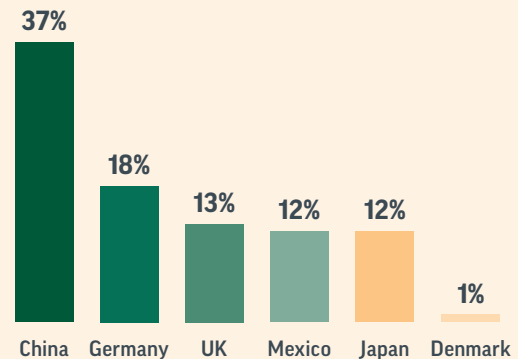


## TRADING WITH THE UNITED STATES

Denmark is a small trading partner for the American decision makers. Having said that, four out of ten American decision makers are nationally orientated and trade with their countrymen. Nevertheless, awareness of Danish food products and solutions tend to be high. Denmark is associated with several product categories and strongholds such as **pork, dairy** and **fish** as well as **sustainability, fresh foods** and **organics**. As 73% of their associations are positive, there is potential for the Danish food sector to increase export to the US.

## AMERICAN TRADING PARTNERS\*

American decision makers mainly buy food products, materials, equipment or solutions from major global exporting countries.



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

## IMPORTANT ASPECTS FOR AMERICAN DECISION MAKERS

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

### TOP 5

**87%**  
RELIABILITY



**87%**  
FLEXIBILITY

**86%**  
LOW ENVIRONMENTAL IMPACT



**67%**  
FOOD SAFETY

**66%**  
HEALTHY



## A UNIQUE POSITION ON SAFETY AND HEALTHINESS

The decision makers in the American food industry tend to associate important aspects like *reliability*, *flexibility* and *low environmental impact* more closely with their own food products and solutions than with the Danish equivalents. But on *food safety* and *healthiness*, Danish products and solutions are rated significantly higher. On those parameters, Denmark has the potential to prosper.

Food facts

### DENMARK IS PUNCHING ABOVE ITS OWN WEIGHT

In general, Danish goods account for 0,3% of United States's total import from other countries, but on the food scene, Denmark is punching above its own weight. Denmark has a 0,7% share of United States' animal import, and other Danish food products account for 0,4% of the American food import.

Source: The World Bank, WITS, 2017.

## REMEMBER TO COMMUNICATE OUR STRONGHOLDS

In foreign markets far from Denmark, a lack of knowledge may prevent trading partners from choosing Danish food products and solutions. In the United States, for example, low environmental impact is significantly more often associated with American products, although Danish products and solutions are extremely competitive on this parameter.

## DANISH FOOD PRODUCTS ARE KNOWN AND LIKED BY THE AMERICANS

American decision makers have a positive image of the Danish food and agricultural industry. It is common for American decision makers to think positively of Danish food products such as 'cookies', 'pork', 'pastry' and 'fish' as well as 'organic' products.

“ When branding food products and solutions as Danish, it is not enough to put a Danish flag on the label of your product. You need to communicate the story of how your product is unique by being Danish.

Polymeros Chryso, Associate Professor in the Department of Management at Aarhus University, and expert on branding.



## DANISH SUPPLIERS ARE SEEN AS FLEXIBLE

When branding Danish food products and solutions in a business to business context, the *credibility, reliability and flexibility* of the supplier is important. The Danish food and agriculture industry can benefit from communicating our credibility in delivering high standards as well as our strengths as collaborators.

## ORGANICS ARE OUR DISTINCTIVE ASSET

New consumer trends in the US have resulted in an increasing demand for organic food.

American decision makers have a tendency to rate Danish products and solutions significantly higher than the American counterparts when it comes to organic food products and solutions.

- **66% of American decision makers associate Danish food products and solutions with organic.**
- **32% associate organic to the products and solutions of the US.**

Our main focus should be to build up trust in Danish certification when selling organics in the US. In Denmark, we have strict regulations on our production methods, which might be worth communicating when selling food products to the Americans.

72%

OF AMERICAN DECISION MAKERS  
ASSOCIATE DANISH FOOD PRODUCTS  
AND SOLUTIONS WITH 'FLEXIBILITY'