



Organic foodservice in Denmark

What, how and what does the guests want?

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Noget af det bedste i verden



The organic markedshare

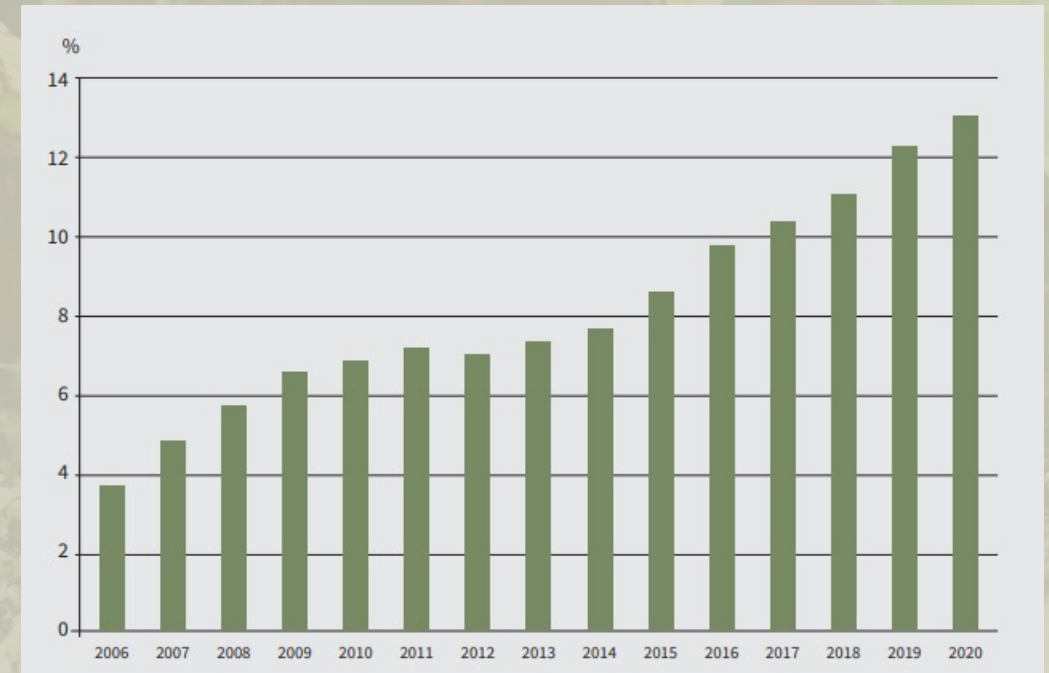
The danish consumers hold the current world record in organic consumption!

Prognosis organic sales:

Detail: 7 % yearly increase

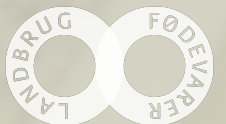
Foodservice: 6 % yearly increase

Development: Organic marked share
2006-2020



Source: Danmarks Statistik

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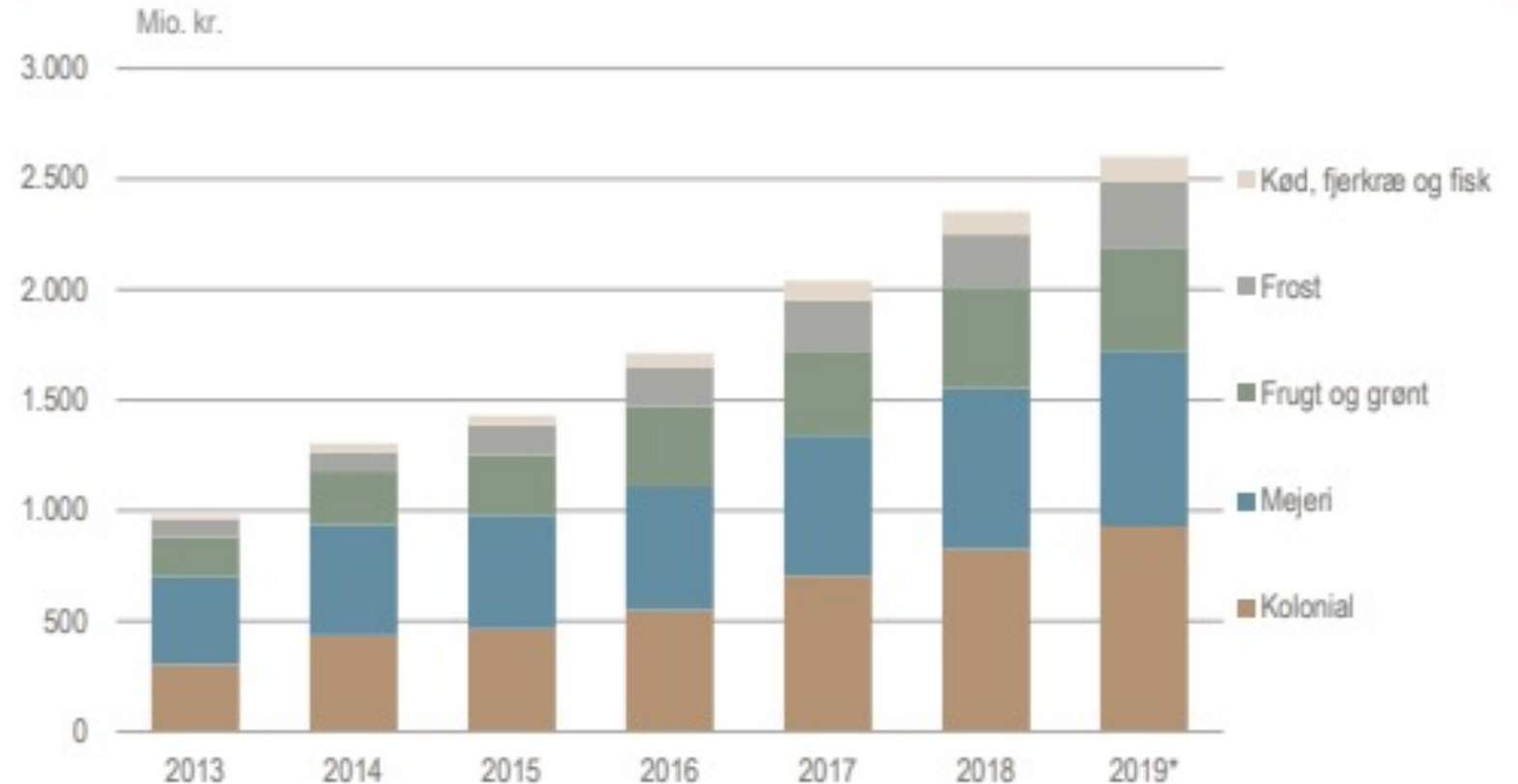
Before covid

Organic marked share of foodservice:

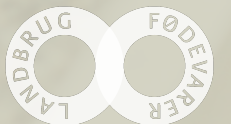
2019: 11,6%

2018: 10,9%

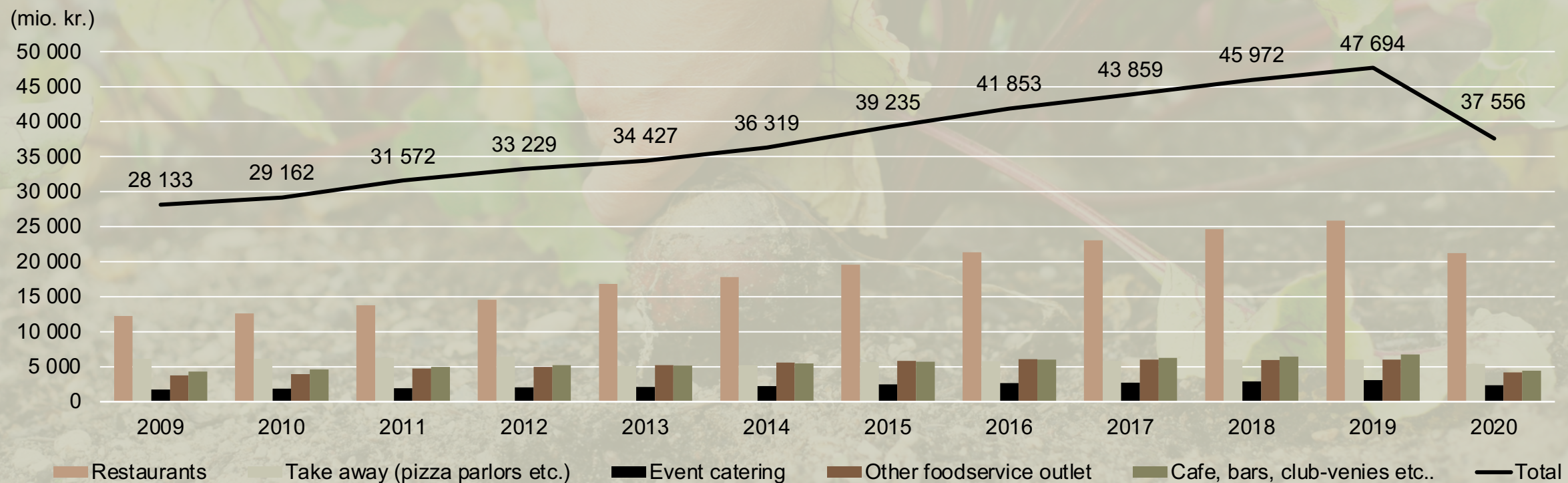
Salg af økologiske føde- og drikkevarer til foodservice – efter varegrupper



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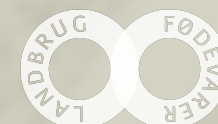


Danes are dining out



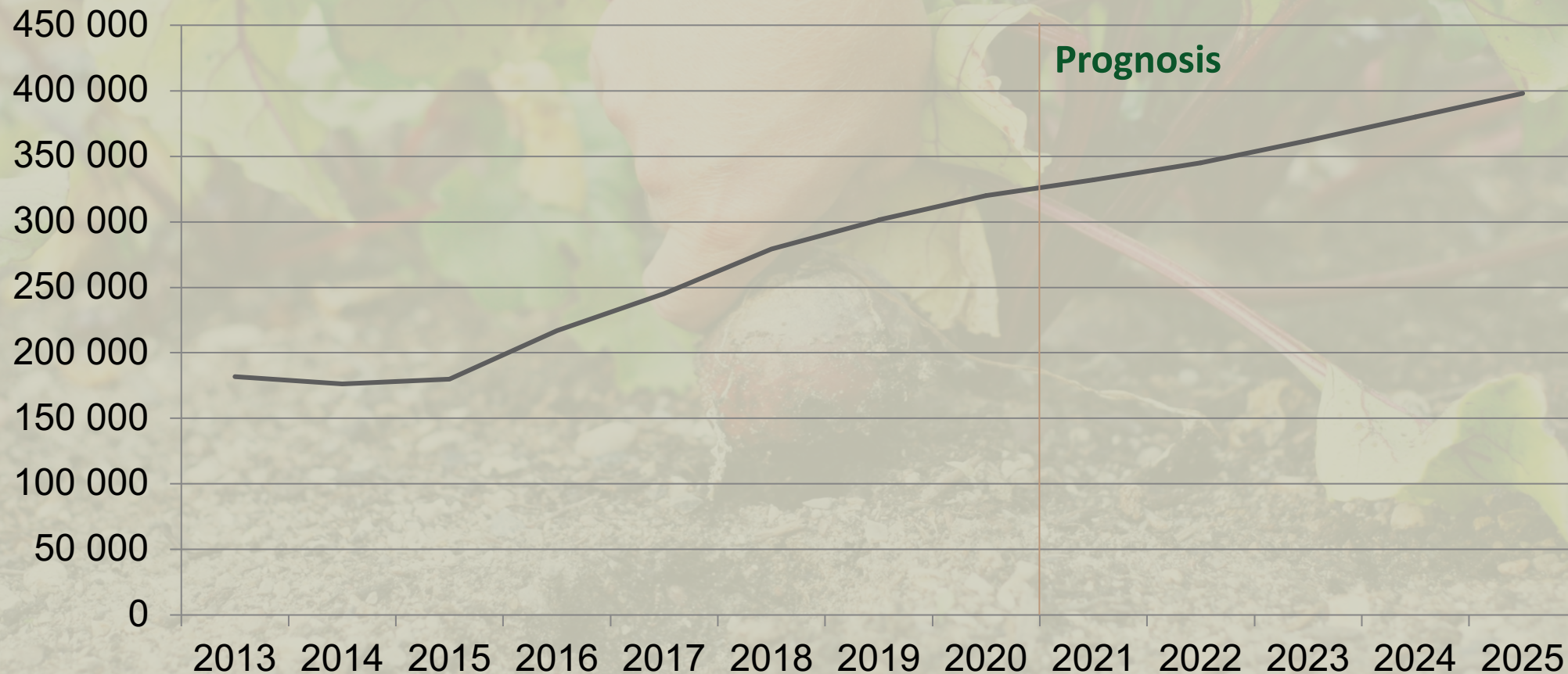
Source: Danmarks Statistik

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Organic farmland

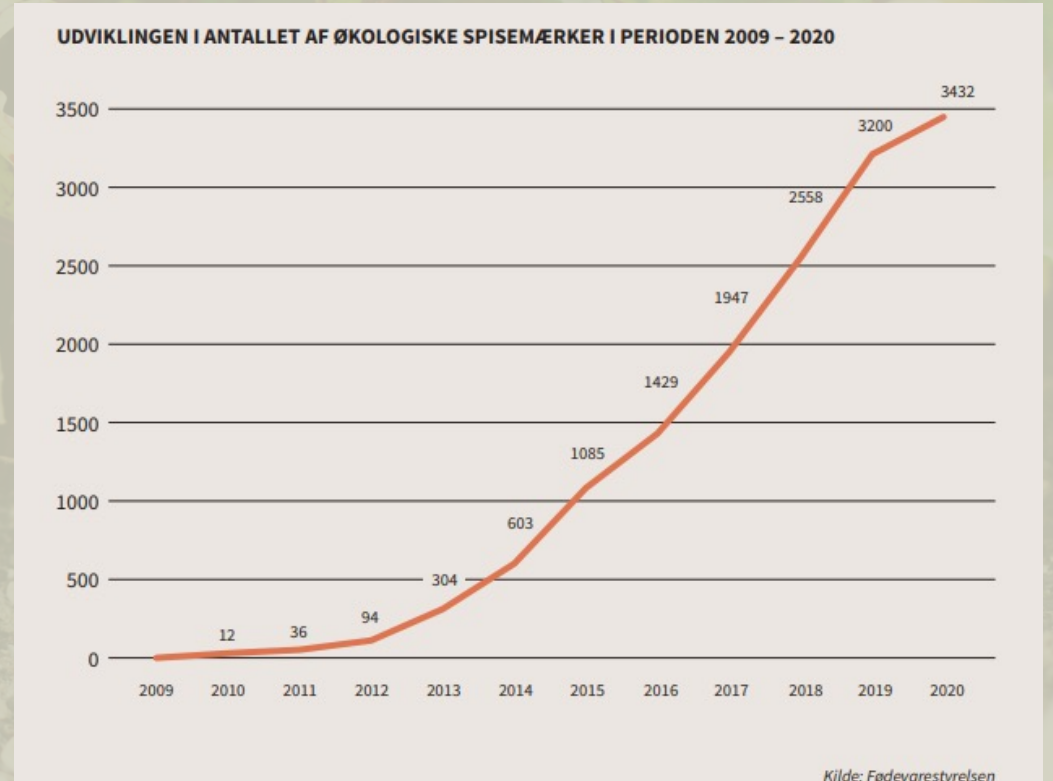
Substantial increase in organic farmland area



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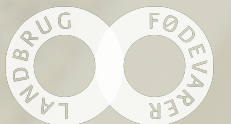


Organic certification – state regulated



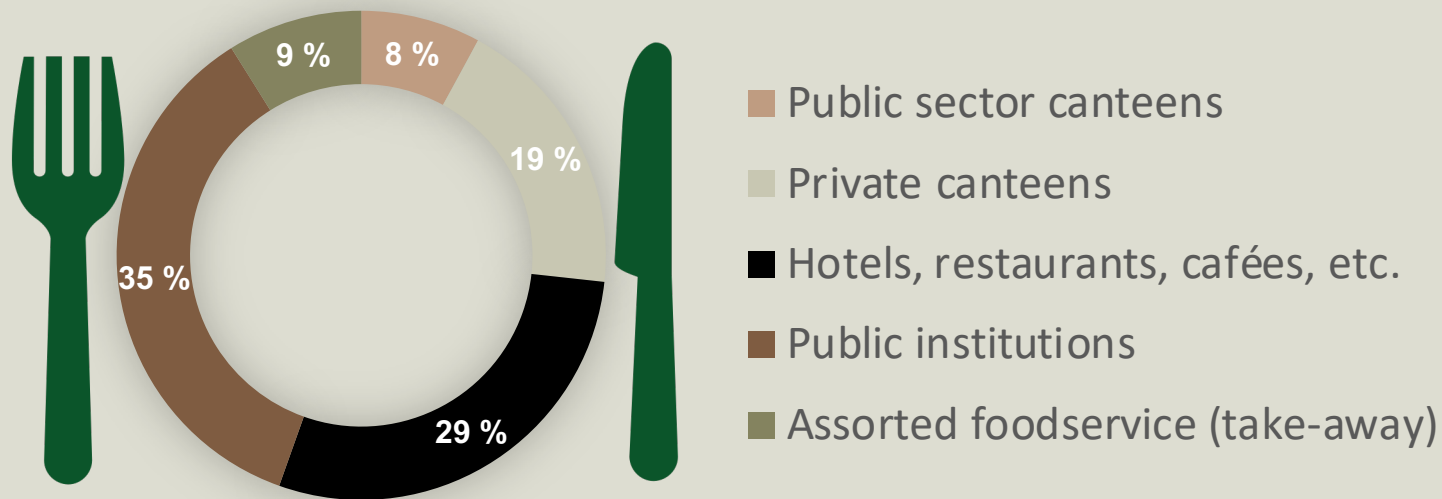
Source: Fødevarestyrelsen

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The public sector: an organic frontrunner!

Share of organic produce usage in 2019

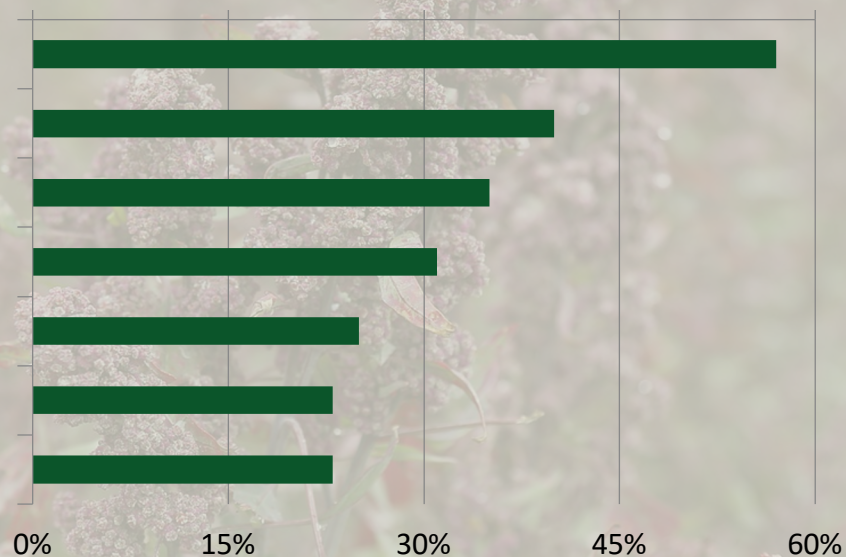


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The Danes: "I buy organic because of..."

Fewer pesticides and insecticides
Environment and drinking water
Improved animal welfare
Better for the global climate
Health
Quality of the products
Fewer additives



Source: Interviews and analyses, L&F 2019

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What does the guests want?

Sustainable and/or organic produce

Climate friendly food options

Locality

Great taste

Low price

Fantastic lighting

Danish design furniture

Great restaurant location

Easy accessibility / convenience options

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We asked 3 questions

*What could you **MOST** imagine yourself doing?
and
LEAST imagine yourself doing?*

*How **EASY** or how **HARD** would it be to carry out this
action/task in your everyday life?*

*How **SIGNIFICANT** or **INSIGNIFICANT** do you consider the action – in
regard to sustainability and climate.*

Increase consumption of organic foods

Reduce consumption of beef

Reduce purchase of new clothes

Increase consumption of FW

Purchase fewer plastic products

Reduce consumption of dairy

Shop locally

BBQ less

Increase the use public transport

Fly less (SD)

Reduce use of packaging

Reduce consumption of imported meats

Cut down on streaming

Use less paper

Avoid food waste /decrease amount of food wasted

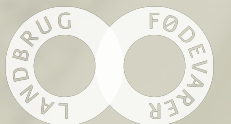
Energy- renovate/optimize your house

Drive less (car)

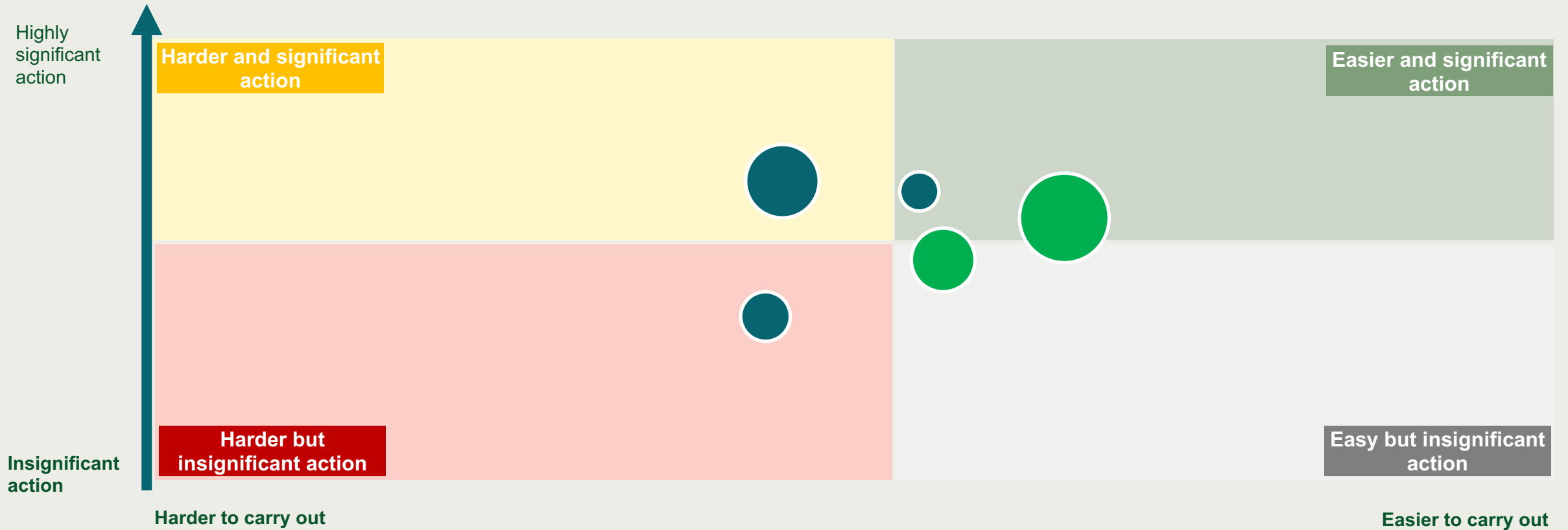
Reduce use of a fireplace

Use danish products

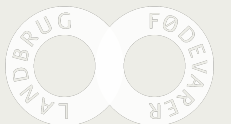
Noget af det bedste i verden



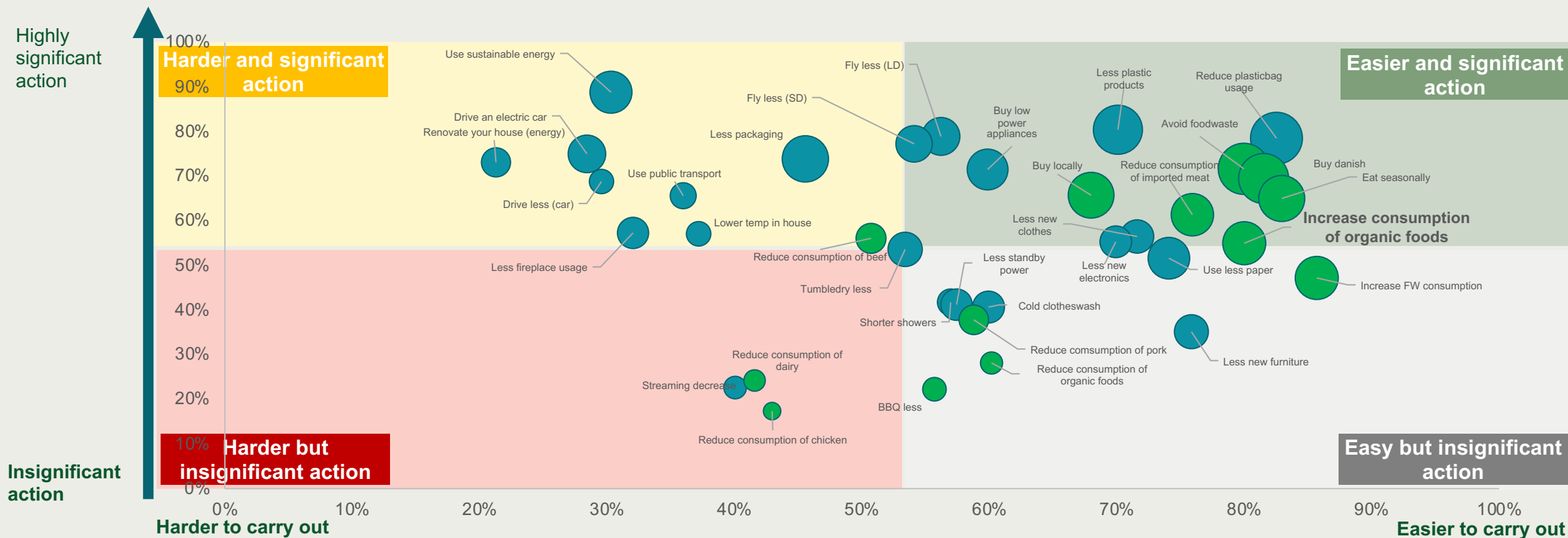
This choice “experiment” created a map with 3 dimensions



Noget af det bedste i verden



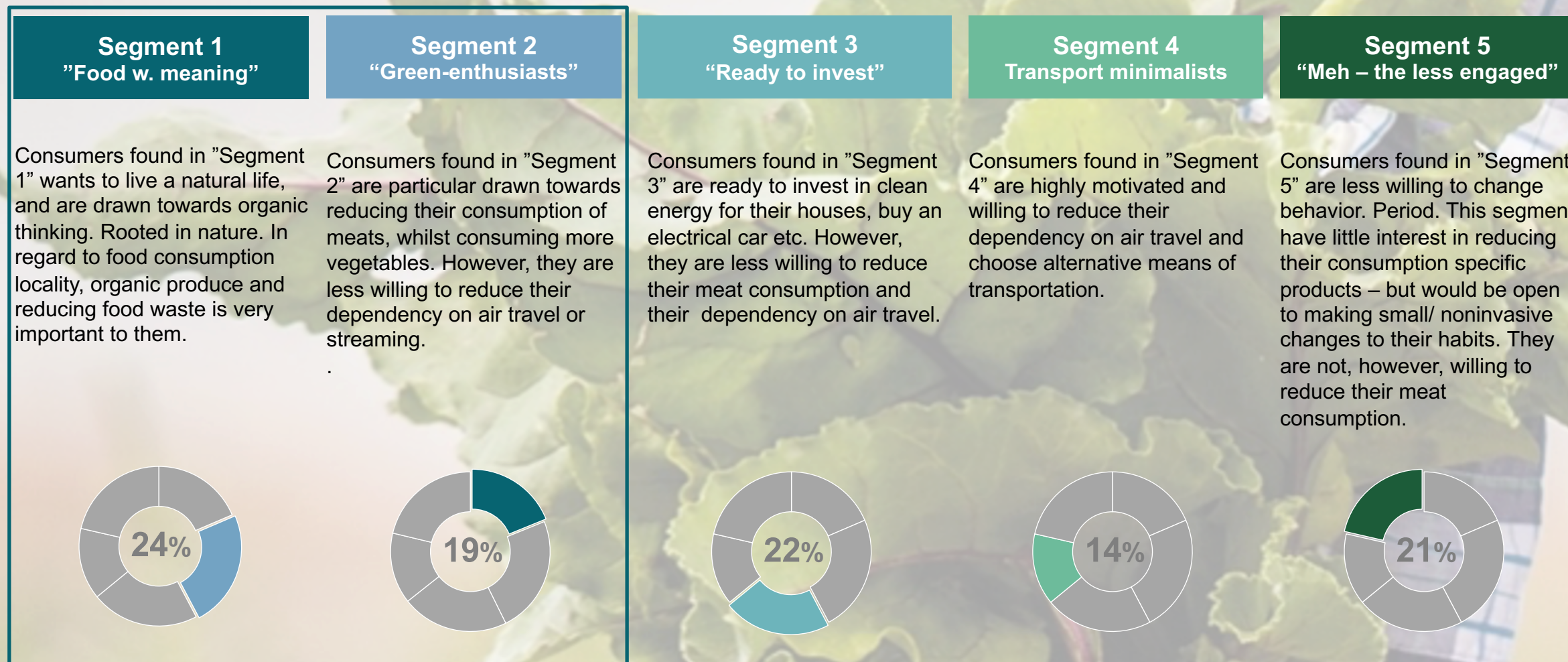
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Consumer segments



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A perfect storm?

Public push / private push

Innovative farming communities

Guests/consumer preferences

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Thank you

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