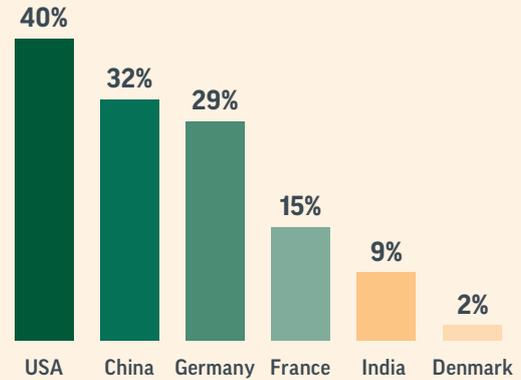


TRADING WITH THE UNITED KINGDOM

Denmark is a minor trading partner for British decision makers. Having said that, more than half of the British decision makers are nationally orientated and trade mostly with their countrymen. Nevertheless, awareness tends to be high and British decision makers associate Denmark with e.g. **organic standards, pork** and **dairy**. As 73% of their associations are positive, there is a potential for the Danish food sector to increase export to the UK.

BRITISH TRADING PARTNERS*

British decision makers mainly buy food products, materials, equipment or solutions from major global trading partners.



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

IMPORTANT ASPECTS FOR BRITISH DECISION MAKERS

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

TOP 5

80%
RELIABILITY



77%
LOW ENVIRONMENTAL IMPACT

76%
FLEXIBILITY



56%
HEALTHY

53%
GROWTH-CREATING



A STRONG NATIONAL BIAS

It is natural to think that the foods in one's own country are the best – especially in the UK. The decision makers in the UK's food industry tend to associate important aspects like *reliability, low environmental impact, flexibility, and growth-creating* more with British products and solutions than with the Danish equivalents. The fact that Denmark is rated higher than the UK on the *health* aspect poses a communication challenge for Danish enterprises.

Food facts

DENMARK IS PUNCHING ABOVE ITS OWN WEIGHT

In general, Danish goods account for 1,0% of UK's total import from other countries, but on the food scene, Denmark is punching above its own weight. Denmark has a large share of the UK's animal import (8,0%), and likewise other Danish food products account for 2,4% of the British food import.

Source: The World Bank, WITS, 2017.

A POSITIVE PICTURE OF DENMARK

Despite a strong national bias, British decision makers have a positive image of the Danish food and agricultural industry. It is common for British decision makers to think positively of Danish food products and solutions on parameters such as *organic, dairy, innovative and fresh*.

REMEMBER TO UNFOLD DANISH STRONGHOLDS

In foreign markets, a lack of knowledge may prevent trading partners from choosing Danish food products and solutions. In the UK for example, *low environmental impact* is significantly more associated with British products, although Danish products and solutions are extremely competitive on this parameter. Danish exporters should continuously unfold the Danish expertise in innovative and sustainable solutions in their sales and marketing material to remind our trading partners of the Danish strongholds.

“ In European markets like the UK where awareness and trust in Danish organic food products have already been established, we tie our organic products to areas of expertise like sustainability, quality and natural food production.

Anne Lawaetz Arhning, CEO of the Danish Agriculture and Food Council.



HEALTHY FOOD IS A UNIQUE SELLING POINT

New consumer trends in the UK have resulted in an increasing demand for healthy food.

The British decision makers rate Denmark highly on the health aspect and Danish products and solutions branded on healthiness may have a unique selling point within the UK.

- **58% of British decision makers associate Danish food products and solutions with 'healthy'.**
- **45% associate healthiness to the products and solutions of the UK.**

One should be aware that what is 'healthy' is a subjective concept. In a Western context, healthiness is likely to be tied to a product being natural. A Western buyer will typically expect healthy food products to be free from unnecessary additives, medicaments, hormones and growth enhancers.

TRUST IN DANISH CERTIFICATES

According to experts, awareness of and trust in the Danish state-controlled organic label are high in bordering countries like the UK. For British decision makers 'Organic' is often associated with Denmark. 49% of the British decision makers associate Danish food products and solutions with *organic*.

