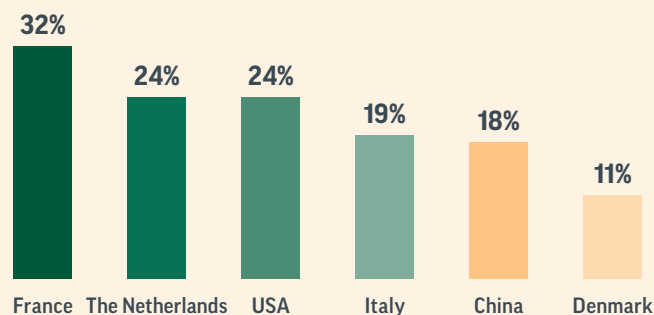


## AN IMPORTANT TRADING PARTNER

Denmark is a close trading partner for the German decision makers. Still, almost half of the German decision makers are locally orientated and most often trade with their countrymen. In Germany, they associate Denmark with **organic standards** and specific food products like **dairy** and **fish**. As 65% of their associations are positive, there is a potential for the Danish food sector to increase export to Germany.

## GERMAN TRADING PARTNERS\*

German decision makers buy food products, materials, equipment or solutions from major exporting countries and neighbouring countries in Europe. Denmark is a significant stakeholder.



\*Based on interviewed decision makers in the food industry. Not actual trade flows.

## IMPORTANT ASPECTS FOR GERMAN DECISION MAKERS

When producing, purchasing, selling or handling food products and solutions, the following values are important to German decision makers:

### TOP 5

**80%**  
FOOD SAFETY



**77%**  
RELIABILITY

**77%**  
TRANSPARENCY



**77%**  
FLEXIBILITY

**72%**  
GOOD TASTE



## PRODUCT CATEGORIES DEFINE THE DANISH FOOD CLUSTER

Our neighbours in Germany tend to know Denmark very well. German decision makers often associate Denmark with specific product categories like 'meat', 'dairy', 'fish', 'pork', 'honey' as well as 'organic'. Danish food products and solutions tend to be mainly defined by specific product categories, but they are to some extent associated with strongholds such as quality and safety.

Food facts

### DENMARK IS PUNCHING ABOVE ITS OWN WEIGHT

In general, Danish goods account for 1,2% of Germany's total import from other countries, but on the food scene, Denmark is punching above its own weight. Denmark has a large share of Germany's animal import (11,2%), and other Danish food products account for 3,0% of the German food import.

Source: The World Bank, WITS, 2017.

## A STRONG NATIONAL BIAS

It is natural to think that the foods in one's own country are the best – especially for the Germans. Decision makers in the German food industry tend to associate important aspects like *food safety*, *reliability*, *transparency* and *flexibility* more closely with German products and solutions than with the Danish equivalents. Denmark is rated higher than Germany only on the aspect *good taste*. This poses a communication challenge for Danish food companies.

## UNFOLD DANISH EXPERTISE IN FOOD SAFETY

In order to overcome the strong national bias in Germany, Danish exporters should continuously unfold important Danish strengths in food and agriculture and remind our trading partners of our unique expertise. Food safety is decisive to German decision makers, but they tend to rate German products higher on this parameter, although Danish products and solutions are extremely competitive. To meet this challenge, it is important to build trust and communicate Danish food safety standards.

“ Danish food companies cannot take for granted that the international markets know that we excel in food quality and safety. We must show it by continuously telling understandable and documented stories about our strongholds. For instance, stories about our responsible industry and our control system.

Esben Egede Rasmussen, Director of the Danish Veterinary and Food Administration.



## HIGH AWARENESS ON ORGANICS

According to experts, the awareness and trust in the Danish state-controlled organic label is high in bordering countries like Germany.

Decision makers in the German food industry associate organic more closely with Danish food products and solutions than with the products and solutions of their own country.

- **56% of German decision makers associate Danish food products and solutions with organic.**
- **32% associate organic with the products and solutions from Germany.**

Since awareness and trust in Danish organic food products tend to be well-established in Germany, Danish food companies can sell organic products based on other areas of the Danish expertise like sustainability, health and natural food production.

**56%**

OF THE GERMAN DECISION MAKERS  
ASSOCIATE DANISH FOOD PRODUCTS  
AND SOLUTIONS WITH 'ORGANIC'

## A UNIQUE BRANDING POSITION

New consumer trends have resulted in an increasing demand for organic food. Since German decision makers tend to rate Danish products and solutions significantly higher than the German counterparts when it comes to organic food products and solutions, Danish food and agriculture companies may have a unique branding position for selling organic food products and solutions in Germany.