Organic exports in Denmark The Organic Way- The Danish Model

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Danish Agriculture & Food Council

Policy, communication, marketing and trade association as well as advisory services

- 1,500 organic farmers are members through local farmers' associations
- Companies, representing 80% of organic sales
- Organic food and farming department
- Trade and business activities

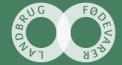




Paving the way to success – Political framework

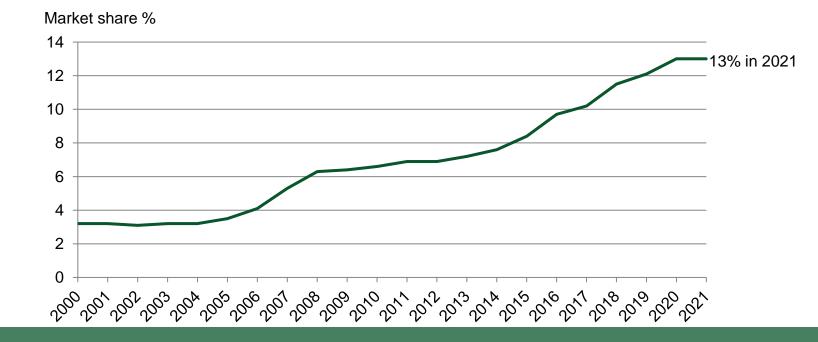


Danish organic policy is a catalyst for organic innovation and growth



Danes love organic food

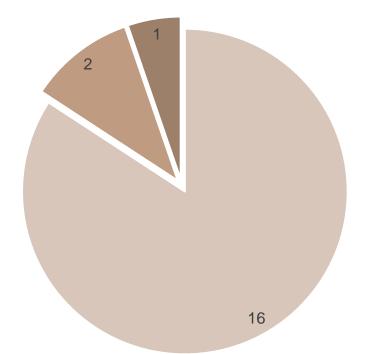
- Denmark has the highest market share (13.0% in 2021) in the world of organic food and beverages
- Total organic sale reached 2.55 billion Euro in 2021







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



Retail and online

Food service

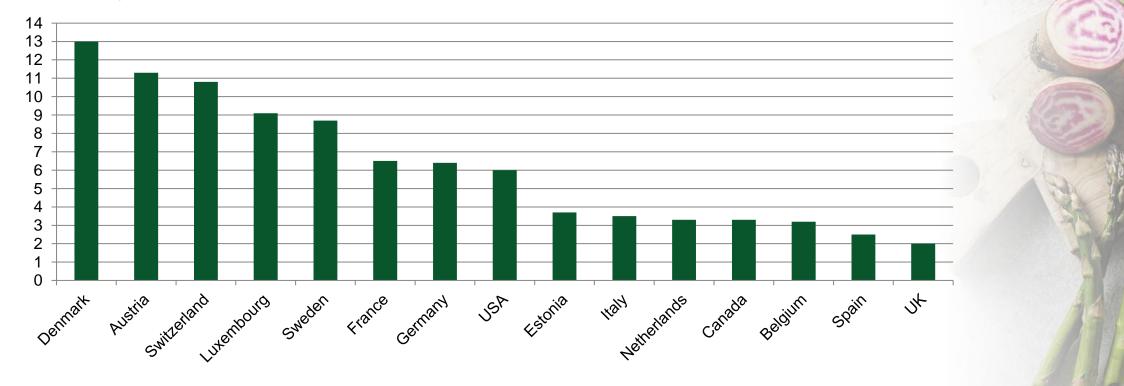
Food markets, farm shops, etc.

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

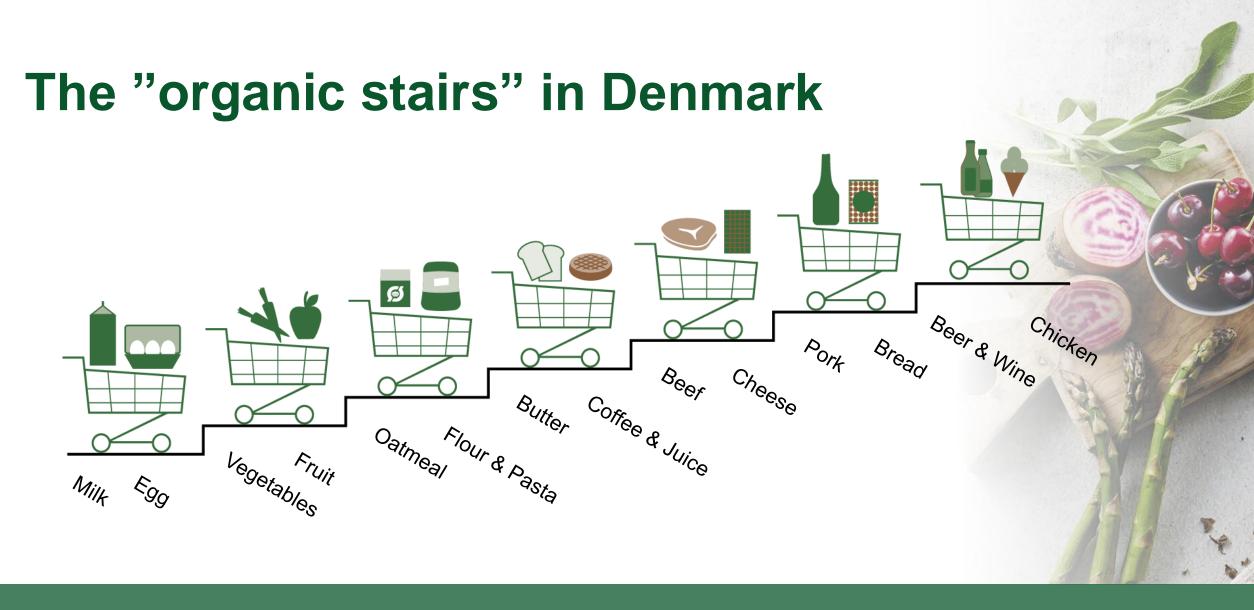


Organic share of the retail market in 2020

Market share, %









The Organic Cuisine Labels

Danish certification system for large-scale kitchens (restaurants, school kitchens, catering etc.)





Noget at leve af. Noget at leve for.

Export of organic foods



Initiatives to increase export of organic food

The government's food cluster action plan 2022-2023

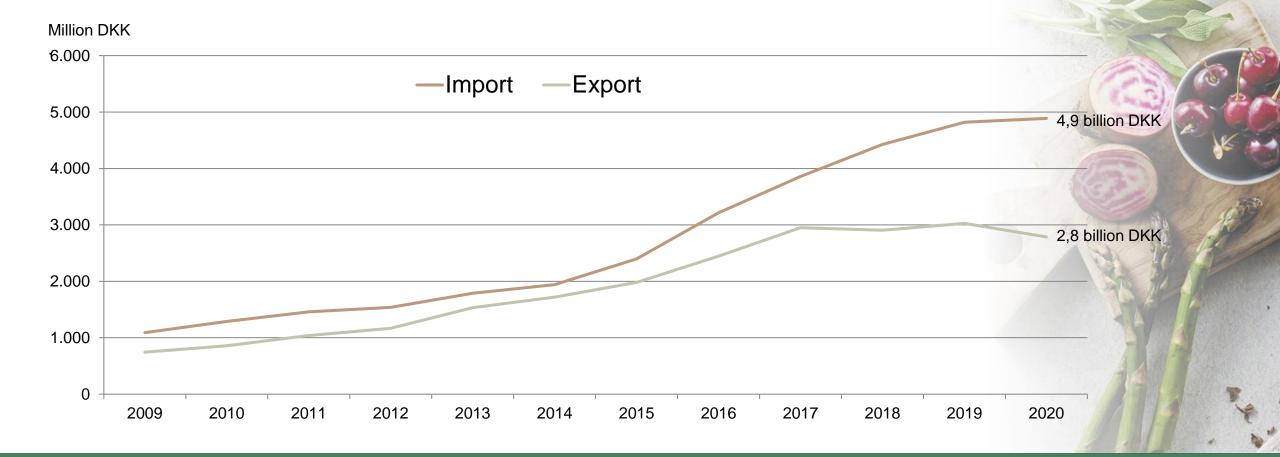
- Strengthen export promotion efforts at a time of great uncertainty
- Establishment of the Forum for Food Cluster Exports

Other initiatives

- Task force for export of organic food
- FØL Foundation for Organic Farming

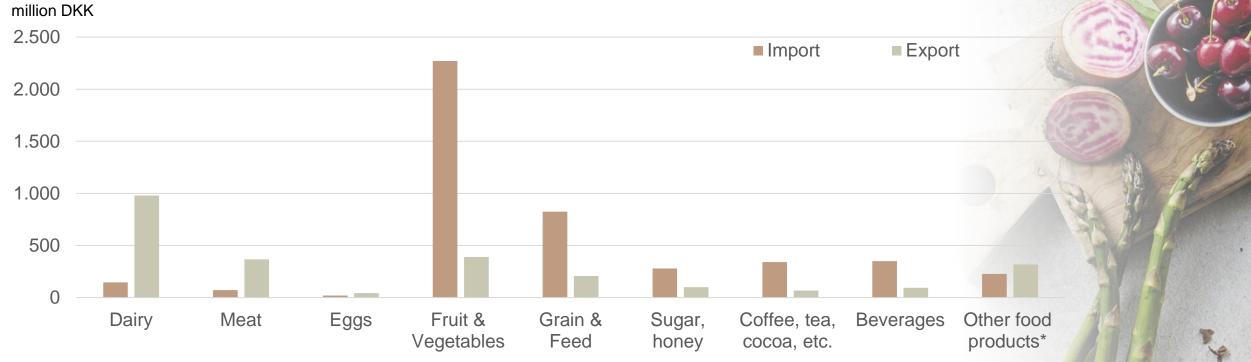


Foreign trade in organic products





Organic foreign trade, by main product groups in 2020



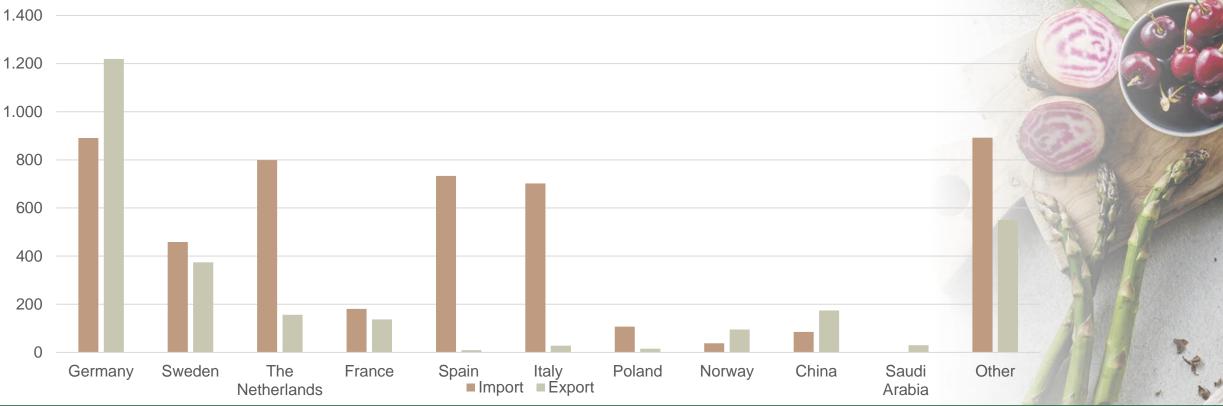
Source: Danmarks Statistik *Includes milk powder, children's nutrition, rice, pasta, etc.





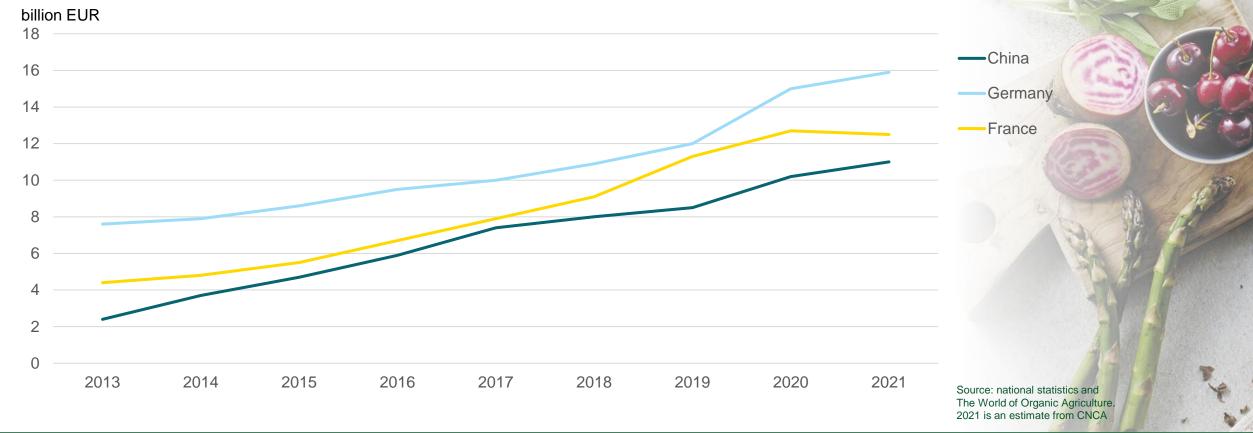
Foreign trade in organic products – broken down by countries

million DKK



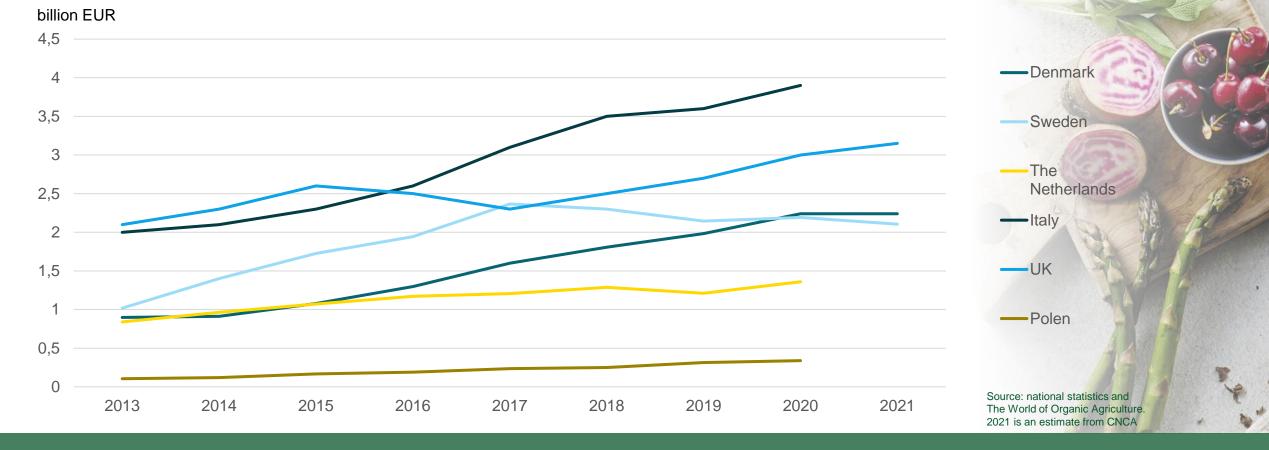


Development of organic sales in selected countries (1)





Development of organic sales in selected countries (2)





Participation on international fairs

• Anuga, SIAL Paris, Tutto Food, Biofach China











Participation on "Danish Days" and "Danish Weeks"

- Danish Days in Daikanyama, Japan
- Danish Weeks in KaDeWe and Alsterhaus, Germany







PR – activities and press



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no mercato bio al mondo are il gusto italiano

ISH AGRICULTURE & FOOD COUNCIL



sione al bio dei del 20% sul totale. E mercato bio

danesi è molto alta gico in Danimarca è il più grande al ine anche il mondo mondo già tre anni fa gli alimenti ane che punta sempre biologici erano il 12% del mercato al zione organica che lo dettaglio totale. Qualche esempio na toccato una quota un litro su tre di latte acquistato da

ne con Gambero Rosso

rionet) del The Danish Agriculture & Food Council in strette ambiente della Danimarca, che si sono mescolati in maniera na. In degustazione, come aperitivo. Formaggio Naturmaelà ai tre parnodori con organic Jouid Basilic di Northern Gre-natoreal di verdure firmate Gasa Nord Grent cotte a bassa urretta by Rawbite. Presentate anche le catarnelle go za conserventi coloranti e dolcificare



Matchmaking / Digital promotion











Noget at leve af. Noget at leve for.

Stakeholders: Seminars, delegation visits







Noget at leve af. Noget at leve for.



