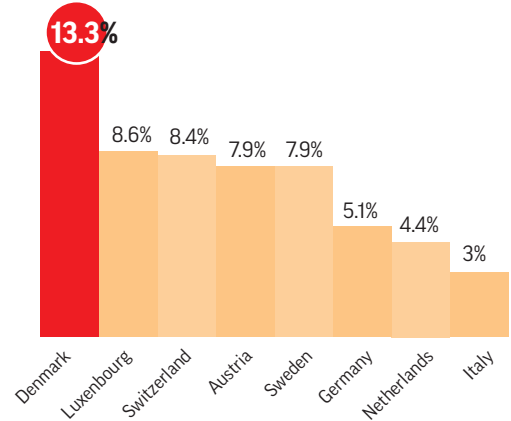


Denmark's position as an organic frontrunner

Over the last decades, Denmark has experienced a dramatic expansion in its organic production. The widespread usage and high knowledge of organic labels among both private and professional buyers keep the whole Danish value chain of organic food production on track with product development and handling of largescale production.

Today, Denmark is home to one of the most organic markets in the world and has for several years been crowned to have the largest organic share of retail sales compared to any other country. An ongoing initiative between private and public partners ensures the organic development in Denmark to continue.

Organic share of all retail sales (2017)



Source: FiBLAMI survey, 2018 and Statistics Denmark, 2018

Organic production means thorough inspections from farm to fork

In Danish organic production, the inspections from state authorities cover every part of the value chain – from cultivated area to processing facilities and to the final products on the shelves. The control bodies are listed under the Danish Ministry of Environment and Food and help carry out the inspections at all authorised businesses and suppliers. This includes at least one annual visit from the authorities supplemented by a number of random checks.

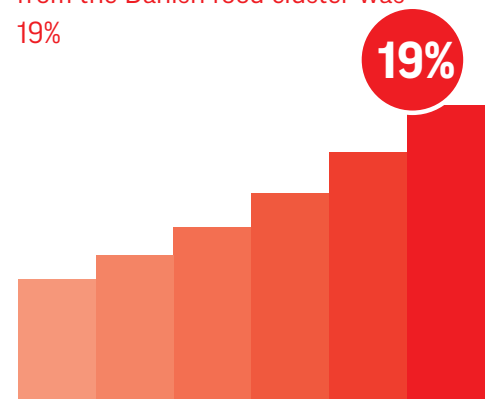
In 1987, Denmark was the first country to implement a state-controlled organic label: The red 'Ø'

Increased organic exports from the Danish food cluster

Lately, several countries have become aware of the Danish range of organic products. From 2010-2017, the export from the Danish food cluster had an annual growth of around 3%, but the average annual growth from organic products reached more than 19%.

With ambitious research and development efforts, Denmark's position as a global organic leader is expected to be further developed by the support, knowledge and experience of all the participants in the Danish food cluster.

From 2010-2017, the average annual growth in organic exports from the Danish food cluster was 19%



Source: Statistics Denmark, 2018

How Collaboration Increases the Market Share of Organic Products

In 2009, the Danish government presented the Organic Cuisine Label to encourage the use of organic produce in professional kitchens. The label allows kitchens to brand themselves by the share of organic products used in the kitchen. Both public and private eateries can join the labelling scheme for free, and, at the beginning of the 10 year anniversary, more than 2000 restaurants, cafeterias, catering firms, staff restaurants, nursing homes, schools and hospitals have joined the program.

The idea is simple: Each eatery receives a label that corresponds to the amount of organic food they use in their kitchen. The Bronze label indicates a use of 30-60% organic products, Silver 60-90% use, and Gold 90-100%. The labelling program has been a huge success creating an incentive to increase the use of organic products and the Danish consumer can more easily choose organic restaurants and cafés when eating out. The label is recognised by 58% of the Danish population.

As a result, since the implementation in 2009, the organic market share has increased. For instance, the Danish military barracks have adopted a policy stating that they must use at least 40% organic products in their kitchens. Thus, they are all awarded with the Bronze label. Danish daycarecentres also see that the amount of organic food offered to the children has developed into being a competitive parameter and the food delivered to the kids is now more organic than ever before.



The Love of the French for Friland Ham

The story of Friland (Danish for outdoors) started back in the late 1980s with a cooperation between a group of organic farmers, a retail chain, and collaborating slaughter houses wanting to take organic meat to the retail market. Not coming to an agreement in the first run, teaming up with other outdoor meat farmers to create a new collaborative gave the collective farmers the necessary platform for marketing and development.

The Friland producers wanted to create an alternative to the existing intensive pig production. The piglets were to be born in huts on freerange pasture and raised with a strong focus on animal welfare and consideration for the pigs' natural behaviour.

This has not changed since 1992. The successful development of the brand (eventually also embracing outdoor cattle breeding) is rooted in the ongoing search for improving production, always considering – and never deviating from – that original point of departure.

Now, more than 25 years later, Friland is Europe's biggest organic meat company with responsibility, integrity and safety still as the driving values.

Friland's organic pigs are thus exported all over the world. The population of one European country has a certain fondness for them, though – the French, food-loving people who consume 44% of Friland's exports.

