest market share (13.0% in 2021) in the world of organic food and beverages
- Total organic sale reached 2.55 billion Euro in 2021
- Per capita consumption of organic food was about 450 Euro in 2021 - It's the second highest in the world
- Organic sales have grown every year in the past decade until 2021, when it was status quo. Growth rate in retail was 14% in 2020
- Nearly all Danes (93%) buy organic products from time to time
- 55% of all Danes bought organic food every single week in 2020

Noget at leve af. Noget at leve for.



# Distribution of organic sales in Denmark, 2021 (DKK billion)



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Total sales reached DKK 19.0 billion ~ 2.55 billion € (provisional)





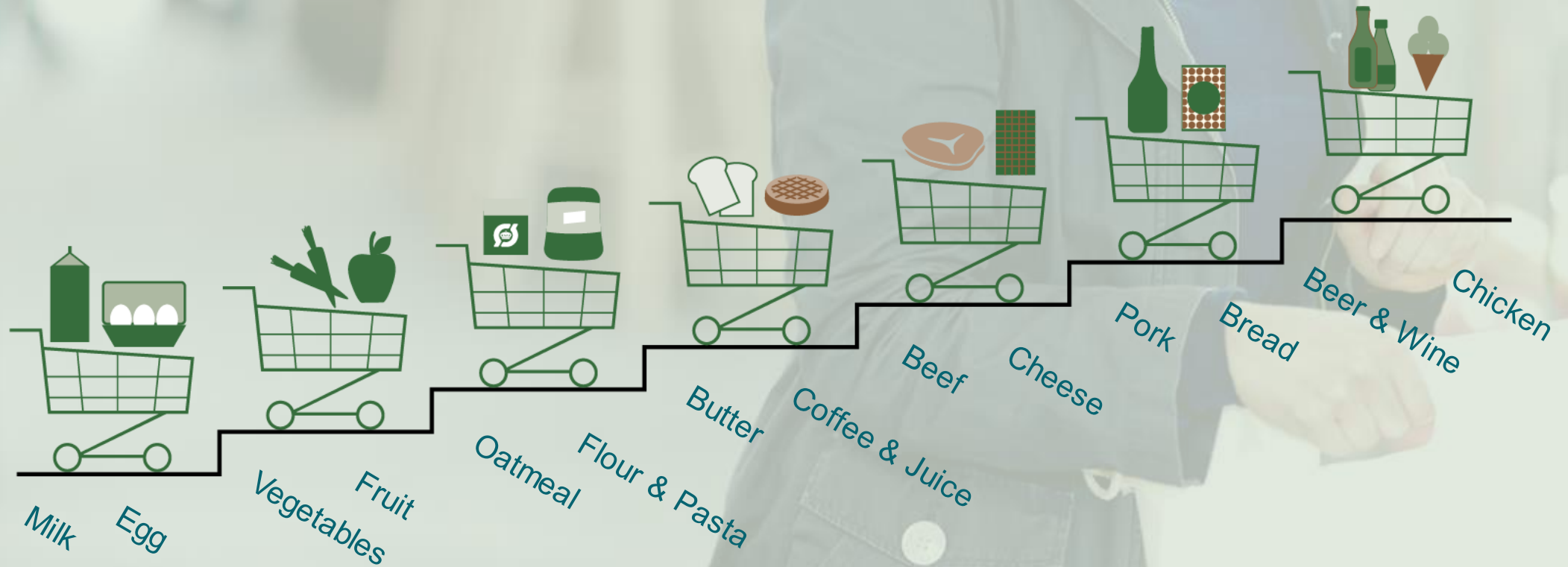


# The organic in foodservice

- Foodservice includes serving food from kitchens in institutions, restaurants, canteens, cafes, take-away etc.
- Organic sale in foodservice was 2.1 billion DKK in 2021 (provisional) ~ 13% market share in foodservice
- Organic 'eating-out label' in gold, silver and bronze – controlled by the Danish state (Veterinary and Food Administration)
- The eating-out label shows the share of organic raw material used in the kitchen, measured by cost or weight: 30-60%, 60-90% and 90-100%
- As at August 2022, a total of 3,500 large-scale kitchens have the organic eating-out label



# Retail: The "organic stairs" in Denmark

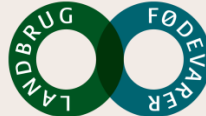
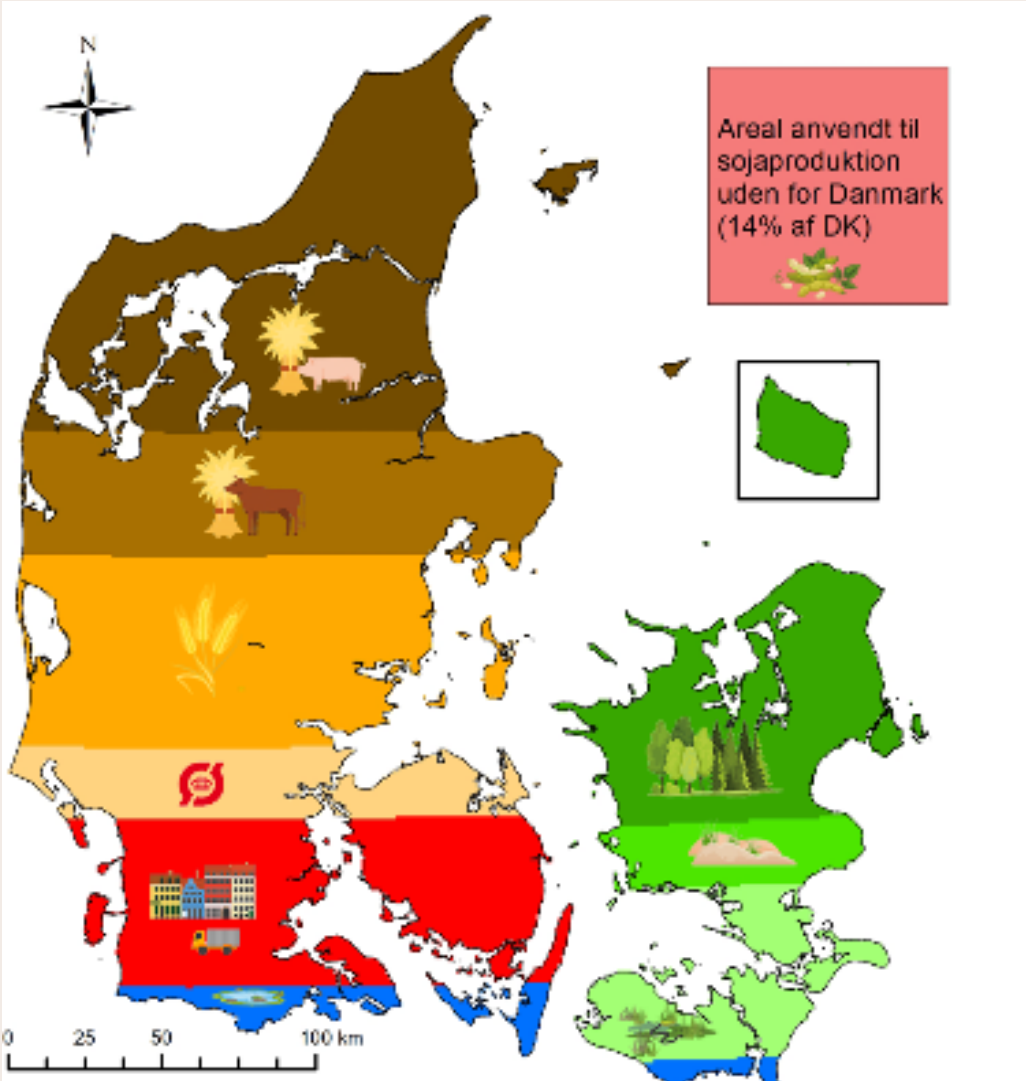
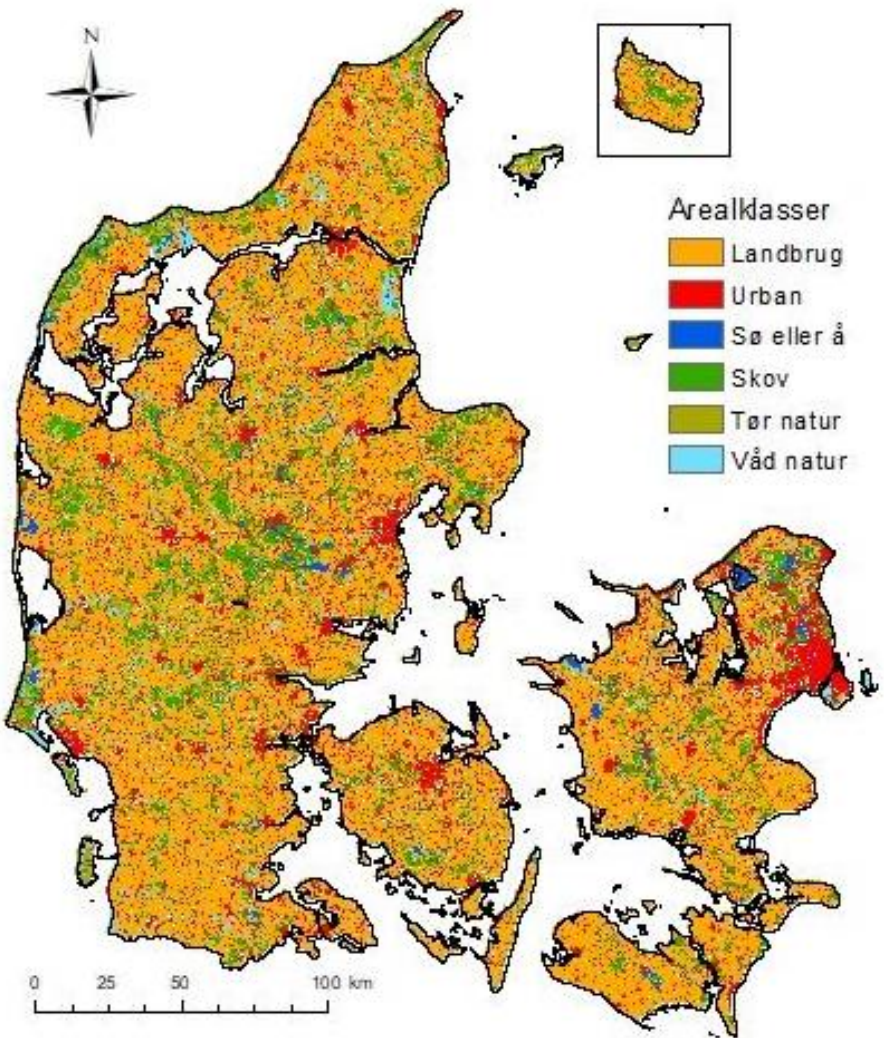


Noget at leve af. Noget at leve for.





# Agriculture occupies 62 % of the land in Denmark





It is widely accepted that organic production is the better compromise in relation to sustainability, environmental issues and animal welfare.



# Why do Danes buy so much organic food?

- Protection of the environment and drinking water – chemical pesticides are prohibited
- Good animal welfare – natural behavior with access to outdoor areas
- High food safe, healthy and natural food – without synthetic flavourings, colorants and sweeteners. GMO are prohibited.
- Strong focus on sustainability, including climate impact/carbon footprint
- High consumer confidence in organic food due to state certification system
- General food trends in Denmark: local, healthy & natural, and 'easy-to-make'





# Development of organic farming in Denmark

1972

- Establishment of IFOAM (International Federation of Organic Agriculture Movements)

1981

- Founding of the Association of Organic Farmers

1982

- The world's first organic agricultural college
- First organic vegetables in co-operative stores

1985

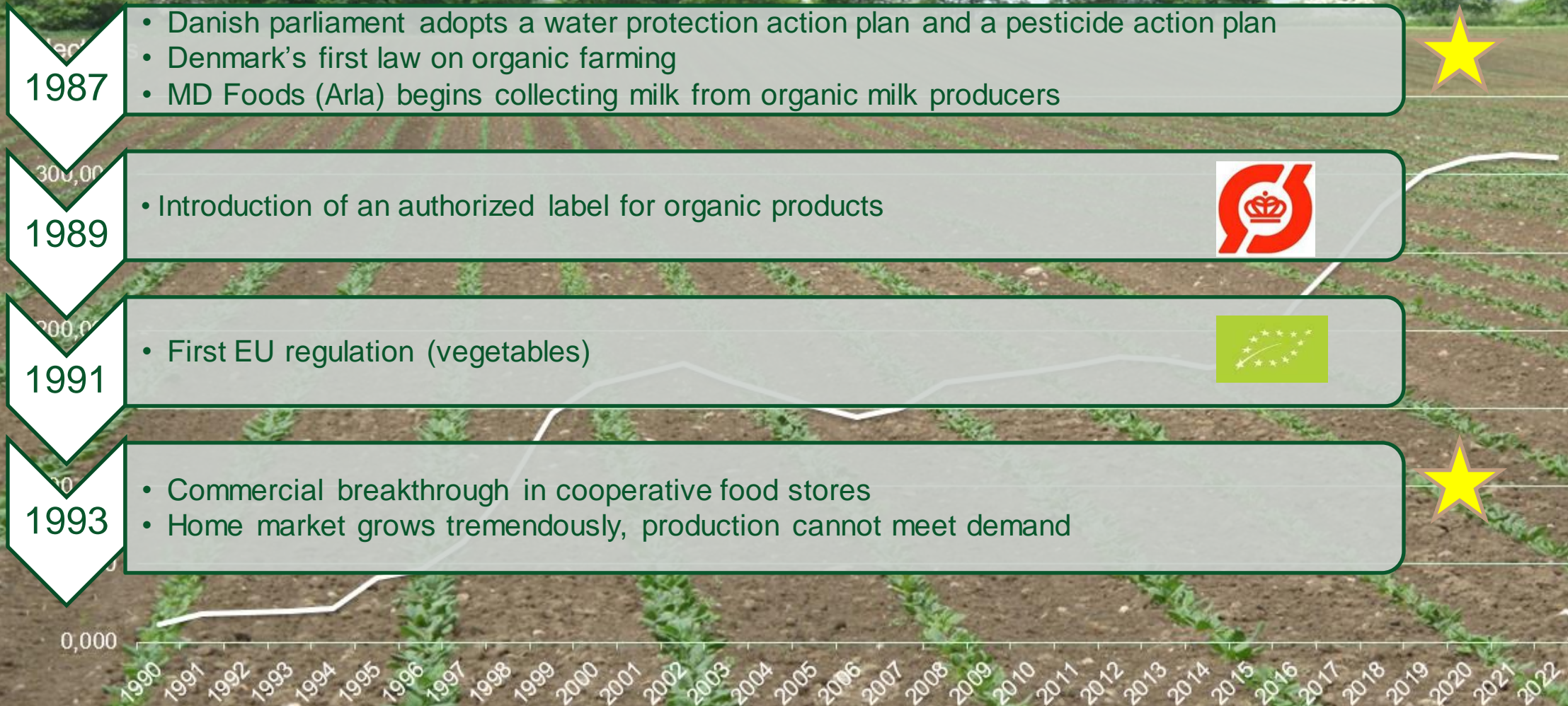
- Considerable political interest in environmental issues
- The DAFC sets up an organic advisory service in collaboration with the organization Organic Denmark and the Association for Biodynamic Farming

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# Development of organic farming in Denmark





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# Policy to promote organic farming

- The most recent initiative is the ‘Organic Action Plan 2020’ with a push and pull strategy:
- “Organic conversion checks”
- Conversion of public kitchens from conventional food to organic food, including education of kitchen staff
- Marketing and information campaigns in Denmark
- Export promotion
- 6,5 mio EUR for organic research in 2021
- 6 mio EUR annually for organic development projects and for the conversion of public kitchens 2021-2024

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2018-01-15 / KIL- photo: Colourbox



Photo: Unsplash



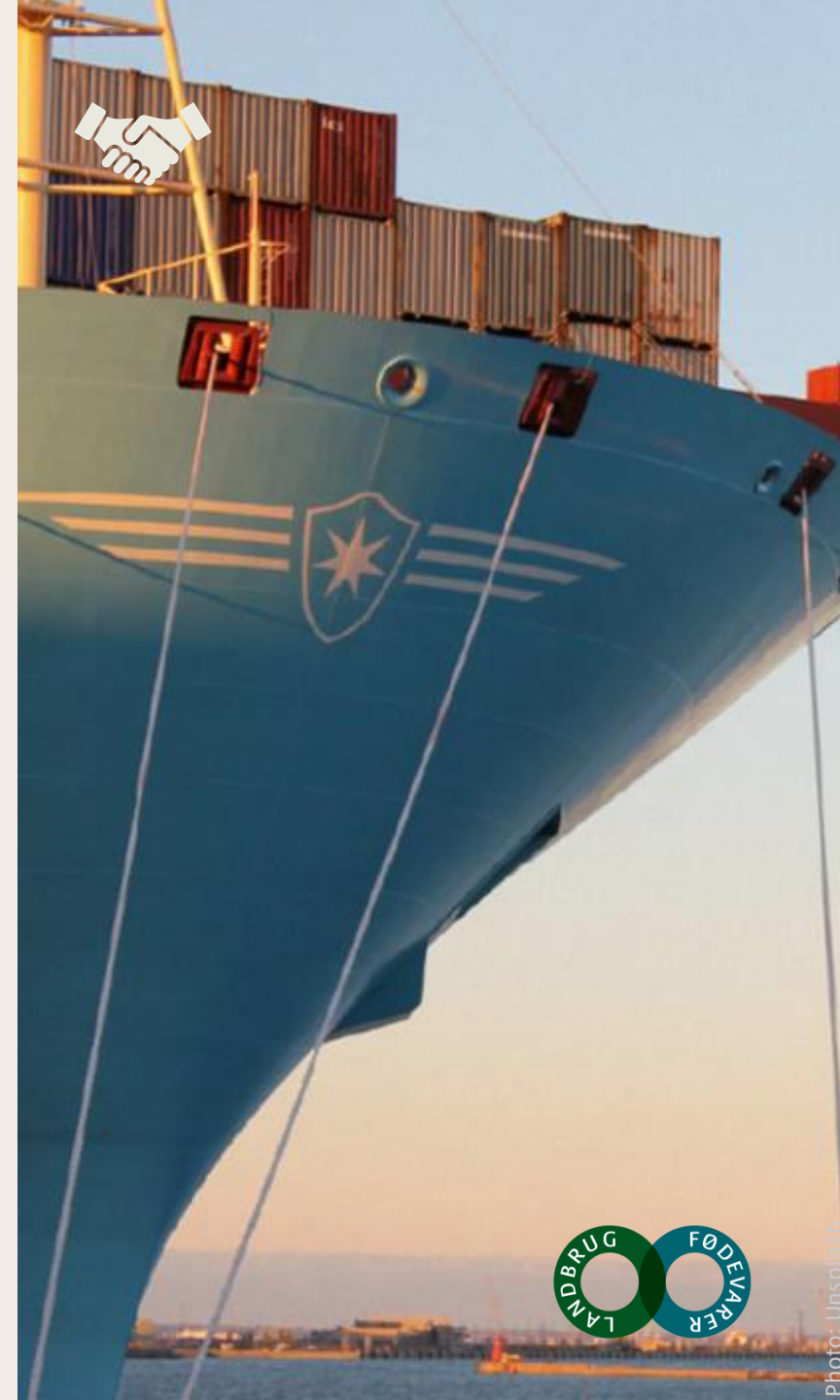
# The Organic Agriculture Fund

- The purpose of the fund is to strengthen the development and the competitiveness for organic farming. Formed in 2001 and part of the Finance Act. Board of 12 person appointed by the minister
- 6 support areas in 2023
  1. Agricultural production
  2. Export promotion
  3. National market
  4. Knowledge and competences
  5. Conversion of kitchens
  6. Plant-based foods

<https://oekologifonden.dk/>

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2018-01-15 / KIL- photo: Colourbox





## Strict regulation and extensive control

- Danish organic farming is based on a 100% state certification system – since 1987 – covering the entire food chain from farm to fork
- All operators must be authorized by the Danish AgriFish Agency or the Danish Veterinary Food Administration
- All organic farms are inspected at least once a year
- In addition, risk-based inspections are performed
- Certifications and inspections are 100% free for farmers and companies
- Danish consumers have high confidence in organic food due to the state certification system





# Paving the way to success – Political framework

## Danish organic policy is a catalyst for organic innovation and growth.

Interaction and collaboration between organic farms and food companies, consumers, the labour market and environmental and farm organisations in the creation of organic food policy in Denmark.

Consistent goals and strategies for organic growth by various governments helps to ensure a direction for the entire food chain.

The market and politics point in the same direction.

Organic farms

Food companies

Environmental

Consumers

Policy

Labour market



# How Denmark has become a world leading organic nation

## The outcome of collaboration on all levels:

- Political
- Research and advisory services
- Production
- Distribution
- Consumer



Thank you for your attention

