

Danish Dairy Started the Organic Revolution



The Danish co-operative dairy, Thise, is the example of how the idealistic ideas of organic dairy products developed into being a very affordable business.

Being founded in 1988, where the organic share of the Danish market was less than 1%, Thise started the first organic revolution. Back then the 8 dairy farmers formed the co-operative, organic food production was seen as too expensive and slow and was a fairly unusual way of producing food.

In the first years of their existence, Thise battled with weak sales and small revenues. Several of the largest supermarket chains in Denmark already had cooperation agreements with larger Dairies that were non-organic, but once they received a large order in 1993 from the Danish cooperative, FDB, organic products in a large scale became available for the customers. Ever since, the organic market share has expanded and so has Thise's revenue. In 2017, Thise has more than 215 employees, and their annual revenue is just shy of 1 billion DKK – more than 30 % of their production is exported to the rest of the world.

Thise's trading turnover has walked hand in hand with the Danes' implementation of organic dairy products in their everyday life

An Example of Danish Food Development

Thise's trading turnover has walked hand in hand with the Danes' implementation of organic dairy products in their everyday life. What started as a small co-operative with only two products available to the customers, soured whole milk and whole milk is now one of the largest organic producers in the Danish food cluster with more than 385 dairy products on the shelves – including milk, cheese and more specialised products like curds.