



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

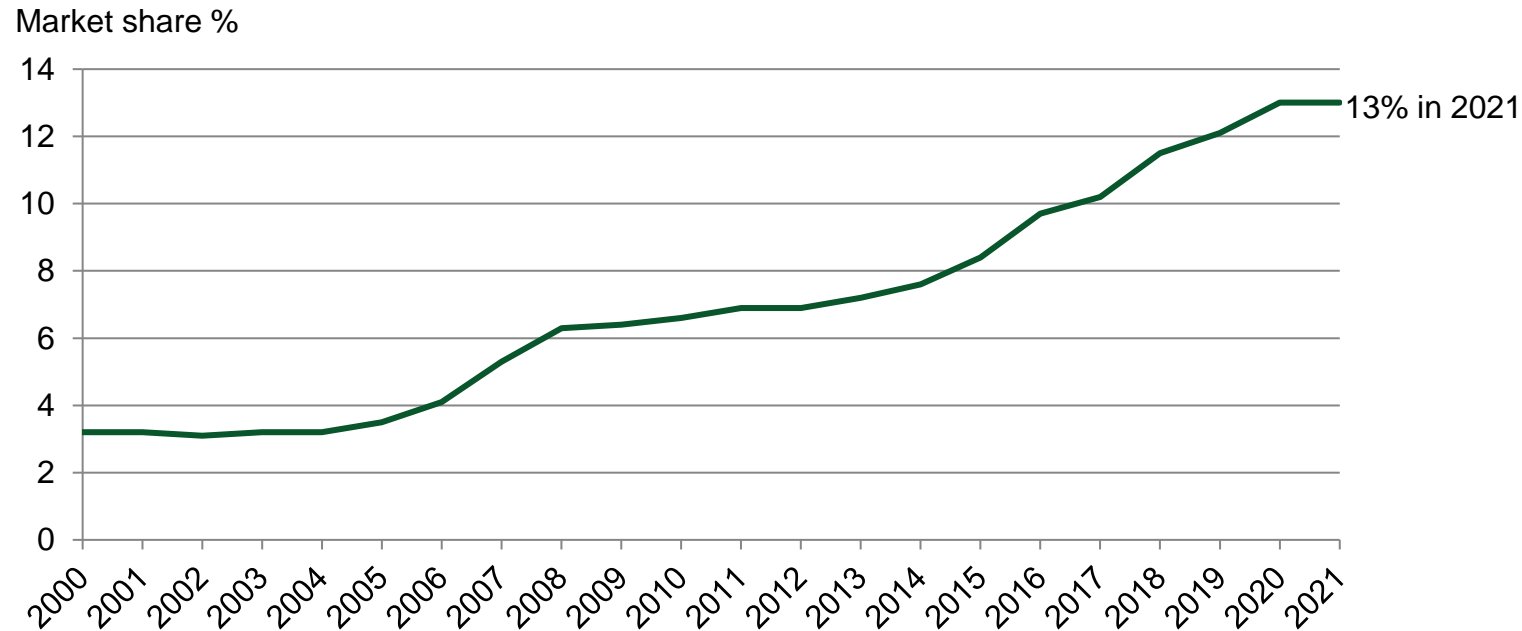


Danish organic policy is a catalyst for organic innovation and growth



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)

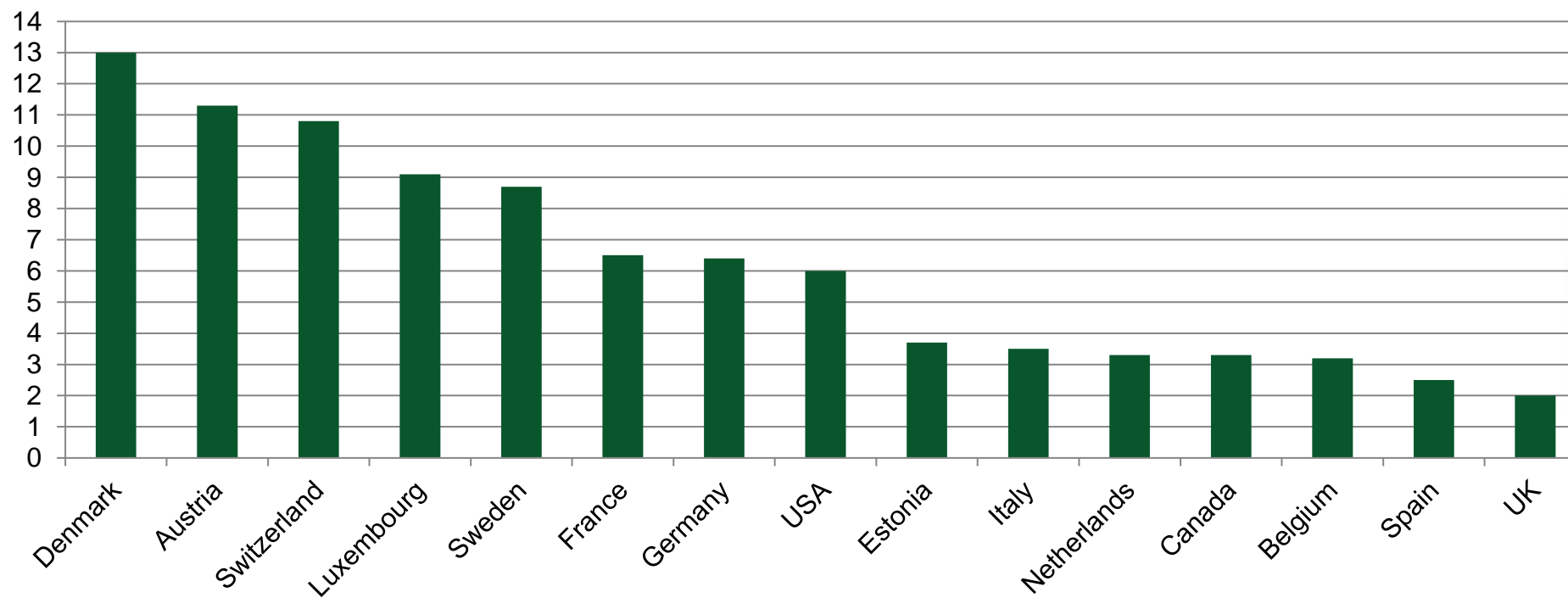


Total sales reached DKK 19.0 billion ~ 2.55 billion € (provisional)

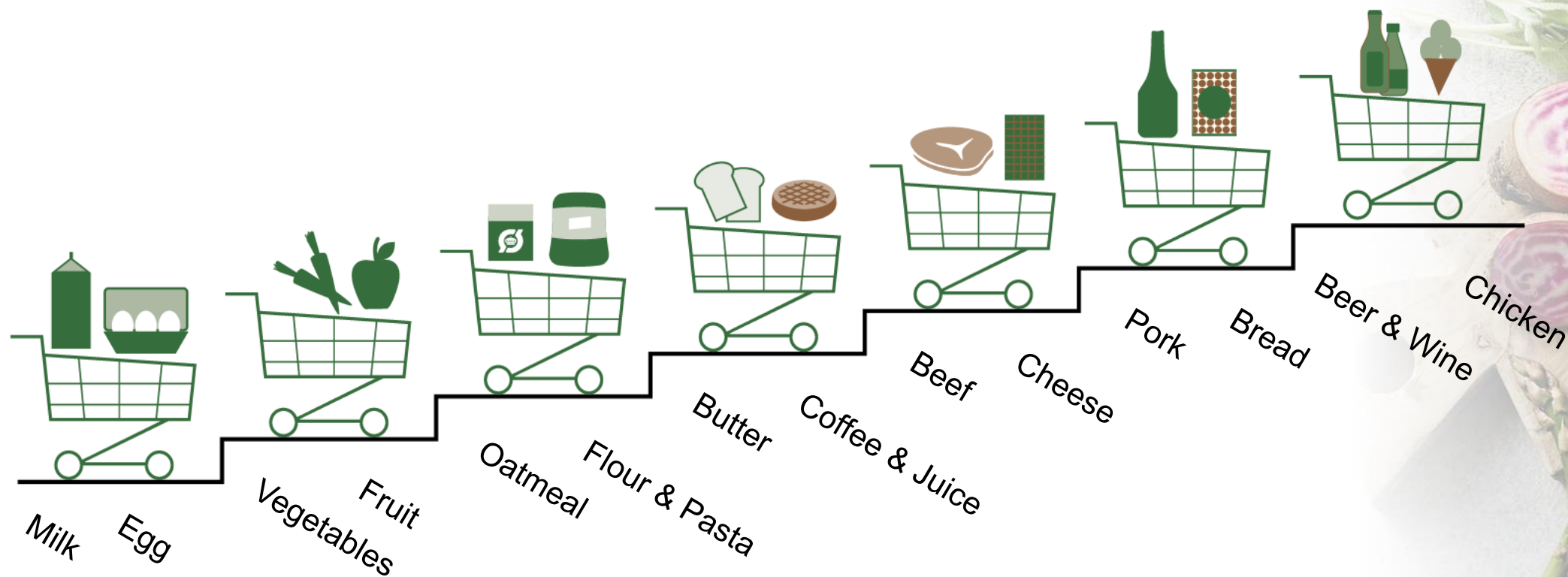


Organic share of the retail market in 2020

Market share, %



The "organic stairs" in Denmark



The Organic Cuisine Labels

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

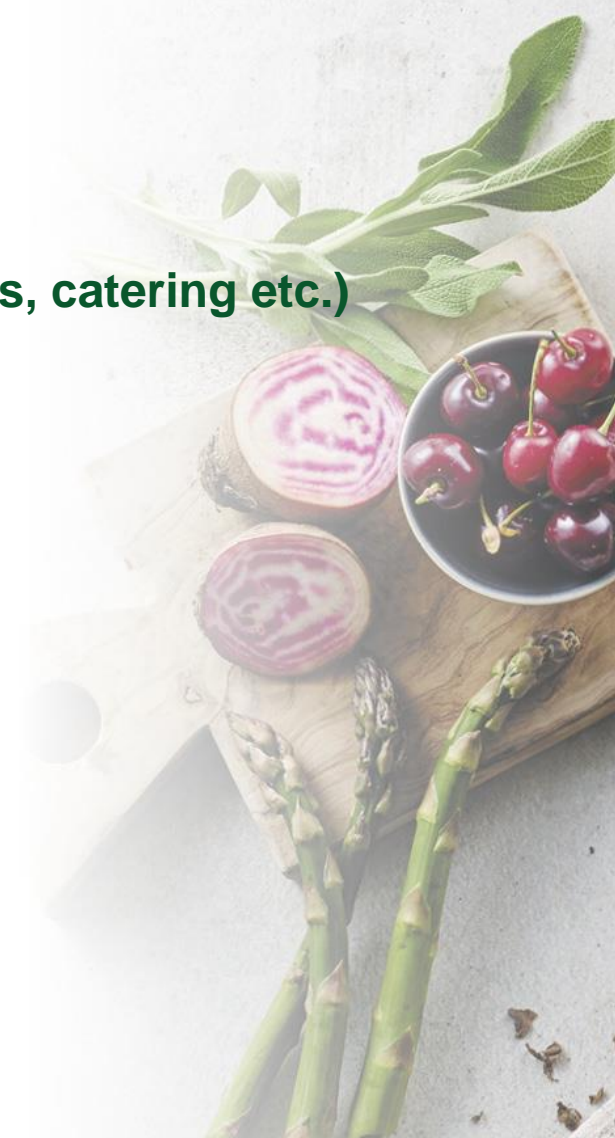
Bronze



Silver



Gold



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

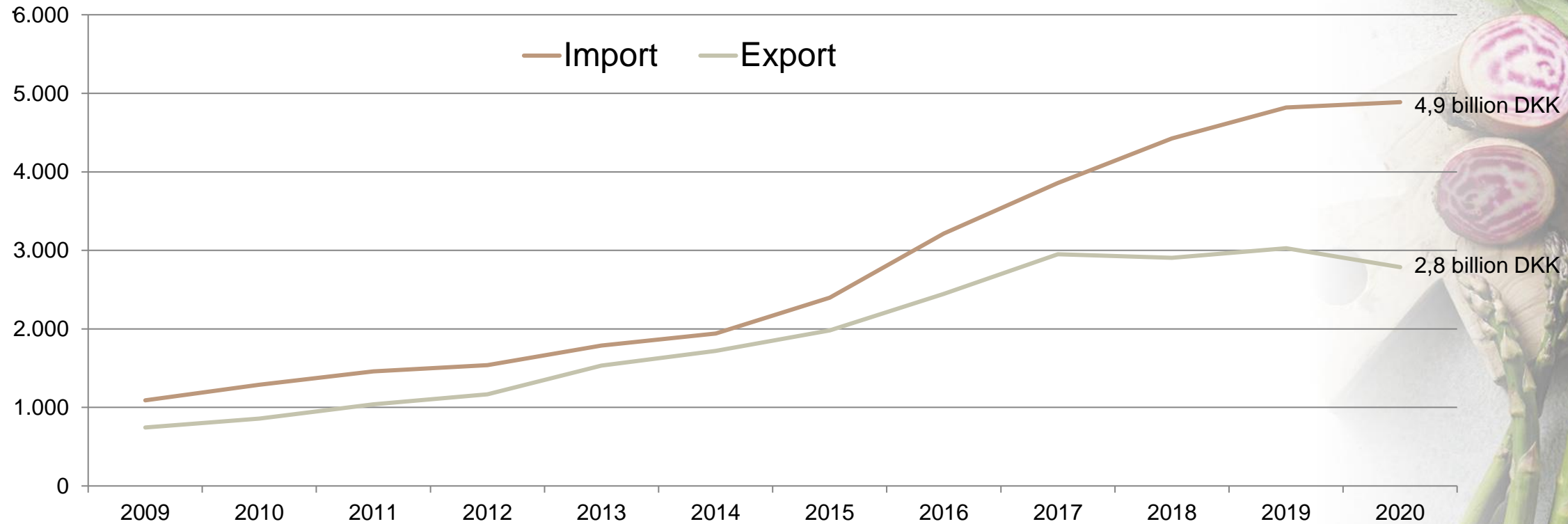
Other initiatives

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



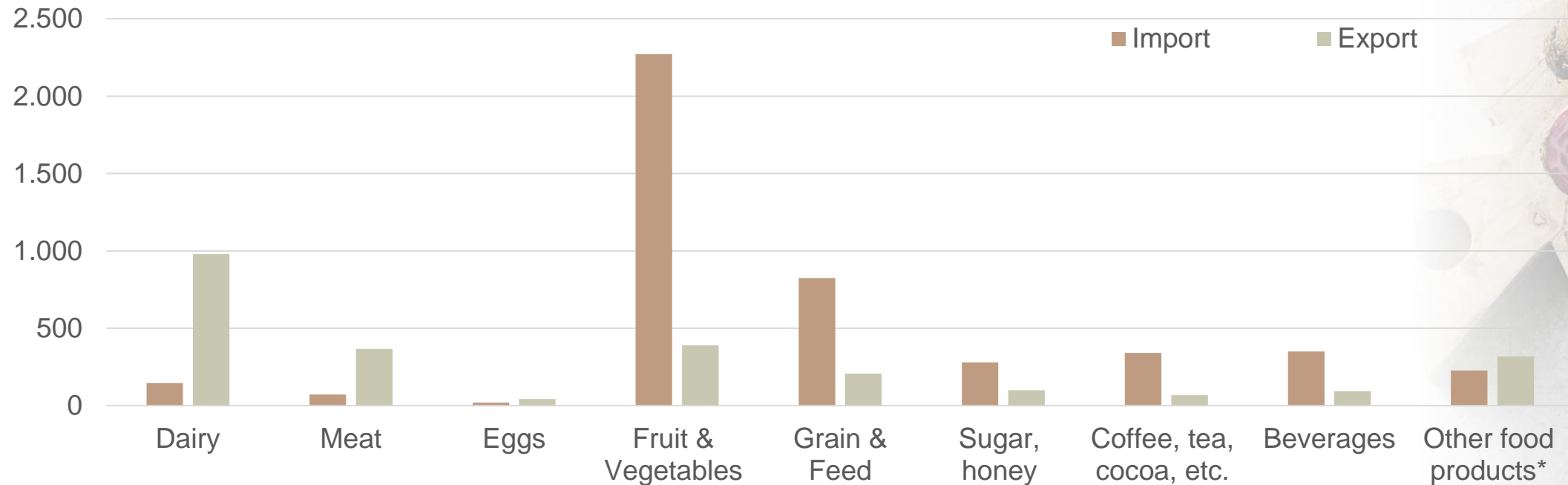
Foreign trade in organic products

Million DKK



Organic foreign trade, by main product groups in 2020

million DKK

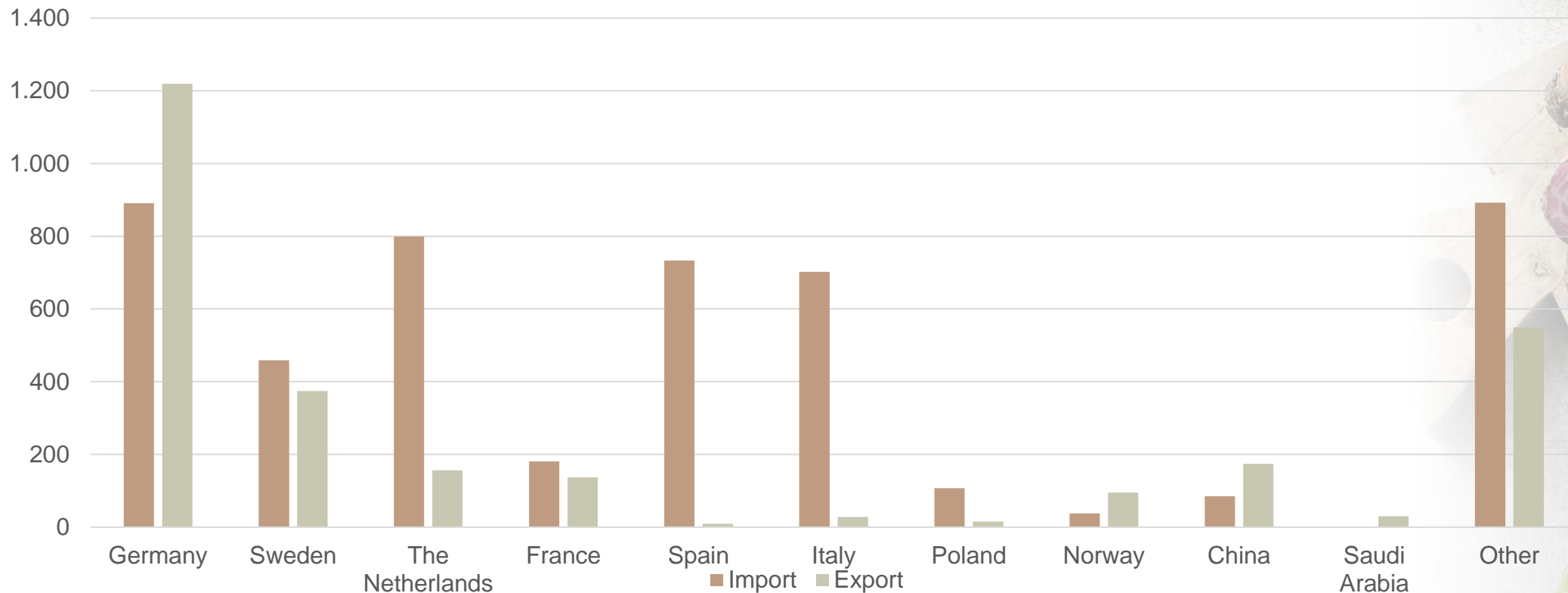


Source: Danmarks Statistik

*Includes milk powder, children's nutrition, rice, pasta, etc.

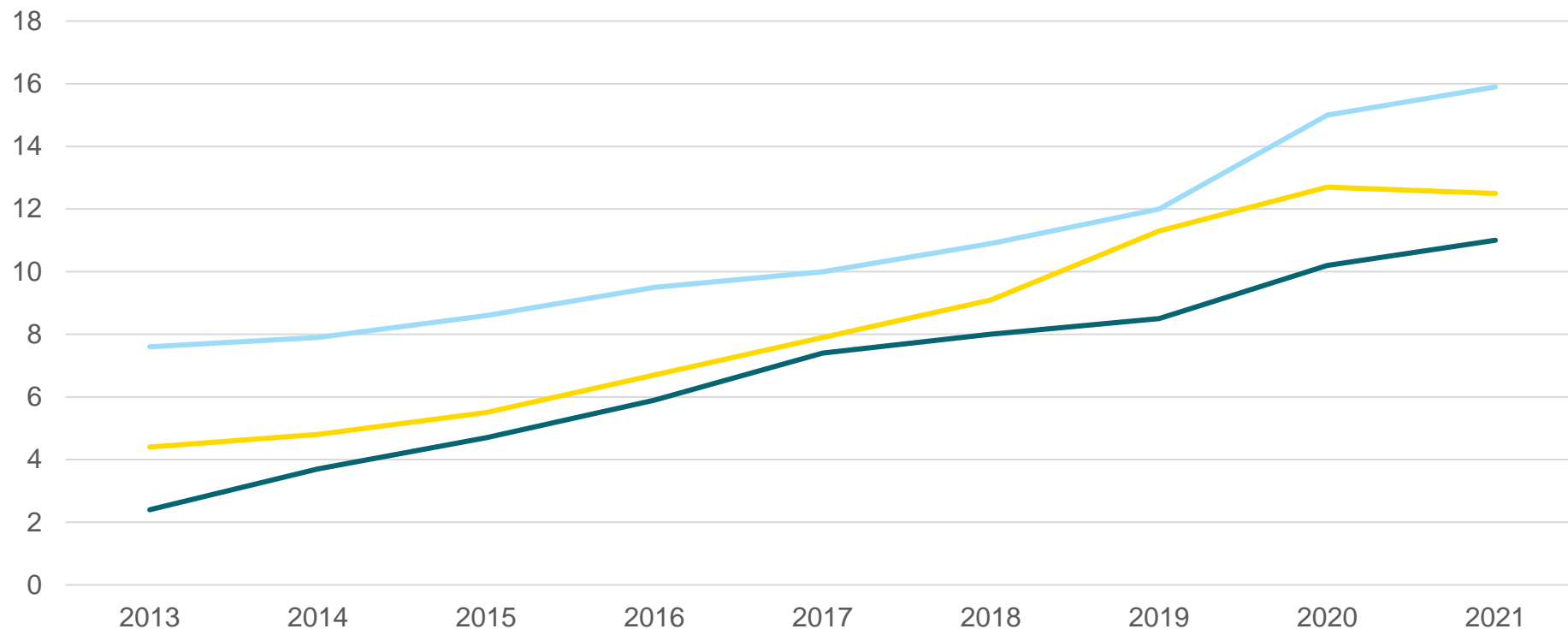
Foreign trade in organic products – broken down by countries

million DKK



Development of organic sales in selected countries (1)

billion EUR

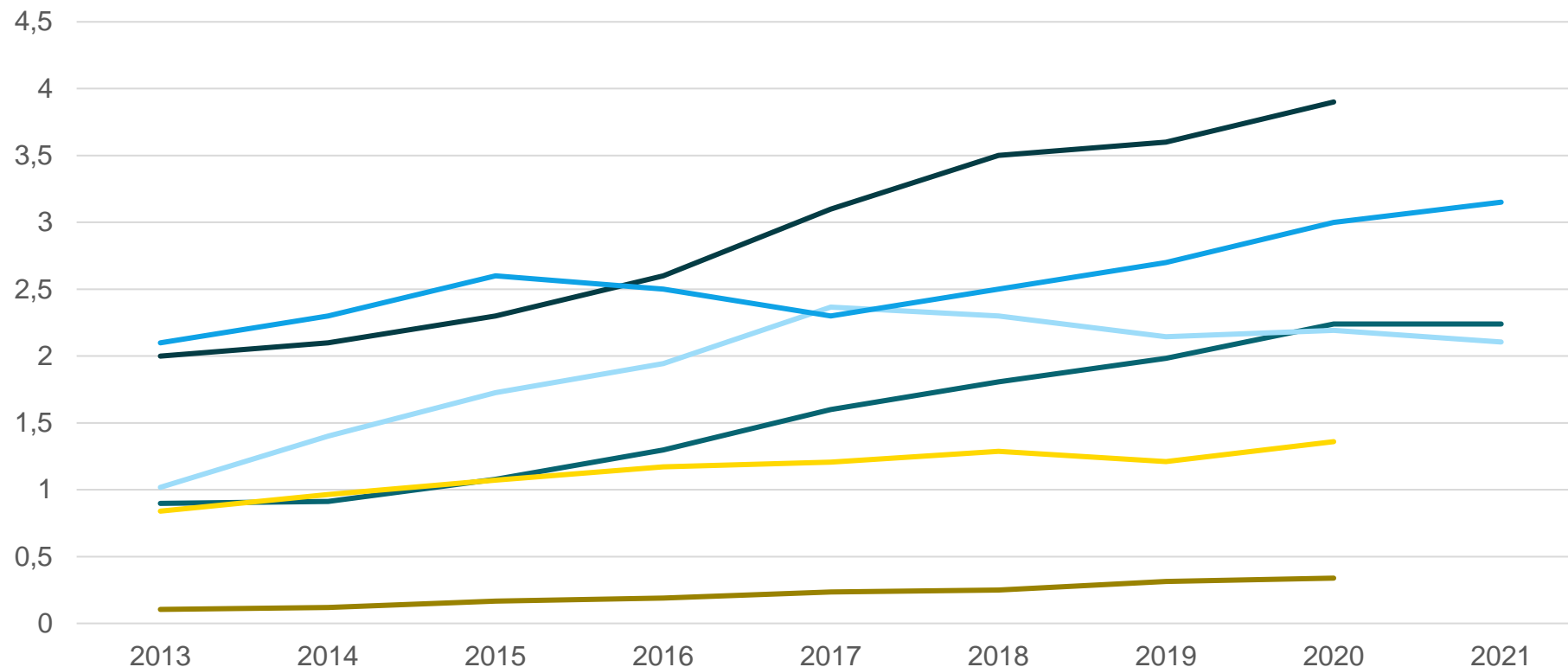


Source: national statistics and
The World of Organic Agriculture.
2021 is an estimate from CNCA



Development of organic sales in selected countries (2)

billion EUR



Source: national statistics and The World of Organic Agriculture. 2021 is an estimate from CNCA



Export promotion

Participation on international fairs

- Anuga, SIAL Paris, Tutto Food, Biofach China



Export promotion

Participation on “Danish Days” and “Danish Weeks”

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



PR – activities and press

FOOD NATION

**Solutions of tomorrow
By Denmark**

THE LAND OF EVERYDAY WONDER

VisitDenmark 

Danish Agriculture & Food Council

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Danimarca, il primo mercato bio al mondo punta a conquistare il gusto italiano



La Danimarca ha la più alta quota di mercato di prodotti biologici al mondo: un mercato in crescita con i prodotti più popolari per i consumatori danesi, dai latticini alle uova, dalle farine d'avena e di frumento

alla frutta. La propensione al bio dei consumatori danesi è molto alta e questo trascina anche il mondo della produzione che punta sempre più alla coltivazione organica che lo scorso anno ha toccato una quota

del 20% sul totale. Il mercato biologico in Danimarca è il più grande al mondo: già tre anni fa gli alimenti biologici erano il 12% del mercato al dettaglio totale. Qualche esempio: un litro su tre di latte acquistato dai

Cena-deglustazione con Cambero Rosso

Presso l'Ambasciata di Danimarca, lo scorso 25 ottobre, la Cambero Rosso Academy ha proposto una cena con interessanti abbinamenti legati ai prodotti bio selezionati dal The Danish Agriculture & Food Council in stretta collaborazione con produttori biologici e abitanti all'ambiente della Danimarca, che si sono mescolati in maniera armonica con altri ingredienti della tradizione italiana. In degustazione, come aperitivo: **Formaggio Natursmelt** in carozza con salsa ai lampirni; primo piatto: ruota ai tre pomodori con **organic liquid Beilic** di **Northern Greens**; per secondo: polpo ricciatello, la sua salsa e maionese di verdure fermentate **Casa Nord Orest** cotte a bassa temperatura; per dessert: mousse ai frutti rossi con bavetta **by Beabita**. Presentate anche le caramelle gommosa di **Sweet Intentions**: snack da frutta biologica, senza conservanti, coloranti e dolcificanti.

CAMBERO ROSSO 88 FEBBRAIO 2012

Export promotion

Matchmaking / Digital promotion



Noget at leve af. Noget at leve for.



Export promotion

Stakeholders: Seminars, delegation visits



Noget at leve af. Noget at leve for.





Thank you